Everborn Productions

WHAT YOU ARE GETTING

# The build, itemized.

## Clinics

Not a feature brochure. Every line below is something that exists and works when the four weeks are done, and that you can open in your own account and see.

Each package is cumulative. Growth includes all of Launch. Full Engine includes all of Growth. The prices are the same in every industry; what is inside them is built for appointment-based clinics.

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# Launch

Foundation, plus every lead answered fast. For a small team whose main leak is response time and follow-up.

| BUILD FEE | MONTHLY |
| --- | --- |
| $3,500 | $697 |
| one time | includes the platform |

## DELIVERED

- **Tracked number, domain and email.** A tracked local number, your domain and professional email on your own identity, with call routing and recording.
- **Pipelines in your team's language.** CRM pipelines and stages named the way your team actually talks.
- **Lead capture with written consent.** A lead-capture page and forms that record written consent to call and text, with a privacy link, on every entry point.
- **Reply in under 60 seconds.** A reply to every new inquiry in under 60 seconds, by text and email, that stops the moment they answer.
- **Round-robin with a claim window.** Round-robin assignment with a claim window and automatic reassignment, so no lead sits with someone who is off.
- **Missed-call text-back.** Missed-call text-back with a booking link.
- **Booking calendars.** Booking calendars per person with confirmation and reminder sequences.
- **5-day follow-up drip.** A 5-day follow-up drip that stops instantly on any reply or opt-out.
- **Lead-source tagging.** Lead-source tagging at entry on every channel, so cost per sale by source is measurable from day one.
- **Review requests.** A review request at the right moment after the sale or visit, sent to everyone, never filtered by sentiment.
- **Business texting registration.** A2P 10DLC brand and campaign registration prepared with sample messages that match your consent language.
- **Compliance shell.** Consent records with timestamps, STOP and any-reasonable-means opt-outs honored across every channel and workflow, quiet hours, the required footers and identifiers, and a blocked-phrase list applied to every template.
- **Daily recap and weekly funnel report.** Daily recap and a weekly funnel report to the owner.
- **Handoff booklet and training.** A handoff booklet with screenshots of every system, and team training.

## BUILT FOR APPOINTMENT-BASED CLINICS

### PIPELINE STAGES

Inquiry → Contacted → Booked → Showed → Treatment Presented → Accepted

- **Pipeline stages in front-desk language:** Inquiry, Contacted, Booked, Showed, Treatment Presented, Accepted.
- Web form and online booking request with a HIPAA notice acknowledgment and a TCPA consent checkbox; no Meta Pixel, GA4 or TikTok pixel on booking, intake or consent pages.
- **Source tags:** Google, Meta, referral, insurance directory, referring provider, walk-in.
- Post-visit review request is sent to everyone and never gated by satisfaction score.
- A2P 10DLC registration with separate informational and promotional campaigns; reminders and recall run under the healthcare exemption, promotional sequences only to contacts with written marketing consent.
- **The BAA chain is a Launch deliverable:** the CRM on its HIPAA plan with a BAA, our own BAA with the practice, and every connected tool either under a BAA or never seeing PHI. The compliance add-on goes on before any contact import.
- **Compliance shell:** PHI-free templates (first name and last initial, date, time, practice name, callback number, opt-out), quiet hours, STOP handling, and the 3-per-week cap on exempt messages.

# Growth

Everything in Launch, plus onboarding, retention, database re-activation, the full Monday report and your industry engine. The package most businesses land on.

