

AD-IOS HEALTH DEPARTMENT CASE STUDY

Challenges Faced

As part of Kentucky's Public Health Transformation under HB 129 (2020), departments are tasked with improving equitable access population health, fiscal responsibility, partnerships, and internal capacity.

Key Challenges:

- Fragmented tools: No integrated website + CRM = inefficient patient engagement, manual data processes, missed insights.
- Inability to dynamically communicate with diverse audiences (e.g., WIC recipients, HANDS participants, substance use support groups)
- Data silos limit performance tracking, decision-making, and community outreach.

AD-IOS SOLUTION OVERVIEW

Integrated Website + CRM

Modern, mobile-first public-facing site bundled with a tailored CRM ("Lead Connector") ensures:

- Centralized contact & client records
- Automated workflows (e.g., referrals, follow-ups, immunization reminders)
- Role-based user access (state/local staff, partners)

Public Surveys & Polls

AD-IOS team will create polling tools to easily gather community feedback - supporting local public health priority assessments

Digital Marketing & Google Ads

Promote Immunizations, harm-reduction services, WIC enrollment, etc., with geo-targeted campaigns to enhance uptake.

SEO & Analytics

Optimize digital reach, enhance search visibility, track site behavior, and quantify program performance.

WHY AD-IOS?

- **Proven expertise:** Delivered public health portals and CRMs, with strong security and role management
- **Customized support:** Local KY-based team providing ongoing training, hosting, and 24/7 monitoring
- **Comprehensive suite:** Website, CRM, marketing, surveys, and analytics all under one roof

 **Call or Text: (859) 724-5740**

 ad-ios.com/health-departments-crm/



ALIGNING WITH KENTUCKY PRIORITIES

PHT Objective	AD-IOS Feature	Benefit
Equity & Access	ADA-compliant, multi-lingual, mobile-qualified site	Inclusive access for all Kentuckians
Population Health	CRM enables segmented campaigns (e.g. WIC, HANDS)	Personalized, need-based outreach
Fiscal Responsibility	CRM automates routine tasks & reduces no-shows	Lower staff time, improved ROI
Partnerships	Secure shared portals with user roles	Collaborative work with hospitals and NGOs
Internal Capacity	Staff training + post-launch support	Long-term efficiency and confidence

SAMPLE DEPLOYMENT STEPS

- Discovery & Intake: Map local program flows (WIC, HANDS, SUD) and define data/interoperability needs
- Funding Proposal Prep: Highlight how the solution delivers across PHHSBG, KHIE incentives, digital equity objectives
- Technical Rollout:
 - Build site + secure, role-based CRM
 - Customize intake forms, surveys, appointment templates
 - Set up marketing integrations (Google Ads + SEO)
- Train & Launch: Conduct CMS + CRM training, deploy public resources
- Ongoing Monitoring: Monthly analytics to track engagement, campaign ROI, and community feedback

EXPECTED OUTCOMES & METRICS

Efficiency Gains:

- 30-50% reduction in staff time spent on manual tasks
- 20-40% decrease in no-shows via reminders

Engagement Uplift:

- 10-25% boost in WIC/HANDS/SUD referrals
- Community input via surveys supporting funding and strategic decisions

ROI:

- Google Ads playbook within 6-12 months
- Improved grant competitiveness through measurable impact

AD-IOS MEDSPA CASE STUDY

Why Medspas Need an Integrated CRM and Website System

In the competitive and fast-paced aesthetic industry, medspas must operate with precision, personalization, and responsiveness. Yet, many medspas still rely on disjointed systems, resulting in missed opportunities, client churn, and wasted ad spend. This case study explores the real impact of lacking an integrated CRM and website solution - and how AD-IOS empowers medspas with the tools they need to succeed.

The Problem: Challenges Faced Without Integration

1. Disorganized Lead and Client Management

- 72% of medspas still use spreadsheets or paper to manage leads, leading to:
 - Incomplete client records
 - Missed follow-ups
 - Delayed service responses
- Without a CRM, staff must manually track inquiries, causing lost revenue from unconverted leads.

2. Appointment Chaos

- Manual scheduling contributes to:
 - Up to 30% no-show rates due to lack of reminders or confirmations
 - Double bookings and calendar errors
 - Burnout from inefficient phone/email scheduling

3. Fragmented Communication

- Without centralized data:
 - Emails and texts lack personalization
 - Clients receive inconsistent messaging
 - Follow-up care and rebooking opportunities are missed

4. Blind Marketing

- Without CRM analytics:
 - Medspas can't segment their list by service type or visit frequency
 - No insight into which campaigns are converting
 - Money is wasted on generic outreach

5. Poor Website Experience

- 88% of online users won't return after a poor website experience.
 - Non-mobile-friendly sites lose credibility
 - No online booking = lost convenience-driven clients
 - Lack of visuals, trust signals (like reviews or before/after photos), or SEO = low conversion and visibility



Real-World Impact: Lost Revenue Example

Imagine a medspa generating 100 leads/month from ads. Without automation:

- Only 30% convert (30 new clients).
- At an average \$350 ticket, that's \$10,500/month.

