

Patient Acquisition for Your High-Value Service Lines

Your specialty visits and new providers are too valuable to be left unbooked while patients are looking for care. Patient Pipeline connects targeted Google Ads to Epic open scheduling, surfacing the openings you want to fill directly to the patients who need them. Robust reporting shows you exactly where you have the most opportunities compared to competitors.

PATIENT ACQUISITION

Patient Pipeline creates the link between your providers' availability and where new patients are searching, so they find your organization first.

- 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 on the care that happens after patients click



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.



knee pain doctor near me

OUTCOMES

\$27,400

orthopedics revenue
created from a single
campaign

UAMS

-80%

time to service for new
dermatology patients

University Hospitals

8x

return on ad spend
(ROAS), filling new
provider schedules

CEENTA

TOP OPPORTUNITIES

Specialties with Open Slots

SPECIALTY	OPEN SLOTS	FIRST AVAILABLE
Occupational Medicine	56 slots	TODAY
Dermatology	67 slots	SEPT 1
+	\$59,160 potential	
Cardiology	41 slots	OCT 27
+	\$86,400 potential	

UAMS

From a single ad click, a new orthopedics patient completed 6+ visits, scans, and procedures.

SERVICE LINE REVENUE: \$5K+

BENCHMARKING AND OPTIMIZATION

Patient Pipeline gives you insight into your biggest unrealized opportunities, helping you partner with your marketing and access leaders to expand your service line.

Reporting includes which providers have bookable openings, what your nearby competitors are offering, and what care happens after patients click. Patient data stays secure and is never shared with Google.

- 1 See where you have opportunity, such as underbooked providers and the potential revenue of open slots.
- 2 Understand the scheduling flow for your service line and compare to competitors.
- 3 Visualize the full journey and lifetime value of your new patients, even past the initial visit.

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 helping lead orthopedics at UAMS, I want to bring new patients in, make good use of our providers' time, and grow revenue for the service line. Patient Pipeline gives us the scheduling data and insights to reach the right patients and fill open slots.”



Paul Stover
Vice Chancellor, Institutional Support Services
UAMS

Want to learn more about Patient Pipeline?

→ Contact us at info@lumahealth.io