Q2 INNOVATIONS ANNOUNCEMENT

Dear Client,

I've got some great news to share with you that will continue to level up your results and keep you on the cutting edge of marketing.

As part of our 2025 innovations roadmap, in the 2nd quarter, our team will be upgrading your SEO systems and chatbot systems. This is part of our plan for leveling up our marketing systems in 2025 and here are some details of what is happening and what to expect.

SEO System Upgrade

For every clinic location, listing software runs to help keep your business information synchronized with many different online directories, such as Google Business Profile, Waze, Apple Maps, etc.

Over the next 3 months, we will be transitioning our clients' accounts to a more advanced system through one of the leaders in the SEO industry, MOZ Local.

Our goal is to help your clinic locations rank as high as possible in your local communities, and upgrading to this platform will help us achieve better SEO outcomes for you. We will have better visual reporting, and many new tools to help our SEO specialists work more efficiently on your account.

There is nothing you need to do on your end, as our team will handle everything, and there is no additional cost for this service, it will be included in your plan.

ChatBot Upgrade

We are currently working with our chatbot developers on a new platform that will make it easier to have more customized language in your chatbot. In addition, AI responses will be incorporated as a new feature and more natural language flow in the chatbot for patients asking questions.

As we transition to the upgraded platform, we will develop new workflows and best practices to increase conversions of patients through the chatbot.

Again, there is nothing you need to do with this transition, and your chatbot will not look different on your website. We will handle everything on the backend for you along with no additional cost.

Q2 INNOVATIONS ANNOUNCEMENT

Business Center App Sunsetting Q3

As part of these innovation improvements on the marketing systems for your account, we will be sunsetting the Business Center App, as this will no longer connect to the SEO or chatbot, and is very rarely used.

All of your links to access tools like Engage, Lead Dashboard, etc. will remain the same and be accessible through your Basecamp account instead. If you have any questions on this, please don't hesitate to reach out to your Customer Success Manager.

Our commitment to you is to continue to elevate your clinic's marketing systems and effectiveness to achieve the best results possible. I know with these new SEO and chatbot innovations, we will continue to improve your clinic's results!

Sincerely,



Neil Trickett, PT
CEO