



PLAYBOOK
PDF · playbook

The service-line growth playbook

A repeatable system for growing a single service line, from awareness to booked revenue.



Pick the line, size the prize

Do not market the whole hospital at once. Pick one service line with capacity to fill and margin worth chasing, then run the full system on it before you scale to the next.

1. Choose a line with spare capacity, healthy margin, and a clear catchment demand.
2. Size the prize: available slots per month times average revenue per patient.
3. Define the one action that counts as a conversion (a booked consult, usually).

Run the funnel, measure the line

Awareness

- Local search, targeted social, and referrer outreach to GPs and clinics.

Consideration

- A service-line landing page that answers the top five patient questions and shows outcomes.

Conversion

- Frictionless booking: click-to-call, online scheduling, and a fast callback promise.

Retention & referral

- Follow-up that turns one treated patient into reviews and word-of-mouth.

Judge the line on cost per booked consult and revenue per rupee of spend. When it works, document it and clone it to the next line.