

Patient Acquisition for Your High-Value Service Lines

Drive volume to the service lines that create the most revenue. Patient Pipeline gives you visibility into your scheduling data, your competitors, and your biggest opportunities. From there, a pinpointed ad strategy surfaces open slots directly to the patients looking for them.

MARKET INSIGHTS

Patient Pipeline shows you what's working and how you compare to competitors to maximize your growth opportunities.

- 1 Compare to nearby competitors and use the data to inform campaigns.
- 2 Understand your patient scheduling trees to avoid wasted ad spend on dead ends and promote service lines with easier booking.
- 3 See where you have opportunity, such as underbooked service lines and their revenue potential.

HAYES VALLEY HEALTH

Market Intel

COMPETITORS

Bayview Healthcare

[FULL COMPARISON →](#)

You offer 3x more online slots than Bayview, but you're completely dark in Internal Medicine while they fill 68 slots with 12 doctors. Your Orthopedics and Specialty coverage are strong advantages.

Golden Gate Health System

[FULL COMPARISON →](#)

You offer 4x more online slots than Golden Gate, but you're coming up short when it comes to Cardiology – they have 90 slots with 14 doctors. Your Dermatology coverage is better.

1

department peers offer that you don't

5

specialties are strong candidates for campaigns

OUTCOMES

\$27,400

attributed revenue from a single ortho campaign

UAMS

5+

visits/procedures attributable to one ad click

UAMS

8x

ROAS on ads for new provider scheduling

CEENTA



knee pain doctor near me



Hayes Valley Health
www.hayesvalleyhealth.com/sports/medicine

Sports Medicine Doctor - Schedule Online Today

Care for sports injuries, joint pain & musculoskeletal concerns, book an appointment today. Dr. Teresa Gee is a board-certified, fellowship-trained sports medicine physician. Types: ACL surgery, MCL surgery, injury evaluation.

PERFORMANCE MARKETING

Patient Pipeline creates the link between your providers' availability and where new patients are searching – taking your patient acquisition strategy from awareness to true demand capture.

- 1 Patient searches Google
- 2 Dynamic ad shows your real-time availability
- 3 Booking directly in Epic
via AI-generated landing page or direct routing to MyChart
- 4 Reporting and insights on where your ad budget can be best spent, and the care that happens after patients click

GETTING STARTED



No IT red tape

Your existing open scheduling provides real-time availability. No Epic build, keeping a light lift for your IT team.



No change management

You don't need to enroll providers, and they won't see any changes (except a fuller patient panel).



No selling or sharing patient data

Patient data stays in the EHR. It's never shared with Google or sold.

“

With Patient Pipeline, I have the information I need to make data-driven decisions that directly lead to sooner access to care. By marketing physicians with the earliest availability, we reduced the time new patients wait for their first appointment by 80%.”



Matt Eaves
VP of Marketing
University Hospitals

Want to learn more about Patient Pipeline?

→ Contact us at info@lumahealth.io