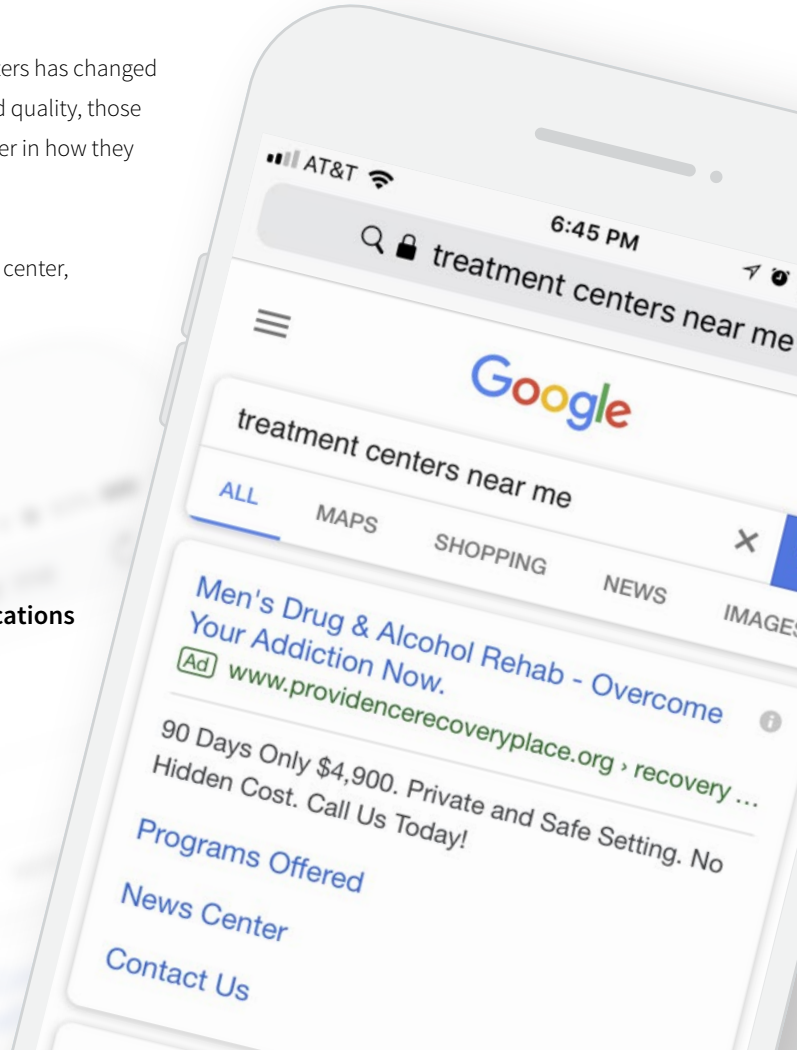
SCORPION®
DIGITAL HEALTHCARE SOLUTIONS

GETTING INSIDE THEIR HEADS:

A Client's 5-Step Journey to **Finding Your Treatment Center**

Over the years, the way in which people find treatment centers has changed dramatically. With an emphasis on speed, convenience, and quality, those seeking treatment are quicker and more discerning than ever in how they convert from casual web visitors into your next clients.

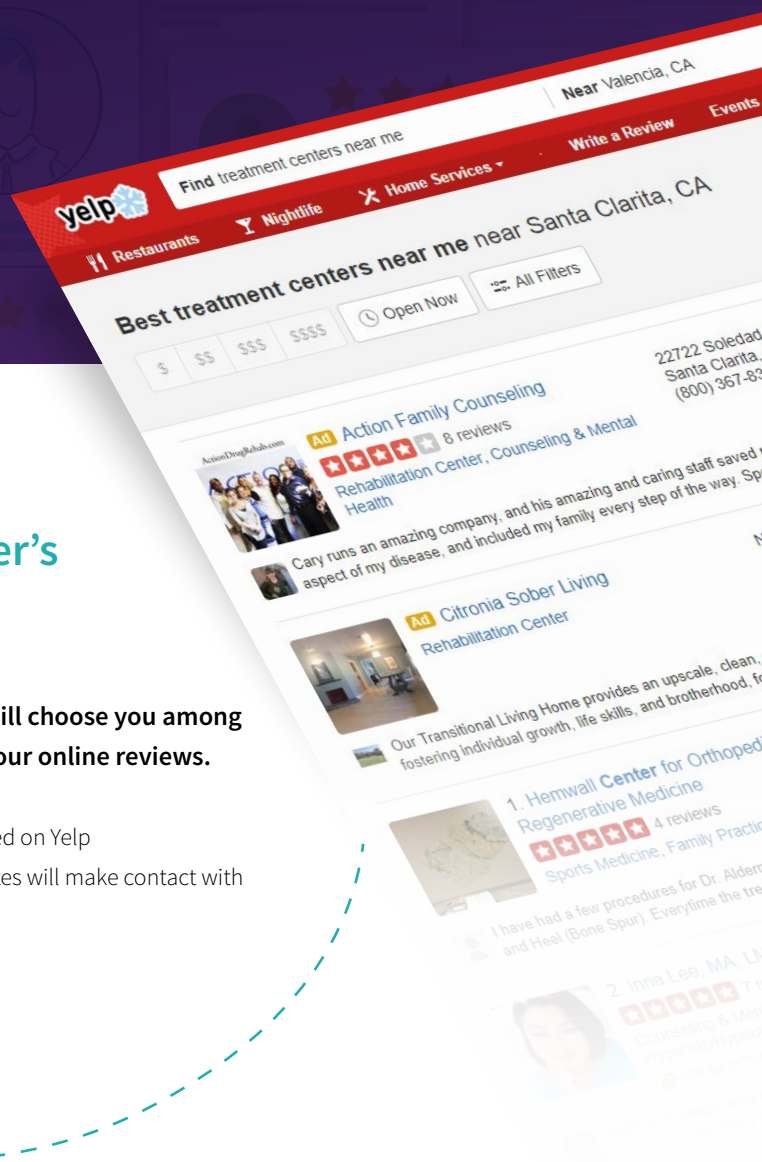
In order to understand how a client reaches your treatment center, here are the 5 steps a person will make. First, they will...



