

	Campaign Cost	# NP Produced	Cost/ NP	ROI
Professional				
Medical Physician Marketing				
Attorney Marketing				
Ancillary Professionals				
Internal				
New Patient Experience				
Online Reviews				
Patient Education Class				
Patient Newsletter				
Patient Reactivation				
Product & Service Promotion				
Referral Enhancement & Recog				
Social Media				
VIP Recognition				
External				
Exterior Signage				
Web Site & SEO				
Speaking & Booths				
Yellow Pages				
Total				