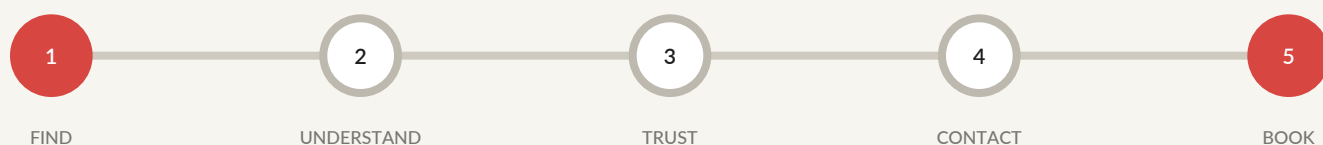


THE CLINIC GROWTH AUDIT

7 places patient inquiries get lost
and how to fix them



A 15 MINUTE GUIDE

Score your clinic. Find the weak point. Fix the right problem first.

START HERE

Great care can still be hard to find.

Most clinics do not have one marketing problem. They have several small breaks across search, websites, advertising, forms, calls, and intake.

A prospective patient may:

- 1 Never discover the clinic
- 2 Find the clinic but not understand what it offers
- 3 Understand the services but not feel enough trust
- 4 Feel ready to reach out but struggle to take the next step
- 5 Submit an inquiry but never receive a prompt response

You do not need to fix everything at once.

You need to fix the right problem first.

This guide helps you find the weak point in the patient journey and choose a practical next step.

