



# Intelligent Patient Acquisition for Interventional Radiology Specialists

## About Us

Patient Reach 360 is a purpose-built SaaS platform for Interventional Radiology practices, managing the full patient journey from digital engagement to scheduled procedure.

Developed by IR physicians with 20+ years of OBL clinical practice and marketing experience, it combines marketing intelligence, clinical qualification, and workflow automation to drive measurable procedural growth.

## What We Solve

- ✓ Inconsistent patient lead quality
- ✓ Low consultation show rates
- ✓ Manual follow-up inefficiencies
- ✓ Limited visibility into campaign ROI
- ✓ Disconnected CRM and EMR workflows

## What the Platform Delivers



### AI-Driven Lead Generation

Education-based campaigns that attract high-quality patients.



### Adaptive Clinical Qualification

Real-time evaluation of readiness and eligibility.



### Multi-Channel Conversion

Structured follow-up via calls, SMS, and email.



### CRM and EMR Integration

Seamless scheduling, reporting, and performance visibility.

PR360 supports a growing portfolio of interventional and minimally invasive procedures, including: **UFE | HAE | GAE | PAE | ACE | PFE | SCS | Bariatric Embo | Varicocele Embo | and more.**

# Proven Results. Predictable Growth.

Across all service lines and partner practices, Patient Reach 360 delivers an average cost per converted procedure under \$500, with some achieving \$200–\$300 per case.

Our automated, multi-channel conversion system supports the full patient journey with 8–10 strategic touchpoints via calls, SMS, email, and reminders.

Real-time analytics track every step, including lead volume, qualification rates, conversions, front office response time, no-shows, geographic distribution, insurance mix, procedure performance, and practice growth opportunities — providing true operational intelligence, not just leads.

**<\$500**

Avg. Cost per Procedure

**\$200–\$300**

Our Best Performing Markets

**8–10 Touchpoints**

Automated Conversion Workflow

**Full-Funnel Analytics**

From Lead to Procedure

## Vantage Vascular

Brooklyn, NY & Fair Lawn, NJ

## Case Study

### 60-Day Trial Performance

November 15, 2025 – January 15, 2026

**Total Embolization Leads: ~600**  
**Qualified Leads: ~300**

After filtering non-candidates (insurance mismatch, out-of-area, non-eligible patients), approximately 50% met clinical qualification standards.

### Consultation & Procedure Outcomes

**43 Total Consults**  
**Total Cost/Procedure: ~\$400**

This represents a 4–5x lower acquisition cost compared to traditional embolization marketing averages of \$1,500–\$2,000 per procedure.

### Post Trial Growth

Following the trial, Vantage narrowed its focus to Fibroids and Hemorrhoids and increased its advertising budget. After scaling, the practice generated 40+ additional scheduled procedures at a sub-\$200 all-in acquisition cost per procedure, with inbound volume exceeding front office capacity.

## Our Results Before Fees Offering

At Patient Reach 360, results come before fees. We provide a full 60-day launch period with no service fees, requiring only an estimated \$3,000 monthly ad spend per service line. This allows you to evaluate real performance first—ensuring we generate qualified leads that convert into procedures before any agency fees begin. It's a model that reflects our confidence in delivering measurable value.

*“That ‘try before you buy’ structure removed much of the risk we usually feel when bringing on a new vendor and quickly made it clear that they were creating real value for our group.”*

— Dr. Vishal Sinha

Ready to build a Predictable Patient Acquisition Engine? Contact us to schedule your strategy call.  
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