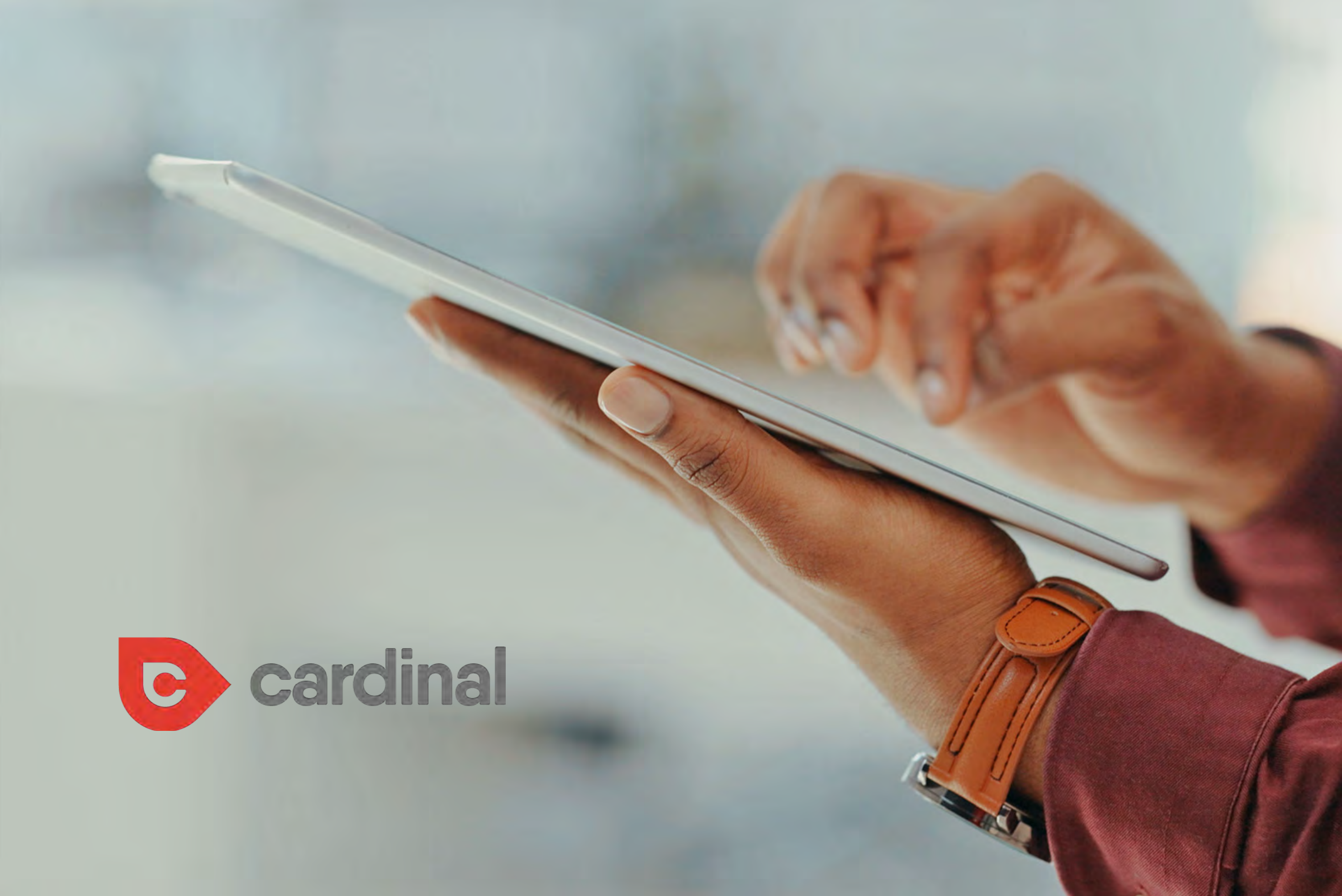
5-Step

Paid Media Strategy to Attract Your Ideal Patients

Advanced tactics and tips to improve paid media performance and drive qualified lead volume in healthcare.



Are You Reaching the Right Consumers?

Rumi famously said, “What you seek is seeking you,” and this is especially true in healthcare marketing. The ideal patients you want, the ones you can really help, are exactly the ones who are looking for you. Marketing is our best method for making that connection, but reaching the right patients is harder now than ever, thanks to evolving HIPAA restrictions, competitive markets, payor and financial restrictions, and complex consumer behavior. Nonetheless, your job is to reach those consumers.

In healthcare, the harsh reality is that no single organization can help everybody. I’d like to take that notion a step further. No single healthcare organization should help everybody. Why? Because every healthcare journey is a little bit different. And if it’s not a good fit, neither the patient nor the healthcare organization will arrive at the best outcome.

Unfortunately, many healthcare organizations are great at reaching a lot of the wrong people. One reason that I’d like to address head-on is poor lead quality. I see it all the time: the marketing team puts a high volume of leads into the pipeline, but the quality is poor. It’s not a fit. As a result, those patients aren’t converting into booked appointments. This, in turn, costs the organization time and money.

That goes double for mental healthcare, addiction treatment, aesthetic and plastic surgery, or any other healthcare with similarly heavy consideration before a purchase decision. If it’s already tough to get the right patients to commit, you’re never going to meet your goals chasing the wrong people.

Your best option, therefore, is to make sure you’re reaching the right people

How To Reach The Right People

The first step, as always, is recognizing that the problem exists. Looking at key metrics and data points like CVR and booking rates will help you evaluate whether you're not reaching the right people currently. Once you've identified the problem, you can put together a strategy to solve it by defining your ideal patient and figuring out how your unique selling proposition aligns with their needs.

From there, you can dive into the nuts and bolts of leveraging the data you have to achieve the results you want. Expect to do a lot of testing to figure out the most effective marketing tactics to reach your ideal audience. Beyond your marketing strategy, there's typically plenty of room for improving the patient experience and removing any remaining barriers between you and your ideal patients.

That's a concise summary of the 5-step process for reaching the right people, but of course, the devil is in the details — so here are the details.

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Identify the Problem

Evaluate the Leads You're Already Creating

"Measurement is the path to understanding," a Very Wise Person once said. You need to examine your existing lead data to see where the good leads come from and where there's room for improvement.

The data should show you what good and bad leads search for and the steps they take along the journey. It will show you where leads come from, too (PPC, Facebook Ads, organic search, and so on).

As you parse the data, look for trends that might indicate an opportunity for improvement. You're looking for those a-ha moments in the journey where you say, "Ah, THAT'S why so many of our surgery leads don't convert—they need more information on post-surgery rehabilitation care." To that end, a few important metrics ought to provide some clues:

- Click-through rate (CTR)
- Conversion rate (CVR)
- Call to booking CVR

Know How to Spot the Signs of Suffering Lead Quality

As part of your evaluation, you'll want to look for the common signs and causes of poor lead quality. The three most common causes that we see are:

Mismatch between what the lead wants and what you offer.

How well do you know your ideal customers and what they want? If you're not meeting their needs and intent at each stage, your lead-generation metrics will suffer.

Messaging either over promises or inaccurately describes your solution.

Expectations are everything. If a lead enters your pipeline expecting to consult with a surgeon but can't get an appointment for six months, you might have a problem. Or your website says you offer a service that you really don't.

Messaging doesn't provide enough detail about your solution.

One common example is the healthcare provider that doesn't offer insurance information on their website. What happens when leads come in that may need a different type of insurance or payment option? Insurance is a widespread objection.