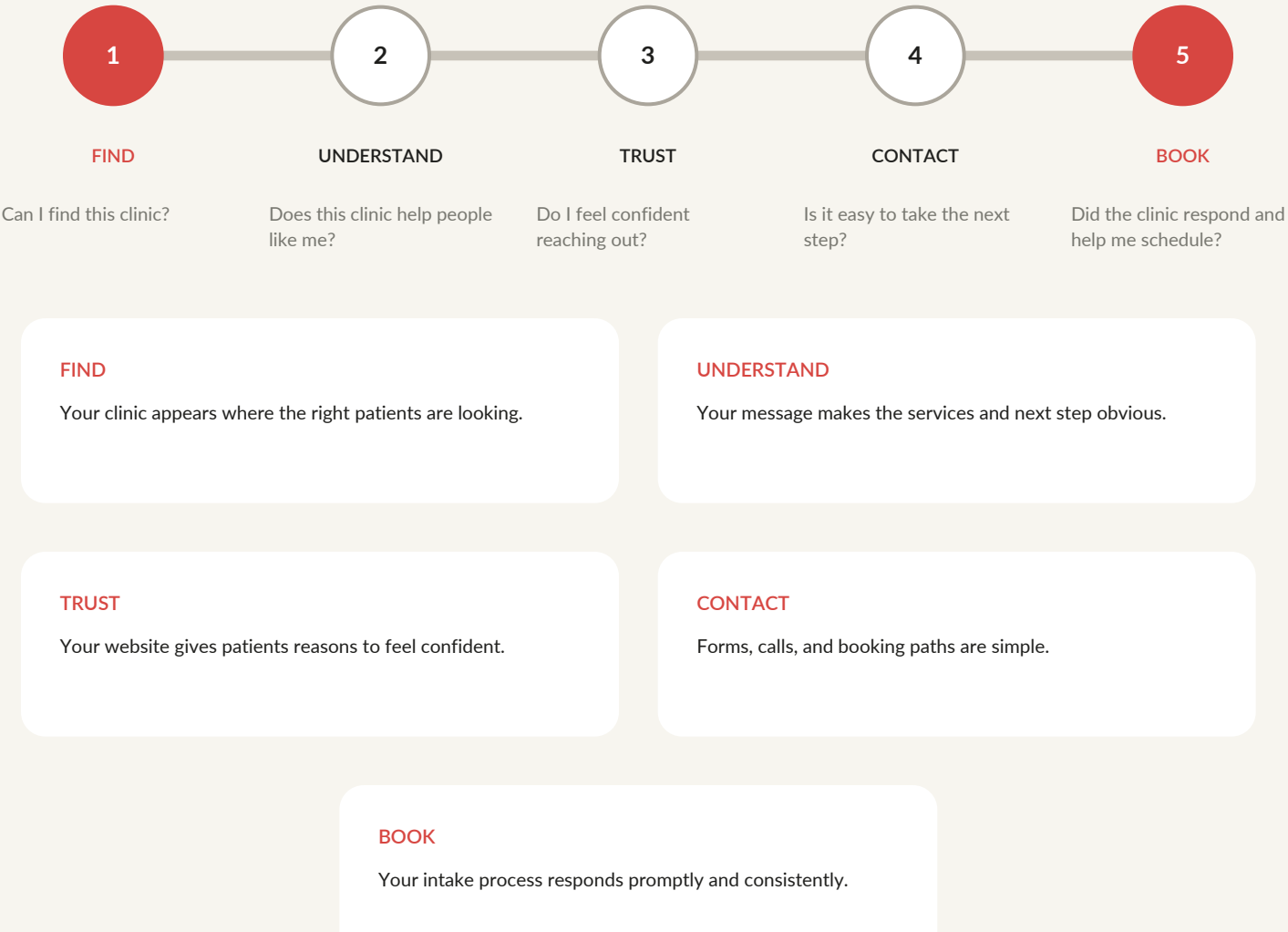
HOW TO USE THE AUDIT

- 1 **Score**
Give each statement a 0, 1, or 2.
- 2 **Compare**
Find the section with your lowest score.
- 3 **Act**
Choose one improvement for the next 30 days.

THE PATIENT JOURNEY

Every new patient moves through five decisions.

Your growth is only as strong as the weakest point in the journey.



The goal is not more activity. It is more patient appointments.

The next seven pages help you find where prospective patients are getting stuck.

01

Can the right patients find you?

SCORE EACH STATEMENT

0

No

1

Partly

2

Yes

STATEMENT	0	1	2
1 My clinic appears when someone searches for our primary services.	☐	☐	☐
2 Our Google Business Profile is complete and accurate.	☐	☐	☐
3 Each major service has a clear page on our website.	☐	☐	☐
4 Each clinic location has relevant information online.	☐	☐	☐
5 Our website works properly on mobile devices.	☐	☐	☐
6 Search engines can understand what we provide and where we provide it.	☐	☐	☐
7 Our clinic appears consistently across maps and directories.	☐	☐	☐

WARNING SIGNS

- Your clinic depends almost entirely on referrals.
- Competitors appear first for the services you provide.
- Patients struggle to find accurate information about your clinic.

FIX THIS FIRST

Make your services, specialties, locations, and contact information unmistakably clear across your website and search profiles.

02 Do patients immediately understand what you offer?

SCORE EACH STATEMENT

0 No

1 Partly

2 Yes

STATEMENT	0	1	2
1 A visitor can understand who we help within five seconds.	☐	☐	☐
2 Our website explains services in patient friendly language.	☐	☐	☐
3 Our home page gives visitors a clear next step.	☐	☐	☐
4 We explain what makes our clinic different.	☐	☐	☐
5 We use plain language instead of unnecessary jargon.	☐	☐	☐
6 Our website answers the questions patients ask before contacting us.	☐	☐	☐
7 Our message is consistent across the website, ads, and search profiles.	☐	☐	☐

WARNING SIGNS

- Visitors arrive but leave without contacting the clinic.
- Patients call about services you do not provide.
- Your website describes the clinic but not why a patient should choose it.

FIX THIS FIRST

Clarify who you help, what you help them with, and what they should do next.

