



BENCHMARK

PDF · benchmark report

Healthcare CAC benchmark 2026

Reference ranges for patient acquisition cost, so you know if you are winning.



How to read these benchmarks

Cost of acquiring a booked patient (CAC) varies widely by specialty, competition, and channel mix. Use these ranges as a sanity check, not a target. Your real target is CAC well below the lifetime value of a patient in that line.

The rule that beats any benchmark

Healthy growth means lifetime value is at least three times CAC, and payback lands inside the first episode of care for high-value lines. If your CAC sits below the benchmark but your LTV is thin, you are still losing. Judge the pair together, never CAC alone.

Indicative CAC ranges (booked patient)

Lower-cost, high-intent lines

- Dental & orthodontics: efficient, review-driven, strong local search intent.
- Dermatology & aesthetics: high intent, competitive on creative.

Mid-range lines

- Orthopaedics, ophthalmology, ENT: referral plus search, moderate cost.

Higher-cost, considered lines

- Cardiology, oncology, fertility: long consideration, higher CAC, high LTV.

Figures move with season, city, and competition. Track your own CAC by line monthly and compare to your own trend first, the market second.