Understand How HIPAA Limits Your Options

Healthcare marketing comes with one big challenge: HIPAA's tight grip on privacy

HIPAA compliance has become increasingly complex over the past two years as evolving privacy regulations have raised the stakes for healthcare marketers. With new clarifications and legal challenges reshaping the landscape, organizations must now navigate tighter restrictions while facing heightened scrutiny. These recent shifts demand a deeper understanding of the boundaries between marketing strategies and patient privacy, making compliance more crucial—and challenging—than ever before.

In December 2022, the Department of Health and Human Services (HHS) released a bulletin that tightened regulations on how healthcare information is shared.

The bulletin stated that regulated entities cannot use tracking technologies if doing so would result in unauthorized disclosures of protected health information (PHI).

Tracking technologies include scripts or codes on websites or apps that collect user data through cookies, web beacons, tracking pixels, session replay scripts, and fingerprinting tools. However, this definition has faced legal challenges. On January 5, 2024, the American Hospital Association (AHA) and other organizations filed a lawsuit claiming that an IP address combined with a visit to a specific health-related webpage doesn't qualify as PHI.

On June 20, 2024, the court ruled that the Office for Civil Rights (OCR) overstepped its authority by trying to regulate this "Proscribed Combination." While the ruling leaves other HIPAA rules intact, it remains uncertain how aggressively the OCR will push for stricter enforcement in this area.

With the regulatory landscape still unclear and the threat of class action lawsuits remaining, healthcare organizations must assess their risk tolerance when developing digital marketing strategies. We recommend healthcare providers consult with their legal and compliance teams and make sure their marketing strategy adheres to the latest privacy rules. This not only helps protect you from lawsuits but also meets the privacy expectations of today's consumers.

Privacy Regulatory and Legal Timeline

2021

September
FTC Warns Health Apps & Connected Device Companies to Comply with HBNR

2022

December
HHS Office for Civil Rights Issues New Guidelines for Online Tracking Tech

2023

February
FTC Fines GoodRx - $1.5M

March
FTC Fines Betterhelp - $7.8M

July
HHS & FTC Issue Joint Letter to 130 Hospitals & Health Systems

Delaware Becomes 13th State to Enact Privacy Law

September
FTC Guidance Update

November
American Hospital Association (AHA) sues HHS over HIPAA online tracking Technology Bulletin

2024

June
Judge Rules in Favor of AHA Vacating HHS Online Tracking

August
HHS Withdraws Its Appeal of Tracking Technologies Decision

02

Define Your Goals, Position, and Audience

Research the Ideal Patient

Your ideal patients aren't just looking for treatment—they're seeking care providers that understand them as whole people. To connect with them, you need to see beyond their symptoms.

Knowing some keywords they use is a good first step, but focusing too narrowly on specific keywords will limit your ability to reach your ideal patients. By considering them as whole people and understanding what makes them an ideal fit, you'll be able to shift your perspective and find new tactics to connect with your target audience.

To do that, you'll need to leverage your available data to put together a more comprehensive ideal patient profile and persona. You can analyze everything from on-site usage metrics and usability testing data to intake data and exit interviews to user geodata. You may also want to send out surveys to gather additional data.

Once you have crunched all that data, you'll be able to build an ideal patient persona, which you can then target for further research by interviewing patients or potential patients who fit the profile, as well as doing some competitive analysis to understand what approach others in the market are taking.

Interviews

Conduct in-depth interviews with patients to uncover motivations and preferences that drive healthcare decisions.

Surveys

Deploy patient surveys to gather feedback on experiences and expectations that can shape future campaigns.

Data and Insights

Analyze historical patient data and trends to identify opportunities for improving marketing strategies.

1st Party Acquisition Data

Leverage data from owned channels like website interactions to track patient journeys and refine targeting.

Competitor Analysis

Study your competitors' marketing tactics to discover gaps or advantages in your approach.

Personas

Develop robust patient personas to tailor messaging and campaigns based on demographic and behavioral insights.

By gaining a fuller understanding of your ideal patients and who they are, you'll be better positioned to devise new methods of reaching them. That will allow you to develop campaigns more likely to reach your ideal patient by considering things like:

Warm Audiences

Household-level targeting to reach parents, adult daughters, and other decision maketers.

Financial Qualifications

Payor and household income targeting

Clinical Suitability

Target by diagnosis, provider visits, and prescription usage.

Gain Stronger Marketing & Ops Alignment

Marketing needs to be in conversation with operations to understand exactly who your ads need to be reaching and adjust accordingly. Focusing purely on lead volume without optimizing for quality leads results in a high volume of disqualified leads — especially in verticals like behavioral, where leads are frequently disqualified for a variety of reasons from age requirements to insurance.

Aligning with operations to understand why leads are disqualified will help you understand what a qualified lead looks like—and let you feed better signals to platforms like Google Ads to refine your media strategy.

There's no giant bucket labeled "ideal patients." Well, maybe if your 3-year-old daughter wants to play doctor, then everyone's an ideal patient. However, for actual healthcare organizations, what makes an ideal patient is nuanced and will vary based on vertical, service lines, market, and provider groups. So you can't just grab someone else's ideal patients; you need YOUR ideal patients, and that means strong alignment with operations around defining your ideal patient profile. That's how you're going to improve lead quality and drive more new appointments.

Read Marketing + Operations: Why Total Alignment is Vital to Growth
to learn how to gain alignment around ideal patient, service line priorities, messaging, technology, and practice capacity.

Define Your Unique Selling Proposition (USP)

In How to Define Your USP and Improve Your Healthcare Marketing, I go into great detail on the importance of a crystallized USP. The strength and specificity of your USP will differentiate you in crowded and competitive markets. It can help improve lead quality by engaging and persuading your ideal patient.

To define your USP, you can use many of the same avenues you use for keyword and customer research. Generally, think about the unique capabilities or services that you offer. Special equipment or technology? Training, experience, or credentials? What about your patient experience? These are common differentiators for healthcare providers.

Patient Needs	+	Market Differentiators	+	Value Proposition	+	Proof & Credibility
Identify the specific healthcare needs and pain points of your ideal patient.		Analyze what sets your services apart from competitors, like specialized care or patient outcomes.		Highlight the unique benefits and value your services deliver, such as improved accessibility or patient experience.		Provide evidence through patient testimonials, clinical outcomes, or certifications to support your claims.

Understand Your Marketing Maturity Level

Another important strategic consideration is to understand your current marketing maturity level. From there, you can then build a roadmap to get to a data-enabled advertising state.