PART 3 OF 7

03 Does your online presence build trust?

SCORE EACH STATEMENT

0 No

1 Partly

2 Yes

STATEMENT

0

1

2

- 1 Our clinicians have complete and personable biographies.
- 2 Credentials and areas of expertise are easy to find.
- 3 Our website includes current professional photographs.
- 4 Patients can find reviews or testimonials where permitted.
- 5 We explain insurance, payment, availability, and scheduling clearly.
- 6 Our website feels current, professional, and secure.
- 7 Patients can understand what their first interaction will be like.

☐	☐	☐
☐	☐	☐
☐	☐	☐
☐	☐	☐
☐	☐	☐
☐	☐	☐
☐	☐	☐

WARNING SIGNS

- People visit the website but do not contact the clinic.
- Prospective patients ask basic credibility questions during the first call.
- Clinician biographies read like resumes rather than introductions.

FIX THIS FIRST

Replace generic claims with specific evidence, clear explanations, and signs that real people are behind the clinic.

04

Is it easy to take the next step?

SCORE EACH STATEMENT

0

No

1

Partly

2

Yes

STATEMENT	0	1	2
1 Every important page has a clear call to action.	☐	☐	☐
2 Patients can easily find the phone number.	☐	☐	☐
3 Forms are short and simple.	☐	☐	☐
4 The website works well on a phone.	☐	☐	☐
5 Patients know what will happen after they contact us.	☐	☐	☐
6 Landing pages match the message that brought visitors there.	☐	☐	☐
7 Patients are not forced through unnecessary steps before requesting care.	☐	☐	☐

WARNING SIGNS

- The website receives traffic but few inquiries.
- Forms are started but not completed.
- Advertising sends every visitor to the home page.

FIX THIS FIRST

Remove friction between patient interest and the next step.

05 Does intake turn inquiries into appointments?

SCORE EACH STATEMENT

0 No

1 Partly

2 Yes

STATEMENT

0 1 2

1 Someone is responsible for every new inquiry.

☐

☐

☐

2 Prospective patients receive a prompt response.

☐

☐

☐

3 Staff members know what information to collect.

☐

☐

☐

4 The clinic follows up when a prospective patient does not respond.

☐

☐

☐

5 The intake team explains availability, pricing, and insurance clearly.

☐

☐

☐

6 The clinic records whether an inquiry became an appointment.

☐

☐

☐

7 Marketing and intake staff share information about lead quality.

☐

☐

☐

WARNING SIGNS

- Calls regularly go unanswered.
- Forms sit in an inbox without a clear owner.
- The clinic generates inquiries but cannot explain why they do not book.

FIX THIS FIRST

Create one consistent process for receiving, responding to, recording, and following up with every inquiry.

PART 6 OF 7

06 Do you know what is actually working?

SCORE EACH STATEMENT

0 No

1 Partly

2 Yes

STATEMENT

0

1

2

1 We know how many qualified inquiries we receive.

☐☐☐

2 We know whether inquiries came from ads, search, referrals, or directories.

☐☐☐

3 We track phone calls and forms.

☐☐☐

4 We know which inquiries became appointments.

☐☐☐

5 We can calculate the cost of acquiring a new patient.

☐☐☐

6 We review performance regularly.

☐☐☐

7 We make decisions based on patient quality, not clicks alone.

☐☐☐

WARNING SIGNS

- Reports focus on impressions, clicks, and visitors.
- The clinic cannot connect marketing activity to appointments.
- No one knows which source produces the best patients.

FIX THIS FIRST

Track the path from source to inquiry to booked appointment.

07

Are you investing in the right work?

