



# ZERO TO \$100K

See how Instapaytient's platform alongside our sales acceleration team took Excel Medicine in the Bay Area from zero to \$100,000 in online revenue.





# PATIENTS LOVE TO SHOP—JUST NOT AT THE FRONT DESK.

Excel Medicine, with two locations in the East Bay, California, brought on Instapaytient to grow revenue without relying on in-house sales staff. Dr. Singh wanted more out of his marketing efforts and had outlined three key issues.

- 1 LACK OF IN-HOUSE SALES SUPPORT
- 2 SEVERAL TREATMENTS NOT BEING SOLD
- 3 LOW CONVERSION FROM MARKETING



## REVENUE GROWTH

Since implementing Instapaytient in December 2024, Excel Medicine has reached **\$100K in online revenue**.



## ONLINE FINANCING

**30% increase** in conversions from online marketing due to Instapaytient + AFFIRM embedded sales checkouts.



## OPEN 24/7 ONLINE

Patients shopped when it's convenient—**37% of sales came in after hours**, turning downtime into revenue time.

### UPSELL

✓ Order Confirmed

**\$3,549** Morpheus8

Series of 3 | Face Treatments



Buy Now, Pay **\$765** Later

Select your payment plan

**\$382**

over 3 months

0% APR interest

# EXCEL MEDICINE GOES FROM ZERO TO \$100K+ IN **DIGITAL SALES.**

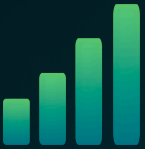


## HOW WE MADE IT HAPPEN

- A digital storefront that converts traffic into sales 24/7
- Online payment plans that increase order size, reduce friction and increase conversion
- Done for you sales + checkouts for patients to purchase—without extra staff

NO APP. NO TECH HEADACHES. **JUST REVENUE GROWTH.**

## ZERO TO \$100K AND MORE



- \$100,000 in net new revenue generated from the platform
- 32% of patients upsold themselves
- 37% of sales occurred after practice hours
- 32% Increase in conversion from email and text marketing
- Doubled average cart size with preferred financing partner, AFFIRM
- Zero staff resources utilized – all sales occurred online



## WHY THEY'RE REFERRING US

Excel Medicine saw firsthand how Instapaytient drives new sales automatically, even from dormant patient lists. We're excited to help more practices unlock this level of performance.



## WANT TO LEARN MORE?

- White-glove onboarding
- Custom revenue playbook
- Priority support

- Book a demo Link:
- [www.instapaytient.com](http://www.instapaytient.com)
- Henry Camacho
- 626-327-7433