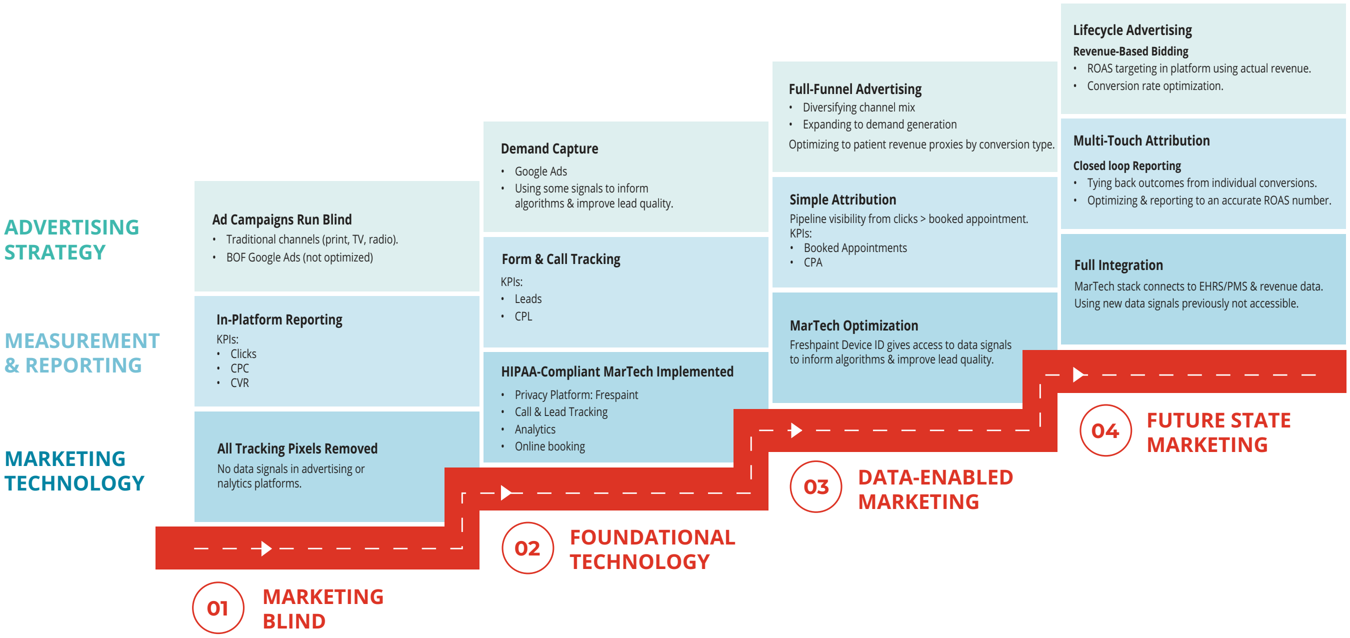
Your marketing maturity will depend on your current martech stack, brand architecture, media mix, performance of existing channels, core marketing tactics, and goals.

On the lower spectrum, we have organizations that removed all website trackers that risk violating HIPAA and state privacy laws. Without a HIPAA-compliant tracking and analytics solution, they are flying blind.

At that stage, the immediate goal should be to implement a compliant tracking solution so you can securely pass data to analytics and media platforms.

As you move up in marketing maturity, you've implemented foundational technologies like call tracking and a compliant analytics solutions. Now, you're able to use conversion actions and lead outcomes to inform Google Ads' algorithm.

Next, you may determine that you've maximized performance on Google Ads and captured more than 80% of the impression share. What's next? It's time to test and expand into upper funnel channels like Meta.



Each stage of marketing maturity builds the foundation for the next stage. So, you need to know where you are now to know what you should do next. Don't think about diversifying your media mix and expanding into demand generation before you maximize the demand capture campaigns you already have running.

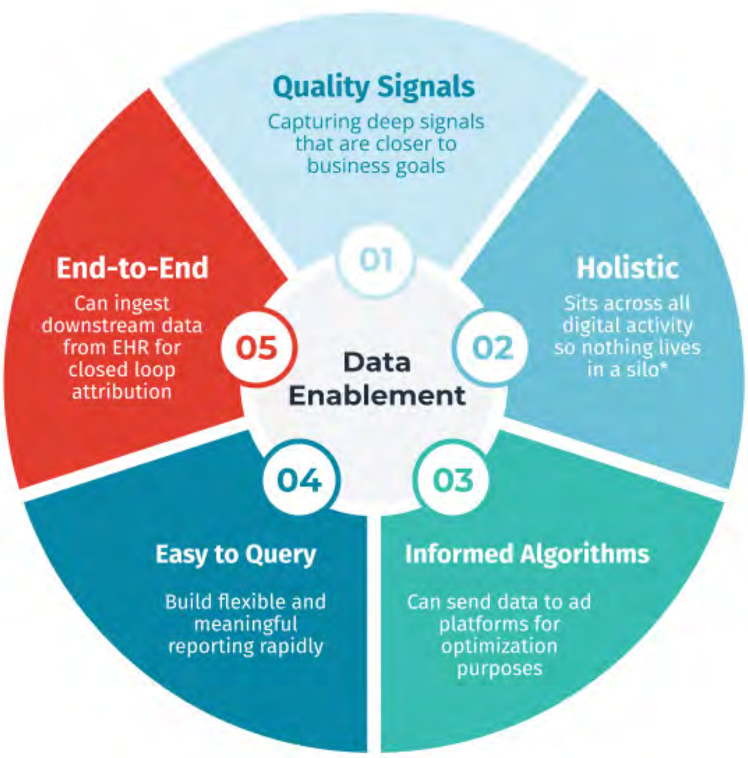
You can't maximize your demand capture if you can't pass data to the ad platforms in the first place.

So take the time to look at where you are now.

- Do you have an integrated tech stack across brands?
- Are you still only tracking clicks, or are you able to track booked appointments?
- Is conversion data being passed back to the ad platforms?
- Are marketing platforms connected to your PMS? Can you determine ROAS?

The draw to diversify your media mix can be strong, but first, you need to build a solid martech foundation.

Your roadmap for moving your marketing forward should start with taking care of the low-hanging fruit at your current stage because that's how you'll put yourself in a much better position to get your marketing to where you want it to be. Once you've laid out your strategic roadmap, then you can better understand where your focus needs to be on a tactical level.



Core components of a privacy-first yet data-enabled advertising ecosystem on the upper end of the marketing maturity curve.

03

Implement Advanced Media Tactics

Elevating lead quality requires tactics as sharp as your strategy.

Now that you've aligned your brand and strategy with what your ideal patients need, the next step is deploying targeted tactics that fine-tune your audience targeting and lead quality. From tracking calls to better understand patient interactions to optimizing Google Ads bidding strategies and using advanced audience building tactics like third-party claims data and geofencing, these methods allow for smarter decision-making, ensuring your focus stays on the highest-quality leads.

Train the Algorithms with Call and Lead Tracking

Your ad platforms only know as much as you tell them. Most marketers understand that this means it's important to feed them good data on the front end so their algorithms can optimize for your ideal client. However, you also need to circle back to those algorithms and feed them conversion data so that Google or Facebook's algorithms can see what happened with form fills and calls and which ones are actually becoming booked appointments.

When the algorithms know which form-fills and calls turned into real patients, they can then optimize to find more people like those using machine learning.

So, how do you train the algorithms? Phone calls are inherently nebulous and difficult to measure in terms of quality. Manual call quality analysis is time-consuming, not real-time, and is unable to send signals back to the algorithms used in advertising to optimize toward qualified calls.

We recommend implementing call and lead tracking solutions that allow you to easily determine the outcome of calls and transfer conversion data to the ad platforms. Our clients' top pick?

liine INVOCA®

Patient Prism

With these tools, you'll be able to measure and optimize campaigns to new patient lead opportunities and scheduled appointments. This capability allows you to determine which channels are driving qualified calls and form submissions.

Top Benefits of HIPAA-compliant Call Tracking:

Optimize marketing efforts to conversions while staying compliant

Avoid data loss after tracking pixels are removed

Send offline data (e.g., calls) to analytic platforms for better attribution

Enrich anonymous users with attributes like gender, age, and service needs

Enable full-funnel measurement

Apply Call Insights

If you use a paid call tracking solution, you can filter out unqualified calls from the ad platform. This will train the algorithm to chase conversions based on criteria that you define—instead of Google.