BUILD FEE
$6,500
one time

MONTHLY
$1,197
includes the platform

## DELIVERED — EVERYTHING IN LAUNCH, PLUS

- **Branded email templates.** Branded email templates with your identifiers locked in.
- **Client onboarding.** Client onboarding on “Sold”: welcome, what-happens-next, document request with secure upload links, e-sign, payment link. Never asks for sensitive data by email reply.
- **Invoicing and payment links.** Invoicing and payment links with reminders until paid.
- **Document and signature chase.** Document and signature chase with a live staff checklist showing who owes what and how long it has been outstanding.
- **Long-term nurture.** Long-term nurture sized to your buying cycle, kept separate from the 5-day drip, with a re-engagement detector that moves anyone who responds back to the front of the pipeline with an alert.
- **Owned-list re-activation.** Owned-list re-activation: a ramped, bounce-guarded campaign against every old lead and past customer you already paid for.
- **Retention program.** A retention program for existing customers: anniversaries, check-ins, renewals, and the save flow when someone tries to leave.
- **Per-rep pages and QR cards.** Per-rep landing pages and QR cards, each feeding the same pipeline with attribution to the rep.
- **After-hours AI assistant.** An after-hours AI assistant that answers, qualifies and books, fenced by your industry’s never-list.
- **Full weekly owner’s report.** The full weekly owner’s report, written as what the business accomplished, never a task log.
- **Live dashboard and command center.** A live dashboard and an owner’s command center: one screen instead of four logins, showing this week’s recurring tasks with tick-off, a green, amber or red light on every system, the documents and logins in one place, and a fix-it runbook for when something breaks.
- Long-term nurture is 90 days on unaccepted treatment, perpetual on recall, and quarterly by band on reactivation.
- **Client onboarding is digital intake:** forms, health history, NPP and consent, chased with a live checklist.
- Invoicing and payment links are text-to-pay for the patient portion and statement reminders; disputes and payment plans stay human.
- Per-provider landing pages and QR cards for each dentist, injector or therapist, feeding their own pipeline and review link.
- The after-hours AI assistant answers hours, pricing ranges, financing and do-you-take-my-insurance, books or requests appointments, escalates anything clinical, and is scripted never to discuss a specific patient’s care.

YOUR INDUSTRY ENGINE · INCLUDED IN GROWTH

# The Full-Chair Engine

Recall, reactivation and unscheduled-treatment recovery, inside HIPAA

### Recare Autopilot

Patients due for hygiene or recare get a 3-touch text and email sequence starting 30 days before the due date with a tap-to-book link, running 90 days past due before handing off to reactivation. The front desk only works the exception list.

### Unscheduled-Treatment Follow-Up

Every presented-but-unscheduled plan enters a 90-day non-clinical nudge sequence at day 0, 7, 14, 30, 60 and 90 with a financing or payment link and a book-a-10-minute-call-with-our-treatment-coordinator option. The dashboard shows dollars pending by provider. No procedure names in any message.

### High-Ticket Consult Pipeline

Implants, aligners, injectables, body contouring: pre-consult prep text, same-day thank-you, financing link, 7/14/30-day touches, and a consult-to-start conversion report by provider.

### Reactivation Ladder

The inactive list segmented at 6-12, 12-18, 18-24 and 24-plus months, each with its own 3-to-5-touch quarterly campaign under written marketing consent. The owner sees reactivated patients and their production.

### No-Show Recovery and ASAP List

An automatic re-book text on any no-show or late cancel; a cancellation triggers a text to the short-call list and the first yes gets the slot pending staff confirmation. The hole fills before the huddle.

### Membership and Series Renewals

In-house plan renewals, med spa due-for-tox reminders at 90 to 120 days, and package or series expiry at 30, 14 and 3 days, each with a payment link. Renewal rate lands on the dashboard.

### Digital Intake and Consent Chase

Forms, health history, the Notice of Privacy Practices and photo/testimonial consent go out at booking and are chased automatically, with a live staff checklist of who is still missing paperwork or an insurance card 48 hours out.

### Post-Visit Check-In and Review Request

A templated non-clinical check-in with reply-if-anything-feels-off that routes replies to a clinical inbox, and a same-day review request to every patient with no gating by sentiment.

### Insurance Verification Flag

The CRM chases the patient for an insurance card photo and flags any unverified visit 48 hours out. The payer check itself stays with staff or a dedicated eligibility tool.

### Huddle Sheet

The morning huddle numbers and the end-of-day unscheduled report assemble from CRM data, replacing someone printing PMS reports at 7:30am.

# Full Engine

Everything in Growth, plus the referral-partner program, full operations, and a monthly think-tank that keeps finding the next thing to take off your team's plate.

| BUILD FEE | MONTHLY |
|---|---|
| $9,500 | $1,697 |
| one time | includes the platform |

DELIVERED — EVERYTHING IN GROWTH, PLUS

- **Referral partner program.** A referral partner program with a tracked link and printed QR card per partner and automatic attribution written at lead creation.
- **Printable partner materials.** Printable partner materials: welcome packet, counter cards, one-pagers, version-numbered.
- **Monthly partner statements.** Automated monthly partner statements, with contents set by what the law allows in your industry. Where a threshold decides what appears on a statement, the system records the decision and never the figure behind it, so the sheet stays safe to share with staff.
- **Partner outreach campaign.** A partner outreach campaign to build the bench, with a no-fee copy variant wherever a fee is illegal.
- **Partner lanes.** Partner lanes: a separate pipeline and cadence per partner type.
- **Operating-rhythm automations.** Every operating-rhythm automation from the intake: huddle prep, daily lists, weekly reviews, monthly reports.
- **Internal task and alert flows.** Internal task and alert flows: unclaimed lead, stalled file, deadline at risk, negative review, manager escalation.
- **Written procedures.** Written procedures for the team's own operations.
- **Priority support.** Priority support: a named contact, a weekly twenty-minute call, same-day changes.
- **Monthly business report.** Monthly business report in addition to the weekly.
- **Handoff booklet, kept current.** The handoff booklet, kept current as the system changes.
- **Monthly automation think-tank.** A standing session every month where we sit down with you and your team, find the daily tasks eating their time, and design and build custom automations for them.

