

Week	Total	BCBS	BCN	OTHER PPO's	CASH	MEDICARE	MEDICAID	REFERRED BY PT	INSURANCE	GOOGLE AD	Clicks	Cost	OTHER
4/24-4/28	11	4	2			2	3	2	5	3 - ad (2 bcbs, 1 mcare)	64	\$71.19	1 -walked by office
5/1-5/5	12	7	1			2	2	2	2	3 - ad (2 bcbs 1 mcare)	67	66.16	1 - Dr Sibson, 1 drove by, 2 FB, 1 general interne
5/8-5/12	11	2	1	2		2	4	4	3	2 - ad (1 bcbs 1 mcare)	65	66.9	1-FB 1- CMH
5/15-5/19	3	2					1	2	1		64	69.98	
5/22-5/26	13	2	0	3	4	1	3	4	2	3 - ad (1 mcare, 1 UHC, 1 cash)	65	70.86	2- chiroprator, 2 FB
5/30-6/2	6	2					4	2	3	2- ad (1 BCBS, 1 Meridian)	55	65.27	
6/5-6/9	11	6	1		1		3	7	4		44	52.68	
6/12-6/16	5		1	3			1	3	1	1 - ad (UHC)	65	72.13	
6/19-6/23	13	7	1	3		1	1	7	1	1 - ad (BCBS)	60	63.39	2- FB, 1-CMH, 1- Dr. Storm
06/26-06/30	13	6	3	1			3	2	3	3 - ad (2 BCN 1 BCBS)	61	67.27	2- FB, 3 - Dr. Storm
07/5-07/07	8	1		3		1	3	2	3	2 - ad (1 BCBS 1 UHC)	51	64.55	1 FB
07/10-07/15	20	4	4	3		1	8	6	5	6 -ad (3 Other,1 Medicaid, 1 Medic	76	72.94	1 FB, 1 PT, 1 Dr. Storm
07/18-07/21	14	6	2	1	1	1	3	4	3	4 - ad (1 BCBS, 1BCN, 1 Cash, 1	75	71.03	1 - another PCP, 2 - location
07/24-07/28	10	3	1	2	1		3	5	1	3 -ad (1 Medicaid, 1 PPO, 1 cash	69	63.43	1 - location
07/31-08/04	9	3	1	1			4	5	1	2 ad (2 bcbs)	59	67.9	
08/06-08/11	9	3		2			4	3	1	2 ad (medicaid)	67	64.98	1 - location, 2 FB
08/14-08/18	15	4	4	1			6	5	7	1 ad (BCBS)	70	73.53	2 - location
8/21-8/25	11	4	2	1		2	2	4	1	6 ad (2BCBS, 1 cigna, 1 medicare, 2 medicaid)			
08/28-9/01	12	1		3	2	1	5	5	2	5 ad (2BCBS 1 cigna, 2 medicaid)			
09/04-/09/08	9		1	1	1		6	6	2	1 ad (self pay)			
09/11-09/15	6	3		2	1			5		1 ad (bcbs)			
09/18-09/21	9	4	1		1		3	2		6 ad(3 bcbs, 1 bcn, 1 mcaid, 1 self pay)			1 - referral from Dr. Sibson's office
09/24-09/28	13	2	2	2	1		6	4	3	4 ad (1 bcbs, 2 other, 1 mcaid)			2 - 1 referral from Dr. Storm,, 1 fb
Total	230	76	28	34	13	14	78	91	54	59	1077	\$1,144.19	35