As a baseline, we recommend that all calls passed to the platform should be at least 60 seconds long (and even higher for some healthcare specialties).

Calls from ads can be tested for quality, and tags can be used to score calls based on the conversation rate between customers and agents. You can also filter between new vs. existing patients and filter out callers who are calling about actions not relevant to your current campaign, such as canceling an appointment, making a payment, billing, directions, etc. By filtering out all these calls and tagging calls where the customer has indicated that they took the desired action of scheduling an appointment, you can add a higher value to these in the ad platform so that you bid on those types of calls.

Use Value-based Bidding

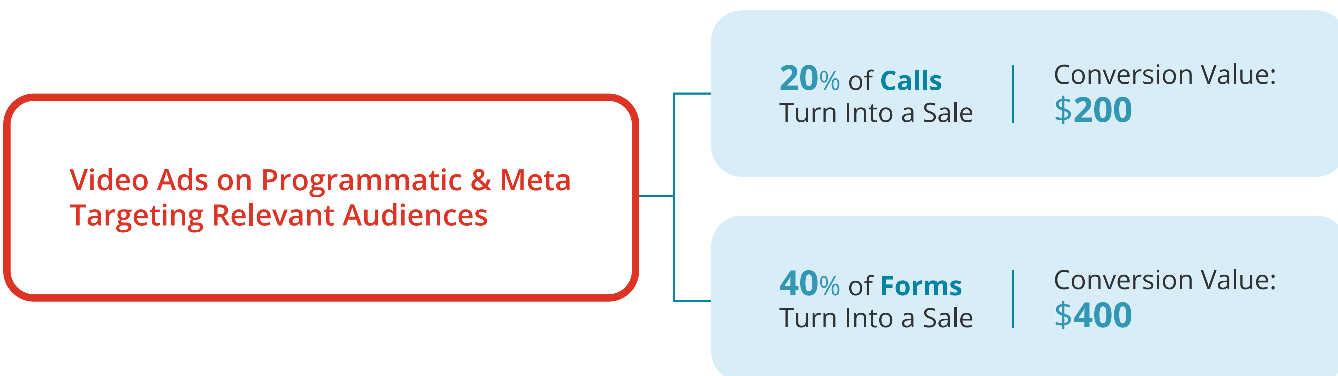
Not all conversions are valued the same, and you must ensure that Google Ads understands these nuances in quality.

Target CPA bidding does not take quality into account; it attempts to source the lowest-cost conversions first and then expands to higher-cost conversions. This often leads to the majority of conversions coming from calls versus from the website or form submissions.

Value-based bidding tells Google what you consider to be the most and least valuable conversion actions. For example, perhaps online bookings are routinely disqualified due to diagnosis mismatch, or leads generated from social media convert into loyal patients with a higher lifetime value.

In order for the algorithm to respect the values that you set, campaigns must use either Maximize Conversion Value of Target ROAS. After values are assigned to conversion actions, you'll want to wait approximately six weeks before switching campaigns to a value-based bidding strategy. This will give campaigns a smoother transition as Google Ads learns which conversions are most valuable.

Assign Values to Conversion Actions to Prioritize Different Conversion Types



When there are known differences in the lead-to-sale rate across different conversion types, assign conversion values to conversion actions appropriately. For example, if it is known that the value of an acquisition is $1,000 and 20% of calls become patients while 40% of forms become patients, forms are worth twice each call, and you can assign conversion values appropriately for both calls and forms.

After assigning conversion actions, you should switch to value-based bidding using either Maximize Conversion Value or Target ROAS. These bidding strategies will ensure that the algorithm respects the values you determined for each conversion action.

[Learn more about setting conversion actions within Google Ads and using value-based bidding.]

Leverage New 3rd Party Data Sources in Full-Funnel Strategy

When your ideal audience is a specific niche, 3rd party data sources like Purple Labs or Definitive are a great way to access claims and referral data for advanced targeting and audience building. By making use of their specific codes for various procedures, prescriptions, and diagnoses, you can hone in on a narrowly defined audience of your ideal clients based on attributes such as:

Diagnosis
both primary and secondary

Medication
by brand, ingredients, NDC, or ROA classification

Payor Network
BCBS, Aetna, United, or any of 1,000 other insurers

Procedure codes
CPT4, ICD9-10 PCS, HCPCS, MS-DRG, etc.

Disease Definitions
From all your favorite 3-letter health organizations, including CDC, CMS, FDA, HHS, NLM, SIH, and WHO.d

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Activate Healtcare Procrastinators Using Claims Data

Commercial Insurance or Self-Pay:
22-24 Million

Visited the dentist in the last 3 years
18-20 Million

Not visited the dentist in the last 12 months
8-10 Million

+ =

Audience for New Dental Patients

Claims data gives you access to a niche qualified audience by targeting people who care about dental health, don't use Medicare or Medicaid for dental needs, and haven't been to the dentist recently. You can advertise to this group in a campaign that encourages them to schedule the dentall appointments they've been putting off.

By making good use of the above attributes to further refine your targeting, you can create highly customized audiences in programmatic display networks like Meta, Illumin, and StackAdapt as part of your full-funnel strategy.

Why Are 3rd Party Data Sources Important?

It's hard to overstate the value of unlocking payor-based strategies by leveraging 3rd party data sources like PurpleLabs and Definitive

Many organizations find that even though their search campaign is driving a decent number of leads, the quality of those leads isn't as high as they'd like. Leads can disqualified for various reasons, such as:

- No diagnosis
- Not clinically suitable
- Lack of insurance or insurance not accepted

The benefit of 3rd party data is the ability to take a much more sophisticated approach to reach an audience that has the right plans and the right payors, in addition to the right diagnosis. By digging into the data and focusing on those highest-value prospective patients, taking reimbursement rates into consideration, you can greatly improve the efficiency of your leads.

For example, imagine that you're an Applied Behavior Analysis (ABA) therapy provider with specific client qualification needs. You only serve children ages 3-6, and they must have an autism spectrum disorder (ASD) diagnosis.

With 3rd party data sources, you can ensure you're specifically targeting parents of children who have been diagnosed with ASD. You can also layer on Blue Cross Blue Shield (BCBS) as a payor network if you want to ensure the audience you're targeting has a health plan with ABA therapy coverage.

