



FIELD GUIDE
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The measured hospital: a field guide

The measurement stack that turns marketing spend into patient revenue you can see.



The four layers of a measured hospital

Most hospitals measure clinical outcomes to the decimal and marketing to the vibe. A measured hospital closes that gap with four connected layers, each feeding the next.

- 1.** Capture: every enquiry (call, form, walk-in, chat) logged with its source, the moment it lands.
- 2.** Connect: enquiries tied to a patient record so you can follow them to a booking and a bill.
- 3.** Attribute: revenue mapped back to the channel and campaign that created the enquiry.
- 4.** Act: budget moved every month toward what books patients, away from what does not.

What to instrument first

Week one

- Call tracking on every published number.
- A single "source" field that is mandatory at intake.
- Form submissions flowing into one inbox or CRM, not five.

Month one

- Booked-appointment and revenue values written back against source.
- A weekly one-page report: spend, enquiries, bookings, revenue, cost per booked patient, by channel.

You do not need a data warehouse to start. You need one consistent source field and the discipline to reconcile it weekly. The tooling can grow later.