

Value of Referrals

(Example of Statistics)

	Newspaper Ad	Schedule for Seminar	Show for Seminar (50%)	Sign Up for \$25 Evaluation (90%)	New Patients from Newspaper Ad (50%)
Week 1	1	15	7.5	6.75	3.375
Week 2	1	15	7.5	6.75	3.375
Week 3	1	15	7.5	6.75	3.375
Week 4	1	15	7.5	6.75	3.375
Total	4	60	30	27	13.5

	Newspaper Ad	Schedule for Seminar	Show for Seminar (50%)	Sign Up for \$25 Evaluation (90%)	New Patients from Newspaper Ad (50%)	Referrals Schedule for Seminar (NP x 2)	Referrals Show for Seminar (50%)	Referrals Sign Up for \$25 Evaluation (90%)	New Patients from Referrals (50%)	Total New Patients
Week 1	1	15	7.5	6.75	3.375	6.75	3.375	3.0375	1.51875	4.89
Week 2	1	15	7.5	6.75	3.375	9.78	4.89	4.4	2.2	5.575
Week 3	1	15	7.5	6.75	3.375	11.15	5.575	5.0175	2.5	5.88
Week 4	1	15	7.5	6.75	3.375	11.76	5.88	5.29	2.64	6.022
Total	4	60	30	27	13.5	39.44	19.72	17.74	8.874	22.374