With CRM + automation:

- Lead response time improves from 12 hours to <1 minute (via workflows).
- Conversion jumps to 60% (60 new clients).
- Monthly revenue increases to \$21,000 - a 100% increase, with the same ad spend.

Key Features That Make AD-IOS Stand Out

Feature	Benefit
Integrated Calendar & Online Booking	Seamless client scheduling 24/7
Automated Text/Email Campaigns	Save hours and boost engagement
Tag-Based Segmentation	Personalized offers and drip campaigns
Local SEO Optimization	Rank higher in Google Maps and search
Review Generation & Auto-Post	Build social proof and grow trust

Conclusion: Integration = Growth

An integrated CRM and website solution is no longer optional - it's essential. Medspas that embrace automation, personalization and data-driven marketing stand out in a crowded market and build lasting client relationships.

"Since integrating AD-IOS Lead Connector into our medspa, our no-shows dropped 50%, and our monthly bookings have doubled. We finally understand where our leads come from and how to keep them coming back."

- The Lift Bar Medspa, Lexington, KY

Ready to streamline your medspa operations and scale smarter?

Let AD-IOS help you connect your website, CRM, and marketing in one powerful system.



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ad-ios.com/medspas-crm/

Case Study:

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– Medspa Owner, Lexington, KY

Call to Action

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CASE STUDY: How Integrated Websites and CRM Systems Transform RV Park's Efficiency and Customer Experience



Overview: In the competitive world of RV parks, staying ahead of the competition requires more than just a physical space. The modern traveler demands convenience, accessibility, and personalized experiences—qualities that are increasingly enabled by technology. RV parks that lack a fully integrated website and CRM system struggle with visibility, operational inefficiencies, customer retention, and security concerns. This case study highlights how RV parks can benefit from AD-IOS's integrated solution, combining a professional website with a robust CRM system, to enhance business operations, increase bookings, and provide a better overall customer experience.

Challenges Faced by RV Parks Without Integrated Systems

1. Reduced Visibility and Customer Reach

- Limited Online Presence: Without a website, RV parks miss out on attracting potential customers online.
- Lower Search Rankings: Reliance on social media or external platforms results in poor search visibility.
- Missed Marketing Opportunities: Lack of a website limits the ability to utilize digital marketing strategies like SEO and online ads.

2. Operational Inefficiencies and Increased Costs

- Manual Reservation Errors: Without automation, booking errors lead to overbookings and guest frustration.
- Increased Overhead: Multiple software systems result in higher operational costs.
- Limited Booking Maximization: A lack of centralized systems prevents dynamic pricing and occupancy optimization.

3. Poor Customer Experience and Retention

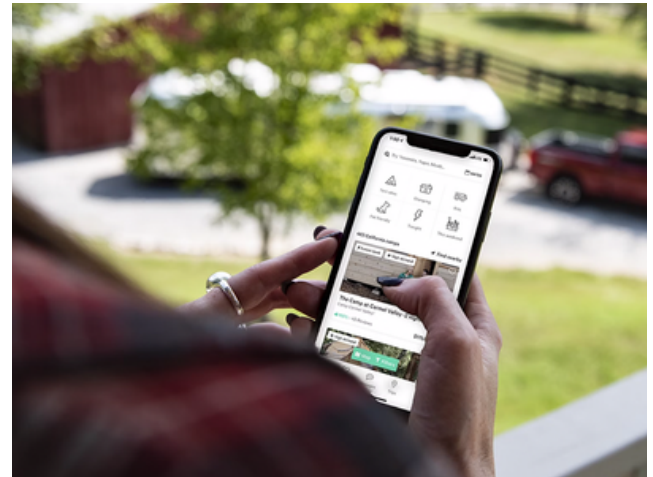
- Limited Guest Accessibility: Without an online portal, guests struggle to manage bookings or find information.
- Inconvenient Payment Options: Absence of online payments may drive guests to competitors.
- Engagement Challenges: Lack of CRM integration hinders personalized experiences, reducing repeat business.

4. Data Management and Security Concerns

- Scattered Data: Customer information spread across platforms causes disorganization and data loss.
- Limited Data Security: Without a CRM, sensitive data is vulnerable to breaches.
- Inaccurate Reporting: Manual data entry leads to inaccuracies and poor decision-making.

5. Competitive Disadvantage

- Falling Behind Competitors: RV parks without integrated systems risk losing customers to tech-savvy competitors.
- Difficulty Competing: Without CRM tools, RV parks struggle to offer personalized experiences, falling behind competitors who use data-driven solutions.



How AD-IOS Solves These Challenges



1. Improved Visibility and Customer Acquisition

An integrated website with SEO best practices ensures that RV parks rank higher in search engines, increasing visibility and attracting more customers. AD-IOS helps RV parks develop a custom website optimized for SEO, ensuring it performs well in search results and offers easy navigation for visitors.

