

Call us to connect with people looking for your services: 866-295-0409

treatmentcalls.com
transfer. transform. transcend.

Your Patients are More than Revenue Dollars

When you walk into a car dealership, they don't ask you for your credit score. You know, that is something that comes up eventually in the discovery process, how does the person looking for help plan on paying for it. But when someone is calling in to your center and they are greeted with someone saying "Hi, in order to get you to the right person I just need to know what kind of insurance you have", you may have just lost their business. This is something that actually takes place during far too many calls to rehab and treatment facilities.

This is something we see over and over in the addiction treatment field. If you track what actually happens during the calls, when you address the caller like a human being first, you actually end up getting either insurance information far more often or you discover that the person can come up with cash or they have a loved one that can help them. So it's not a smart choice to go the route of asking for financial information up front. It will eventually come out during the call, what type of insurance coverage they have, or what other means will they use to cover the cost of their treatment.

Your Online Presence

There is one other thing worth mentioning, and this has to do more with your online presence. On the front end of being present, our industry is still a bit behind in the Google game. Putting the right information out there, at the right times, and at the right frequencies is extremely important to have your website, your online presence, your brand rank high in the search engines.

When somebody is searching for something that is specific to the services you offer, your facility needs to rank. You need to be up there at the top of SERP (search engine results page). You need to come up high so that, for two reasons, the person that is seeking help finds it and then, from the business perspective, now you are able to capture a client that you wouldn't if you

otherwise hadn't made those efforts to rank that high.

Marketing Help for Treatment Centers

If that's something that sounds a bit foreign, TreatmentCalls.com is here to help. There are lots of different ways to advertise in the market. Online, if you're not jumping on the search engine marketing train, you should know, the majority of people are checking your facility out online before they decide to get treatment. Whether they are calling you first and then going online, or going online and then calling you, they are going online at some point to check you out.

That's something that you need to make sure you're spending time on. You need to make sure that your brand presence, through your programs, your modalities, and the services that you offer, that you also mention your center's accommodations. When you are creating your website, make sure you include information on specific features, for instance the number of beds and the type of food, and highlight these features on your website. Ultimately it's the details, what makes your center special, what makes your facility stand out from the rest, that people want to know before they commit to getting help.

FIND QUALITY LEADS FOR YOUR TREATMENT CENTER

We can help you with your addiction treatment and rehab marketing lead generation efforts. TreatmentCalls.com provides qualified leads for alcohol and drug abuse treatment centers and programs around the country. We generate these leads by finding potential patients seeking treatment and help connect them with a facility who can properly address their needs.

Call Today and Connect with People Looking for Your Services

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