SCORE EACH STATEMENT

0

No

1

Partly

2

Yes

STATEMENT	0	1	2
1 Our marketing supports our current growth goals.	☐	☐	☐
2 We know which services and locations have room to grow.	☐	☐	☐
3 Our advertising budget reflects the value of a new patient.	☐	☐	☐
4 We are not paying for channels that produce poor inquiries.	☐	☐	☐
5 Our website, search strategy, advertising, and intake support one another.	☐	☐	☐
6 We know what should be fixed now and what can wait.	☐	☐	☐
7 Someone is responsible for prioritizing the work.	☐	☐	☐

WARNING SIGNS

- The clinic keeps adding channels without fixing existing problems.
- Several vendors work independently with no shared strategy.
- The clinic spends money but cannot explain the expected return.

FIX THIS FIRST

Choose the work most likely to create qualified inquiries and booked appointments. Ignore the rest until the fundamentals work.

THE ECONOMICS

What is one new patient worth to your clinic?

A simple estimate helps you evaluate marketing in terms of patient revenue, not clicks alone.

YOUR ESTIMATE

AVERAGE FEE PER SESSION

AVERAGE NUMBER OF SESSIONS

ESTIMATED GROSS PATIENT REVENUE

\$ _____ **x** _____ **=** \$ _____

Example

\$150 x 15 = \$2,250

Five new patients can represent \$11,250 in gross patient revenue.

YOUR BREAK EVEN POINT

How many new patients would cover your monthly marketing investment?

MONTHLY MARKETING INVESTMENT

ESTIMATED PATIENT REVENUE

PATIENTS NEEDED

\$ _____ **÷** \$ _____ **=** _____

A NOTE ON THE MATH

This is gross patient revenue. It does not account for operating costs, cancellations, insurance adjustments, or patient retention.

YOUR RESULTS

Where is your patient journey weakest?

Add the seven scores from each audit page. Each section has a maximum score of 14.

1	Search visibility	SCORE	/ 14
2	Message clarity	SCORE	/ 14
3	Trust	SCORE	/ 14
4	Contact experience	SCORE	/ 14
5	Intake	SCORE	/ 14
6	Measurement	SCORE	/ 14
7	Prioritization	SCORE	/ 14

TOTAL SCORE

/ 98

80 to 98	Strong foundation	60 to 79	A few limiting gaps
Focus on testing and scaling what already works.		One or two weak points may be restricting growth.	
40 to 59	Several breaks	Below 40	Start with the fundamentals
Prospective patients may be getting lost in several places.		Fix visibility, messaging, contact paths, tracking, and intake.	

MAKE THE AUDIT USEFUL

Decide what to fix first.

One clear priority beats seven unfinished projects.

THE SECTION WHERE WE SCORED LOWEST

THE PROBLEM MOST LIKELY TO COST US PATIENTS

THE IMPROVEMENT WE CAN MAKE INTERNALLY

THE IMPROVEMENT THAT NEEDS OUTSIDE HELP

THE ONE ACTION WE WILL TAKE THIS WEEK

WHAT SUCCESS WILL LOOK LIKE IN 30 DAYS

Choose the fix that removes the biggest constraint.

Then measure whether qualified inquiries and booked appointments improve.

WHAT COMES NEXT

Your score tells you where the problem is.

The next step is fixing it.

GOOGLE ADS

Reach people who are already searching for care.

- Campaign strategy and management
- Keyword and geographic targeting
- Landing page improvements
- Call and form tracking

SEARCH + WEBSITE

Improve visibility, messaging, trust, and conversion.

- Technical and on page SEO
- Local search and Google Business Profile
- Website and landing page copy
- Analytics and tracking

GROWTH PARTNERSHIP

Coordinate the work across more than one channel.

- Strategy and prioritization
- Copy, design, and implementation
- Reporting and attribution
- Continuous testing and improvement

Not sure where to start?

That is what the diagnosis is for.

WORK WITH ADA



READY WHEN YOU ARE

Ready to turn more online attention into patient appointments?

Tell me about your clinic, what you want to grow, and where prospective patients seem to be getting stuck.

WORK WITH ADA

Ada Peng

Strategy, copy, design, and implementation for clinics that want to grow.

ADAPENG.AI