



PLAYBOOK

PDF · flagship playbook

The full-funnel playbook for hospitals

The complete system for running digital, offline, print and radio as one measured engine.



One engine, four stages

Most hospitals run marketing as disconnected activities: an agency for ads, a vendor for hoardings, a cousin for the website. The full-funnel playbook runs them as one engine, measured end to end, so every rupee is accountable to a booked patient.

- 1.** Awareness: be found the moment a symptom or referral starts the search, online and offline.
- 2.** Consideration: earn trust with proof, outcomes, and answers to the real patient questions.
- 3.** Conversion: remove every gram of friction between interest and a booked appointment.
- 4.** Retention: turn one treated patient into reviews, referrals, and return visits.

Make the whole engine measurable

Attach a signal to everything

- Tracked numbers and short URLs on every offline placement, before it ships.
- One mandatory "source" field captured at intake, every time.
- Booked-appointment and revenue values written back against source.

Report on one number

Cost per booked patient, by channel, reviewed monthly. Everything else is a diagnostic. Move budget toward the channels with the lowest cost per booked patient and the highest lifetime value, and starve the rest. That is the whole game.

This playbook is the summary. The dashboards, tracking templates and channel checklists are what we build with clients. If you want it run on your hospital, book a growth audit at medigrowth.digital.