1 Search on Google for a Local Business

When looking for a hospital, your clients prefer locations that are near them.

- Mobile makes up 88% of all "near me" searches
  - This rate has grown at nearly 146% year over year
- Google calls these "near me" or "nearby" searches *"micro-moments"*

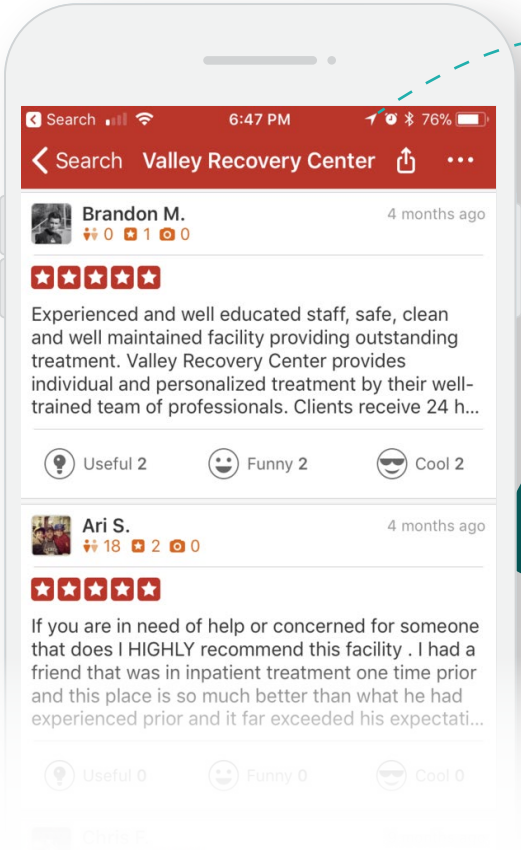


2

Find Your Treatment Center's Yelp Review Page

After finding your business on Yelp, clients will choose you among your competitors based on the strength of your online reviews.

- More than 2.8 million businesses have been claimed on Yelp
- 93% of potential clients who research on review sites will make contact with a treatment center



3

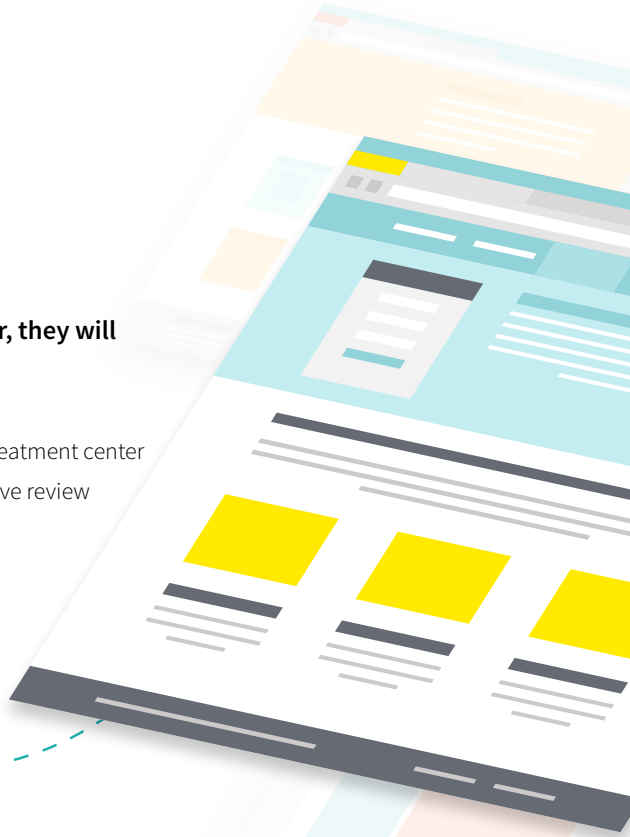
Evaluate Your Online Reviews Until They're Ready to Make a Decision

Positive reviews are as effective as personal recommendations, which can inspire your clients to choose you.

- 92% of potential clients will use a treatment center if it has at least a 4-star rating
- 48% of potential clients were influenced by a relevant search

4

Choose a Treatment Center and Visit their Website



Once the client feels confident in your treatment center, they will click through to your website for more information.

- 90% of potential clients read online reviews before visiting a treatment center
- 72% of potential clients will make contact after reading a positive review

5

Call You Immediately or Travel to Your Treatment Center

When the client is convinced you're the right solution for them, they will contact you or visit your treatment center directly.

- 44% of users who research treatment centers on a mobile device make an appointment

References:

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