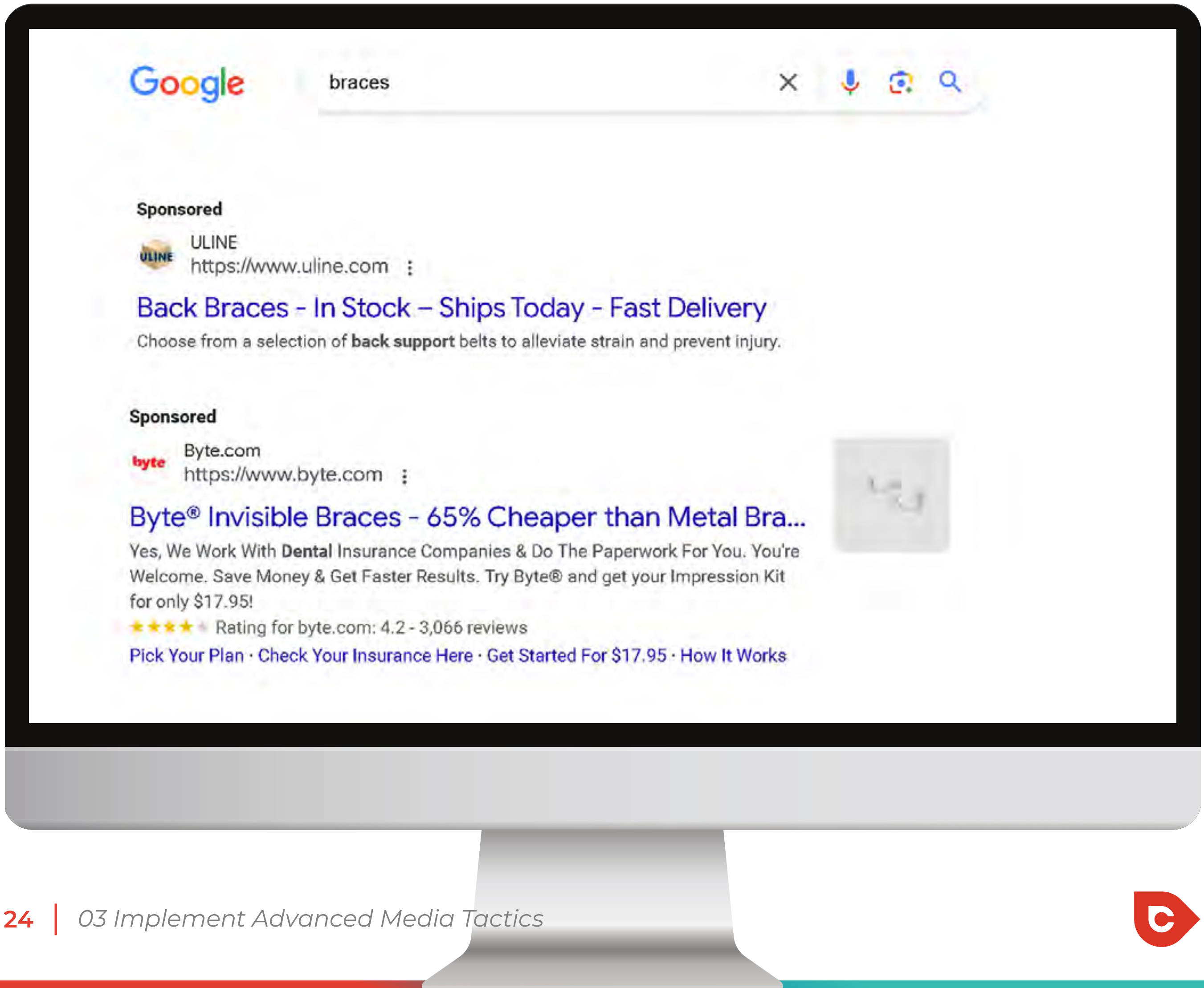
While there's no limit to how many leads you can get if you spend infinite money, most of us are doing marketing with a finite budget, and so we want to maximize our return on investment. Lowering cost per lead is part of that equation, but improving lead quality may be even more important and is too often overlooked because it's not a single dollar figure. By reaching out to the right audience, you can make sure your marketing is as effective as it can be in driving revenue for the organization.

Refine Negative Keyword Lists

A key part of reaching the right patients is not wasting money on reaching out to the wrong patients, and that's where refining your negative keyword list can help you hone in on your ideal clients. Without a good negative keyword strategy, you're going to end up serving ads to a lot of irrelevant queries—doubly so if you're using Google's default broad matching.

MOPS alignment is crucial for building a negative keyword list, having those conversations with ops to understand not only the ideal client profile but also what are the most common factors in poor-quality leads. Ideally, you want to use negative keywords to filter out those customers before you waste money advertising to them and waste time disqualifying them further down the funnel.

Negative keywords will prevent your ads from being shown to people who search for the terms you define as negative. For example, if you are a dentistry practice that does not sell safe sex supplies, you might want to appear in searches for "dental repair" but have a negative keyword for the phrase "dental dam."



There is some flexibility in negative keywords, allowing you to choose how wide a net you wish to cast around the key phrases to avoid:

Broad match

negative keywords will keep your ads away from any searches that contain the keywords in any order, useful if you want to avoid an entire category of searches.

Phrase match

negative keywords will only stop ads for searches with the designated keywords in that order, so a negative phrase match for “free dental” will keep your ad from showing up when someone searches “Free dental cleanings”, but it may still appear when someone searches “dental cleanings for free”.

Exact match

negative keywords only stop the exact keyword phrase with no additional words, useful when you want to avoid a very specific search string.

Assembling a negative keyword list can be just as difficult as assembling a positive keyword list. And like positive keywords, your negative lists will include different keywords aimed at different parts of the funnel. Ask yourself (and your operations team and your call tracking data) what most frequently disqualifies a lead at each step of the way. And don’t be afraid to think outside the box— e.g., if you’re targeting a certain regional or age demographic, you can use negative keywords to remove searches common to the groups you’re trying to avoid.

Geofence with 3P Data Sources

The more you understand about your ideal client profile, the more ways you can target your marketing to reach them.

This is when you want to dig deep into your data and find out what your ideal clients have in common:

- Who do they work for?
- Where do they shop?
- What type of insurance do they have?

These are all questions to which the answers can be combined with available demographic targeting to reach more qualified audiences. Insurance can be an especially useful data point to consider, not only because insurance that covers your service is something that makes leads much more likely to convert, but because insurance type can be relatively easy to target with 3rd party platforms.

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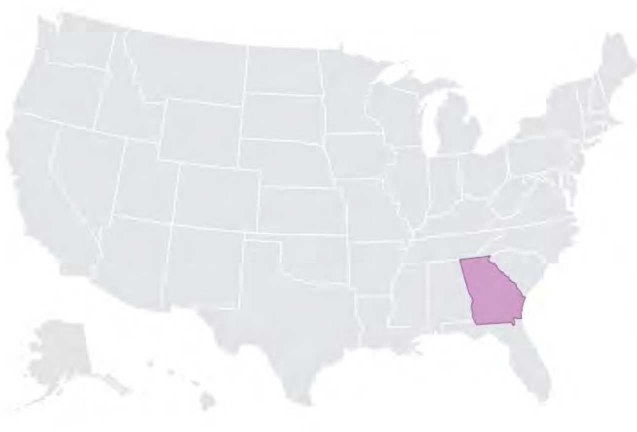
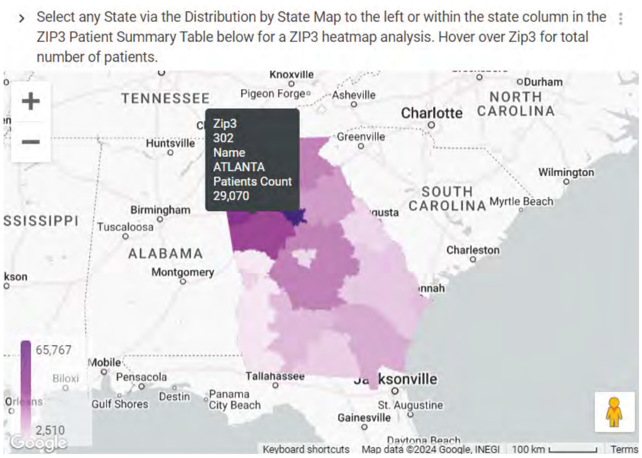
Distribution by State



ZIP3 Patient Summary Graph



We saw this with a client who wanted to reach more patients who had dental coverage that's standard through Blue Cross Blue Shield (BCBS). We used Stack Adapt to target BCBS buyers directly, and then we made use of geofencing around federal buildings to tap into the federal insurance health benefits that include BCBS. We also used location-based audiences with a 7-day look-back window for offices with BCBS-covered employees.

