

## DISTANCE TO A PLASTIC SURGEON DIRECTLY AFFECTS CONVERSION RATES

## **RULE:**

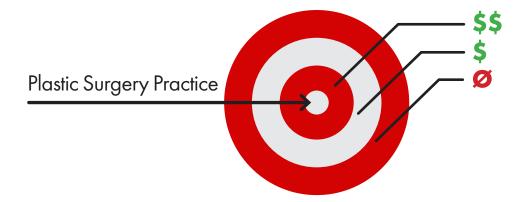
The farther the distance a patient is from your practice the lower the conversion rate.

## **ANALYSIS:**

The amount of competition, alternative solutions, and travel time are all contributing factors to a lower lead conversion rate-regardless of practice capabilities.

## **CONCLUSION:**

Understand the travel distance at the point of scheduling a patient as well as in media buying.



EPISODE 61