THE PART NOBODY ELSE SELLS

### Monthly automation think-tank

A standing session every month where we sit down with you and your team, find the daily tasks that are eating their time, and design and build custom automations for them. Every build is documented and added to your handoff booklet. It is the reason Full Engine clients stay for years: the system keeps getting better instead of slowly going stale.

FULL ENGINE, BUILT FOR APPOINTMENT-BASED CLINICS

## Partners, lanes and rhythm in your business.

- Partner program with a tracked link and QR per partner and count-only attribution.
- **Monthly partner statements carry aggregate de-identified counts only:** your link produced 6 inquiries and 3 booked consults this month. Never a patient name, initial, date of service, treatment or spend. Disclosing that a named person is a patient to a gym, salon, employer or school is a HIPAA disclosure with no permission.
- **Partner lanes:** referring providers (GPs to specialists, PCPs to PT and derm, dentists to sleep and ENT), adjacent consumer businesses (gyms, salons, estheticians, bridal, photographers), employers and benefits brokers, schools and youth sports, real-estate and relocation for new-in-town patients.
- **No per-patient bounties.** Texas Occupations Code chapter 102 and Florida's Patient Brokering Act criminalize paying for patients regardless of payer, and the federal anti-kickback statute applies wherever Medicare dollars are involved. The program is co-marketing and education: fixed-fee sponsorships, reciprocal promotion, lunch-and-learns, community events, with per-referral cash reviewed by counsel state by state and defaulted off.
- Money is structurally absent from the partner program, not switched off: the partner workbook, sign-up form and outreach sheet carry no tier, rate, owed, W-9, payment or 1099 column anywhere, with an instruction on the sheet that none may be added. A column that does not exist cannot be filled in by a helpful staff member, and the outreach copy says plainly in both directions that nobody is paying anybody for patients, because the referring provider asking is the one thinking about the anti-kickback and patient-brokering statutes.
- Referring providers treating the same patient receive treatment information through the clinical record or a secure channel, never the marketing CRM.
- Partner outreach to businesses is B2B and CAN-SPAM compliant.
- **Recruiting funnel:** yes, for hygienists, assistants and injectors. The ADA HPI numbers say this is the owner's other headache.
- **Operating-rhythm automations:** morning huddle sheet, end-of-day unscheduled report, weekly production vs. goal.
- **Internal alerts:** unverified insurance 48 hours out, a plan over $3,000 unscheduled for 14 days, a VIP no-show.

TERMS

# The fine print, in plain words.

- **Same three packages, same prices, every industry.** What changes is what goes inside them for appointment-based clinics.
- Each monthly fee includes a **$197 platform licence** for your white-labeled workspace. One bill, no separate software vendor. If you already own your own HighLevel account, take $197 off the monthly and we build in yours.
- **Ad spend and carrier messaging fees are billed at cost.** We don't mark them up.
- The **build fee is half at signature, half on delivery.**
- **Month to month after the first 90 days.** No long contract.
- **Add-ons bought with the build are 15% less** than the same add-on later.
- **Regulated industries get a compliance review in week one at no charge.** Every template goes to your compliance officer or counsel before it goes live. We build the system and the evidence file; we do not give legal advice.
- **You own everything** — accounts, data, scripts and documents. Your contacts, pipelines, templates and documents export at any time, and the domain and sheets are registered in your name.

### What we ask of you

About two hours for intake in week one, a thirty-minute review each week during the build, and one hour at handoff. After that, the only thing the system needs from your team is that they answer the leads it hands them. That one is not optional, and it is the single biggest difference between clients who get results and clients who don't.

### Proof

Snap Credit Fix, a California credit repair company in one of the most regulated categories there is, runs on a system I built for them: leads answered in under a minute and assigned round-robin, a 52-week nurture, a re-activation campaign across roughly 40,000 past leads, a dealer referral program with printed QR counter cards and automated monthly statements, and a Monday report the president reads first. If it passes there, it passes in yours.