The result of all this geofencing? A campaign designed specifically to reach the people whose BCBS insurance would cover their dental work and a much higher conversion rate than previous campaigns. The ability to use geofencing to get very specific about the types of clients you want to reach is a powerful tool that you should leverage.

Test New Ad Units & Features

Facebook’s Instant Forms

Once you’ve hit the wall in terms of demand capture, the next step is expanding into full-funnel advertising that uses social media to build brand awareness. Tмhis lets you generate new demand by reaching users who are interested but not actively searching. Social ads can be a valuable tool, but targeting is no longer perfectly precise, as HIPAA and other privacy regulations have limited how much information you get upfront about each user.

The solution? Facebook’s Instant Lead Forms let you immediately ask the questions that will qualify or disqualify your leads right in the platform people are using. These forms are robust, allowing for custom questions, conditional logic, and gated content. This allows you to build authority by sharing educational content with consumers who have healthcare concerns.

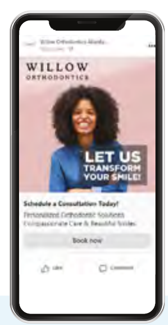
Instant forms can also be sent directly to users who have shown interest in interacting with your video campaign. By retargeting users who have already engaged with video, and then using Instant forms to qualify leads and generate referrals, we’ve seen organizations lower cost per referral by ~40%, putting social at a comparable level with search campaigns targeting bottom-of-funnel keywords.

Meta Ecosystem

01

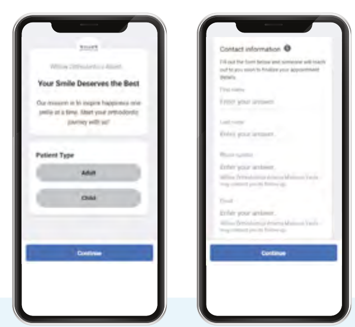
Video Ads on Programmatic & Meta Targeting Relevant Audiences

02



Display Ads on Meta Targeting users who watch 50%/70% Completed the Video

03

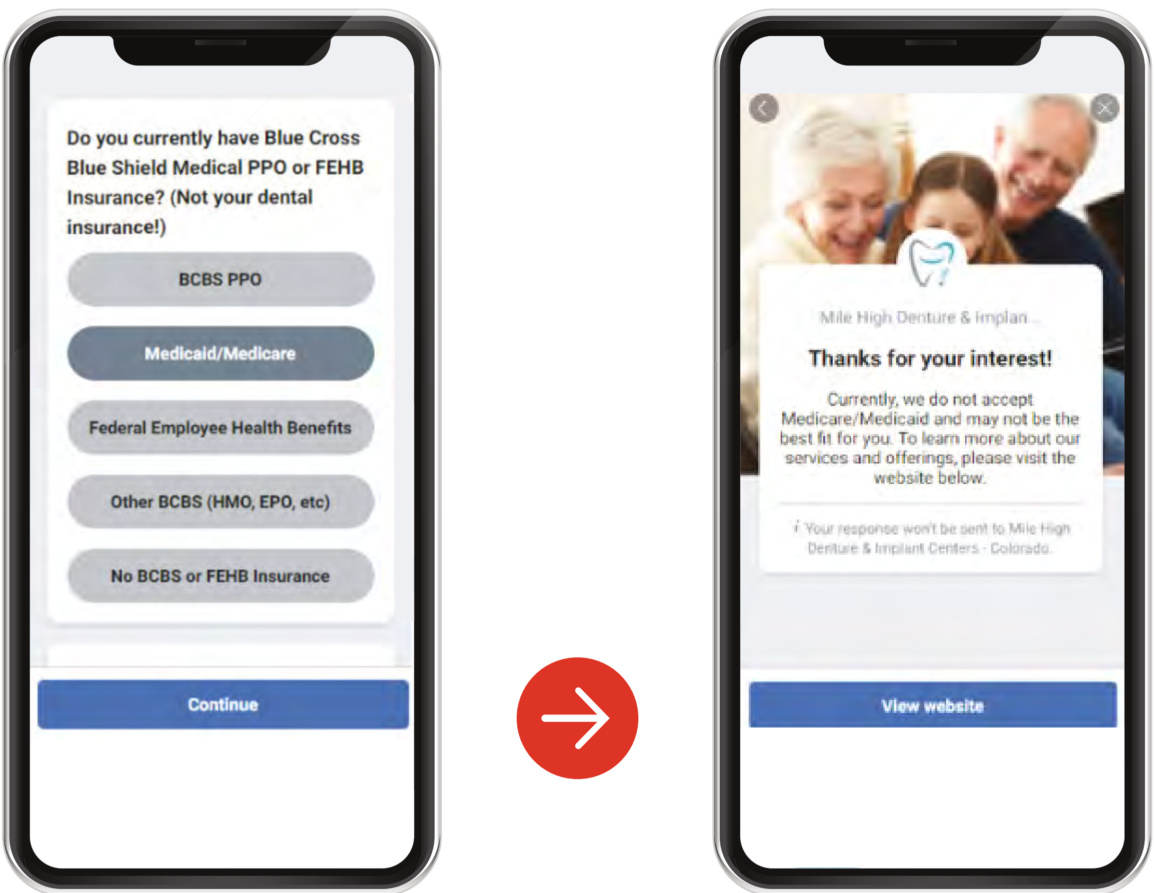


Lead Forms of Potential Patients from Meta

Enhanced Conditional Logic Meta Lead Forms

Perhaps the best feature of Facebook's instant forms is their ability to employ conditional logic, which shows users different pages or questions depending on how they answered the previous question. This prevents users who are disqualified from reaching the final stage of lead form submission, ensuring that the leads you capture through social media are of high quality.

Enhanced lead forms allow you to filter out unqualified candidates, which is essential for specialties like ABA therapy with narrow ideal patient profiles. You can ask whether the client is in the preferred age range or has the appropriate diagnosis, and then unqualified clients can be directed to a page that explains why you aren't the correct provider for them. You can even use enhanced lead forms to disqualify based on insurance coverage, as in this example:

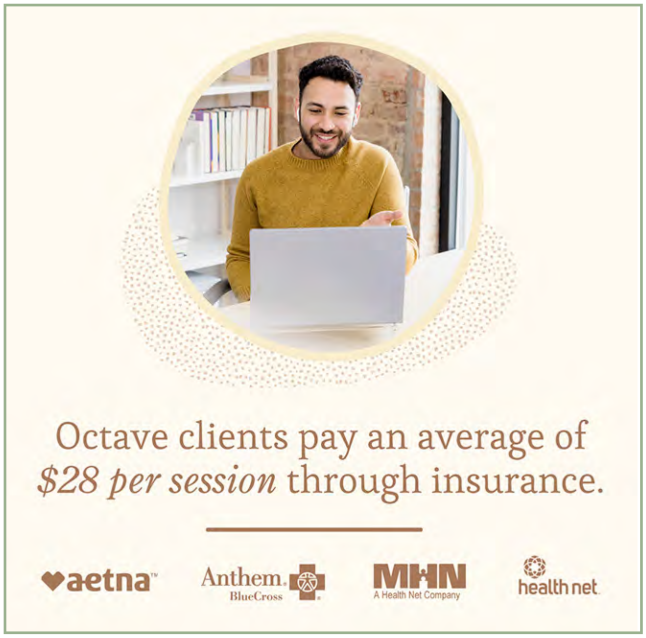


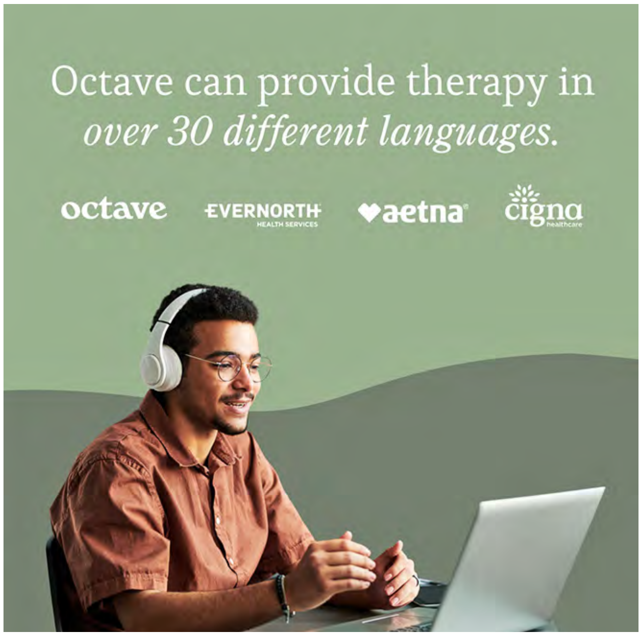
Invest in Ad Creative and Promote Your USP

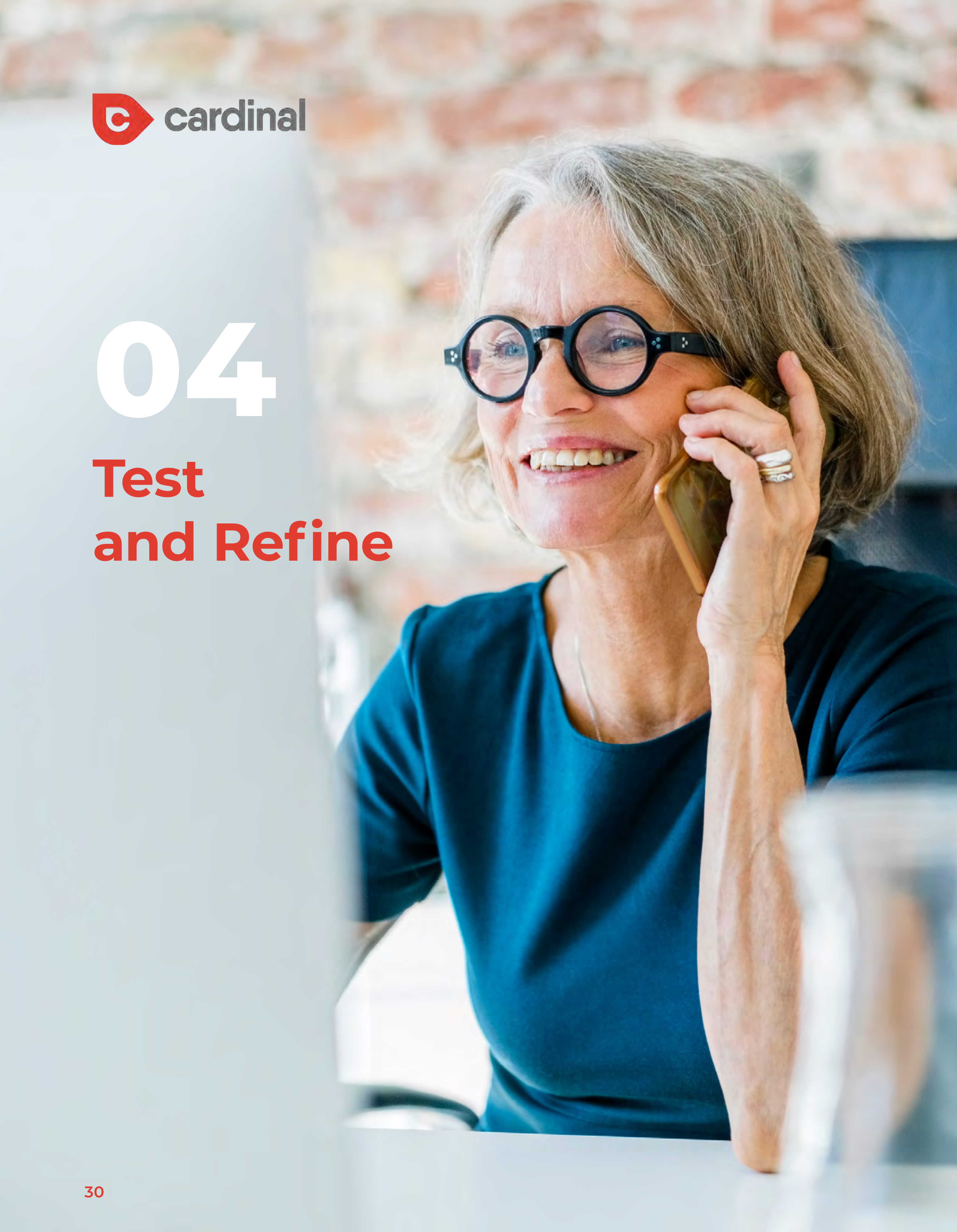
Your healthcare organization can't be all things to all people, so you need good ad creative promoting your USP to your ideal client base.

Generic digital healthcare ads may be common, but they're not cost-effective, and they drive poor lead quality. It's not hard to understand why: If you don't explain what you do, you're going to get a lot of clicks from people who then realize you don't offer what they're looking for. Worse yet, the people who *are* looking for what you offer will never click in the first place, because you haven't made it clear that they're your ideal patient.

That's why it's important to have strong ad creative that embodies your USP and differentiates you from the wallpaper of generic digital ads. Find engaging ways to put your key message forward with engaging copywriting, compelling graphics, and linked marketing assets like blog posts and testimonials that show your value to your ideal customer.







04

Test and Refine

The only way to know what will help your organization reach the right patients is through rigorous testing.

No matter how insightful you think your strategy is or how effective a certain tactical approach may be in general, the only way to know what will help YOUR organization reach the right patients is through rigorous testing. And ideally, you want to do the bulk of that testing before launching changes across your entire system. A round of early testing can offer valuable insights that will help guide your initial deployment. That initial deployment can include more testing, A/B or otherwise, which will help you gather further feedback that you can evaluate to continue fine-tuning your marketing.

We use a testing strategy that I think is pretty cool, so cool it's actually ICE. That stands for Impact, Confidence, and Ease, the three factors we consider when determining which ideas to prioritize.

Impact

How well will this product or change help reach our business goal? How much of an impact will the feature make on our target KPI?

0 - 10

Confidence

How confident are we that the test will have the impact we desire? What do the action plans look like for each anticipated outcome? What would be the negative impact if the test does not result in positive outcomes?

0 - 10

Ease

What resources will be allocated to this test? Is the allocation worth the investment, given the anticipated impact?

