

Emergi-Track™

by MiK Market Systems

What is EmergiTrack?

EmergiTrack is a proprietary marketing software developed by professionals in the ambulance industry to help ambulance companies market smarter. **EmergiTrack** has built-in CRM (Customer Relationship Management) capabilities as well as run volume tracking and analysis to help marketing departments identify potential areas of growth as well as concerns.

Grow Your Customer Base

Marketing is a people business but with hundreds of callers residing in a single service area, reaching all your potential customers regularly is a daunting task. **EmergiTrack** stores and manages all the facilities you serve as well as the individual callers within them in one central location to make this task much easier.

Once facility and caller data is stored in the system, marketing associates can add notes detailing all contact they have with each customer providing a means to refresh the market associate's memory before each visit and provide historical data to new marketing associates, but there's so much more. **EmergiTrack** is capable of:

- ✿ Maintaining all contact information for each facility you serve as well as the number of beds, ownership information, and more
- ✿ Maintaining contact information on each individual caller or customer at these facilities
- ✿ Alerting marketing staff to facilities that have not been visited or contacted within a specified amount of time
- ✿ Generating graphs showing facility and caller utilization allowing you to identify who's using you most (or least)
- ✿ Generating historical run charts to compare current and past run volume on a per facility **and** a company wide basis
- ✿ Identifying where runs are declining on a facility basis **and** an individual caller basis in real-time



Get up to the minute sales/run volumes and comparisons with company and facility snapshots

The screenshot shows the 'Add Run - Manual' form and a table of 'Most Recently Added Runs'. The form includes fields for 'Calling Facility', 'Caller', 'Run Number', 'Run Date', and 'Run Time'. Below the form is a table with the following columns: Run Number, Date, Time, Calling Facility, Caller, Caller Response, and Destination Facility. The table contains several rows of data, with the most recent runs highlighted in red.

Add/Delete/View runs daily to generate instantaneous feedback about how your company's doing

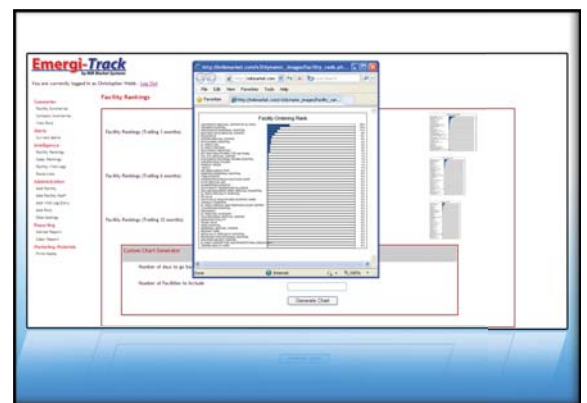


Chart runs on both a facility and caller basis to identify areas where marketing is working and where changes in marketing approach are needed



Save Time and Money by Streamlining Your Marketing

How much do your marketing associates make per hour? Manually analyzing run volume, identifying declines in facility and caller utilization, and managing customer relationships takes time (and money) away from your company's marketing efforts. All too often, marketing associates spend time performing these routine tasks when they could be out in the field making the face to face contacts that prove to push sales higher. For less than you'd expect, an investment in **EmergiTrack** can shave hundreds of hours off your marketing associate's administrative tasks each year.

Marketing Associates Leave - Don't Let Your Data Leave Too

Marketing associates put a lot of effort into identifying and reaching customers, collecting data, and building history. This effort is commonly lost when a marketing associates parts from the company they work for. You've spent good time and money to collect this information, **EmergiTrack** makes sure you don't lose it if (or when) your employee leaves.

Identify issues BEFORE they affect your bottom line.

With **EmergiTrack**, you have the ability to import run data at your discretion. Enter runs on a daily basis for day by day calculation of trends and charts or go a step further and insert runs the moment they occur for real-time analysis. In marketing, especially in this industry, identifying problems before they impact your bottom line is imperative to capturing market share and keeping it.

Imagine knowing not only what facility is calling you less but what specific caller is responsible for the decline. That's the power of **EmergiTrack**.

Save Time and Money, React Faster, and Out-Market Your Competition

We've been in the ambulance industry for years and watched as companies have spent hundreds of thousands of dollars on marketing that was misdirected, disorganized, and even lost at employee termination. **EmergiTrack** is designed to break out of the old fashioned method of marketing used by ambulance companies by providing the tools to **Market Smarter**.

For more information, and to test drive **EmergiTrack** for yourself, please contact your regional sales representative below.

Your Regional Sales Representative

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