2. Streamlined Operations and Increased Efficiency

With AD-IOS's integrated CRM, RV parks can automate their reservation systems, track customer interactions, and prevent overbookings. The CRM allows for real-time booking updates and dynamic pricing, ensuring maximum occupancy and profitability. This centralized system also reduces administrative overhead by eliminating the need for multiple software solutions and manual data entry.

3. Enhanced Customer Experience and Retention

A fully integrated website and CRM give guests the ability to easily book reservations, view their details, make secure payments, and communicate with the park. Personalized customer interactions based on CRM insights ensure that guests feel valued and appreciated, leading to repeat visits. Automated emails and notifications keep guests engaged and informed, fostering long-term loyalty.

4. Secure Data Management and Actionable Insights

AD-IOS's CRM system ensures that all customer data is stored securely, and provides easy access to actionable insights. RV parks can analyze booking trends, customer preferences, and sales performance to make informed decisions. With accurate data at hand, RV parks can optimize their marketing strategies and improve their overall operations.

5. Gaining a Competitive Edge

By embracing a modern website and CRM integration, RV parks position themselves as leaders in the industry, staying ahead of the curve with a professional online presence, streamlined operations, and superior customer service. AD-IOS ensures that RV parks don't just keep up with the competition but thrive in a digital-first environment.

Results: A Better Way Forward for RV Parks

RV parks that integrate their websites with AD-IOS's CRM system experience a marked improvement in operational efficiency, customer satisfaction, and overall profitability. By streamlining reservations, enhancing customer engagement, and securing valuable data, RV parks can improve their bottom line while providing a better guest experience. The AD-IOS solution empowers RV parks to optimize pricing, enhance marketing strategies, and build lasting customer relationships—all from one integrated platform.



Conclusion

An integrated website and CRM system is no longer a luxury for RV parks—it's a necessity. With AD-IOS, RV parks can streamline operations, increase bookings, improve customer loyalty, and stay ahead of the competition. By adopting this comprehensive solution, RV parks can provide an elevated experience for guests, drive operational efficiency, and enhance their bottom line. For more information on how AD-IOS can transform your RV park, visit [AD-IOS.com](https://www.ad-ios.com).

Case Study: How Contractors are Revolutionizing Lead Management with AD-IOs Lead Connector

AD-IOs Lead Connector, a powerful all-in-one CRM and marketing automation platform, has helped contractors, from plumbing to HVAC and construction, streamline their lead management and improve customer engagement. This case study focuses on how contractors use Lead Connector to modernize their processes, reduce costs, and stay organized, all while improving client retention.

Challenge:

Many small contractors, such as plumbing, HVAC, and construction companies, struggle with managing leads manually or using outdated tools. These challenges can lead to:

- **Missed Opportunities:** Without a centralized system to track leads, contractors may lose potential business by not responding promptly.
- **Inefficiencies:** Manual follow-ups, disconnected systems, and paper-based processes waste time and increase the chance of errors.
- **Inconsistent Customer Experience:** Contractors often fail to provide a seamless experience to customers, impacting satisfaction and trust.



Solution: AD-IOs Lead Connector

AD-IOs Lead Connector provided contractors with a comprehensive platform that automated many processes, including lead capture, follow-ups, customer relationship management, and more. With features like automated workflows, SMS/email campaigns, and seamless CRM integration, contractors experienced a smoother and more efficient way to manage their business.

Key Features Used by Contractors:

- **Lead Management:** All leads are captured in one place, allowing contractors to prioritize and respond quickly.
- **Automated Follow-Ups:** Follow-up tasks, such as reminder emails or text messages, are automatically scheduled, ensuring no lead falls through the cracks.
- **Customer Segmentation:** Contractors can segment their customers based on specific needs, improving personalization and targeted marketing.
- **Integration with Other Tools:** Lead Connector integrates seamlessly with social media, website forms, and Google My Business, ensuring a smooth data flow.



Impact:

1. Time Savings:

Contractors reported a 40% reduction in time spent managing leads, thanks to the automation features of Lead Connector. By eliminating manual data entry and follow-ups, contractors could focus on what matters most – delivering excellent services to their customers.

2. Increased Lead Conversion:

With automated workflows, contractors saw a 25% increase in lead conversion rates. The ability to respond quickly and consistently, as well as automate follow-ups, helped contractors close deals faster.

3. Cost Reduction:

Lead Connector allowed contractors to reduce administrative costs by eliminating the need for a full-time employee to manage leads manually. Contractors were able to operate more efficiently, saving on overhead expenses.

4. Improved Customer Relationships:

Contractors noticed better customer satisfaction and retention rates. By using Lead Connector's CRM, they could keep track of customer interactions, ensuring personalized communication, and fostering stronger relationships.

Professional & Results-Focused

"Partnering with AD-IOs and using the Lead Connector platform has been a game-changer for S.A.S. Construction. We no longer have to juggle multiple spreadsheets and missed calls – everything from leads to follow-ups is handled in one place. Our workload feels lighter, and we're closing more projects faster than ever." — S.A.S. Construction