0 - 10

	Impact	Confidence	Ease	Total
Test on-page navigation for FAQ and testimonials	3	5	2	10
Remove homepage redirects, implement 1:1 Attention Radio principle	3	5	2	10
Improve form load speed between steps 3 & 4 to keep user attention	3	5	2	10
Change CTA to be more specific, i.e., “See My Estimate Now” vs. “Continue”	3	5	2	10

There’s never any shortage of possibilities you could test, so it’s important to focus on the ones that will make the biggest impact and fill a big need, the ones that are most likely to actually achieve their desired results, and the ones that can be implemented with minimal friction.

Once you’ve mapped out your new creative strategy, applied all relevant tactics, and tested and tweaked the details to maximize your lead quality, then it’s time to focus on making sure those quality leads turn into quality patients.

05

Optimize Patient Experience

Follow Up on Leads to Convert More Leads into Patients

You can improve lead quality considerably by focusing your efforts on lead generation. But no matter how "quality" a lead may seem, the true measure of a lead's value is whether it converts into a booked appointment.

Sometimes quality leads may come in through form-fills or calls but then fail to convert due to friction in the intake process or follow-up from practice operations.

To that end, the intake process should be monitored in terms of the volume of calls coming in, as well as the quality of follow-up. You might find that messages and calls aren't getting returned due to staff shortages or a broken process. I've seen situations where leads just get lost in the CRM because they're not tagged properly. As leads advance through the funnel, it's so important to track progress using your CRM system.

Then there is your lead nurturing. As they say, out of sight, out of mind, especially for healthcare decisions that take a long time (plastic surgery, for example). This is why you need to nurture leads with routine communication. At the very least, new leads ought to be put into bucketed nurture sequences (email or text) that keep your solution top of mind.

At the end of the day, Google Ads and PPC benchmarks only tell one part of the patient acquisition story. In order to acquire a new patient successfully, you need to deliver a good patient experience and a seamless intake process. For that reason, the root of patient acquisition issues is not actually your Google Ads campaigns but rather the post-click experience your patients go through.

To address that post-click experience, here are a few areas you should audit and optimize.

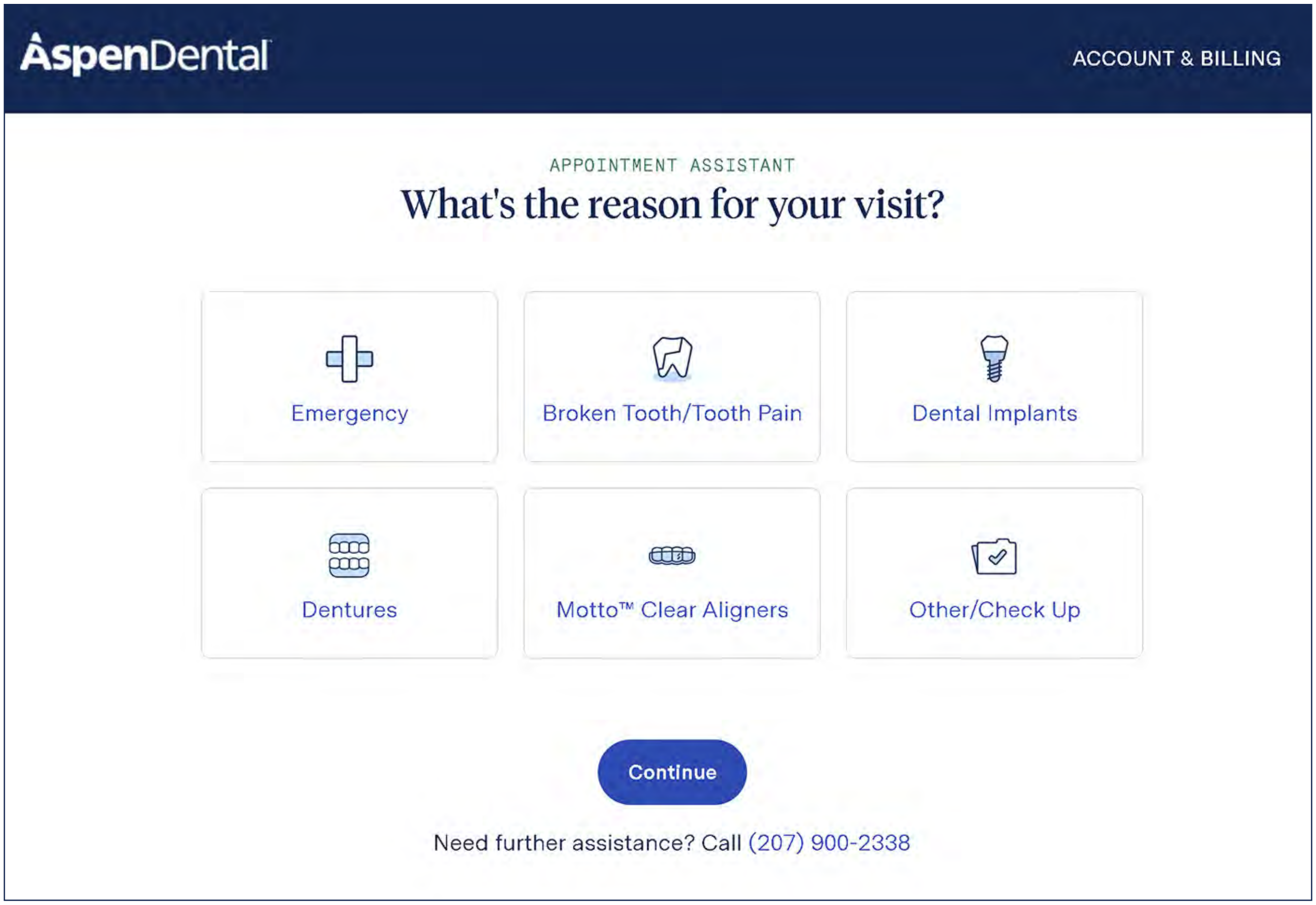
Streamline Your Online Booking Experience

An important question: Just how easy is it for your patients to book an appointment? Does it take 3 steps or 20? If your answer is closer to the latter, you have an issue. Today's patients want an effortless booking experience similar to the ones they are now experiencing in retail.

As a first step, reduce the number of steps to complete a booking by doing the following:

- Eliminate irrelevant information requests
- Make forms easy to use and populate
- Optimize appointment forms for mobile

And make sure that your online booking offers a true appointment booking experience. You don't want your patients submitting a request and then waiting to hear from you. To that end, integrate your online booking with your EHR or PMS to ensure your patients can fully book. If they have to call in to complete a step, you're only putting up barriers while also increasing patient frustration.



Unlock Your Contact Center's Potential with Call Tracking

Call tracking and analytics software can help you uncover issues that may have historically prevented callers from booking an appointment. Implementing a call tracking and analytics solution can help you improve lead quality and increase conversions and lead volumes.

It can also help identify issues such as:

- Poor staff communication
- Cumbersome or confusing booking process
- Common objections
- Long wait times.

With these insights, you can then train your staff to close more leads into booked appointments.

Conclusion

In the End, It's About Narrowing the Focus and Working Smarter

The common theme across all four parts of the approach we've laid out is two-fold:

Be more efficient with the leads you already have.

Be more intentional about your target audience and their pain points.

You don't increase your win rate by bombarding the entire internet with irrelevant ads. You do it by understanding who your ideal patient is, addressing their pain points with greater efficacy, showing up where they're at online, and developing a superior digital experience for converting users into patients.

If I had to put my money down on why your lead quality is suffering, I'd say the answers are already there. You just need to know where to look for them.