

## Efficient use of photographic assets within a practice can grow business and revenue.

Patient photographs are an important part of medical and cosmetic care. Physicians use photos to track and communicate patient treatment and progress, facilitate inter-office referrals, supplement insurance claims and illustrate presentations and research papers.

The photographic assets currently employed in your practice for typical patient before-and-after demonstrations and treatment diagnoses can also contribute to the growth of your business. Reports indicate that measurable repeat, referral and new business can be produced, and significant return-on-investment can be achieved, by using patient photography in your marketing efforts.

ImageStore is designed specifically to help medical practices better manage their patient photos. The HIPAA-compliant, internet-based service transforms the time-consuming, expensive photo management exercise into an easy, cost-effective process.

Here is a simple example of how personalized patient photography could increase revenue.

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### Reminder Cards using Personalized Patient Photography

Current number of patients per month:	200/month
Average revenue per patient per month:	\$200/patient
Average patient revenue per month:	\$40,000/month
Percentage increase in patients re-booking after receiving a reminder card with personalized before-and-after photography:	5% increase
Number of patient re-bookings:	10/month
Additional rebooking revenue:	\$200/patient
<b>Increase in Revenue</b> .....	<b>\$2,000/month</b>

### Direct Marketing using Patient Results Photography

Direct mail using actual patient photography:	1,000 recipients
Average return on direct mail:	1% return
Number of new patients resulting from direct mail:	10/month
Average patient revenue from new patients resulting from direct mail:	\$200/each
<b>Increase in Revenue</b> .....	<b>\$2,000/month</b>

### TOTAL INCREASE IN REVENUE USING RESULTS

**PHOTOGRAPHY FOR MARKETING** ..... **\$4,000/month**

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Other possible benefits include more efficient filing and retrieval of photographs, reduction of liability, increased patient satisfaction, and better patient care. Your results may vary. For more info on improving practice efficiencies and growing your business through patient photography, visit: [www.imagestore.md](http://www.imagestore.md).