RevRx AI Consulting

PATIENT GROWTH GUIDE

Patient Acquisition Playbook

Spend less on guessing. Spend more on what books patients.

For practice owners and managers who want to know which channels actually fill the schedule.

Get found — Get chosen — Get booked — Track — Keep, fix or cut

Five Channels, One Job

Every channel has one job: bring in patients who book. Each one does that job a different way.

Google search ads

WHAT IT DOES
shows your practice to people searching for your service right now.

BEST FOR
people ready to book.

WATCH OUT FOR
paying for searches that don't match what you offer.

Meta ads (Facebook and Instagram)

WHAT IT DOES
reaches people before they start searching.

BEST FOR
new offers, events, and building awareness in your area.

WATCH OUT FOR
leads that need faster follow-up because they weren't searching yet.

Website

WHAT IT DOES
where every channel sends people to decide and book.

BEST FOR
turning interest into a booking.

WATCH OUT FOR
a site that is slow or hard to use on a phone.

Local SEO and Google Business Profile

WHAT IT DOES
helps you show up in "near me" searches and on maps without paying per click.

BEST FOR
steady, low-cost leads over time.

WATCH OUT FOR
an incomplete or outdated profile.

Reviews

WHAT IT DOES
builds trust and helps people choose you over the practice down the street.

BEST FOR
every other channel, because people check reviews before they book.

WATCH OUT FOR
going months without new reviews.

COPY THIS PROMPT INTO YOUR AI TOOL. FILL IN THE BRACKETS.

Act as a patient acquisition advisor for a **[practice type]** in **[city]** that offers **[services]**. Explain which of these channels fits our goals best: Google search ads, Meta ads, our website, local SEO, and reviews. Our goals are **[goals]** and our monthly budget is **[budget]**. List what to start with, what to add later, and why. Do not assume results we have not measured.

Track Every Lead to a Booked Visit

Clicks and likes don't pay the bills. Booked visits do. Track every channel all the way to the schedule.

CHANNEL	MONTHLY SPEND	LEADS	BOOKED VISITS	KEPT VISITS	COST PER BOOKED VISIT
Google search ads					
Meta ads					
Website (organic)					
Google Business Profile					
Referrals					
Total					

FORMULA **Cost per booked visit = monthly spend ÷ booked visits**

Privacy-safe tracking

- Ask every new patient, "How did you hear about us?" and record the answer.
- Don't send health details or treatment information to ad platforms.
- Use tracking links or call tracking to see where leads come from.
- Check your tracking setup with your counsel or compliance advisor.

COPY THIS PROMPT INTO YOUR AI TOOL. FILL IN THE BRACKETS.

Act as a patient acquisition advisor for a **[practice type]** in **[city]**. Review our channels: **[list with monthly spend and booked visits]**. Show which to keep, fix, or test. Separate what our numbers show from assumptions.

Make Every Ad Dollar Point to a Booking

Google search ads

- [ ] Target searches that show intent, like your service plus your city
- [ ] Add negative keywords to block searches you don't want
- [ ] Send each ad to the matching service page, not your home page
- [ ] Add your phone number and booking link to the ad
- [ ] Run ads during hours you can answer the phone
- [ ] Follow Google's rules for healthcare ads

Meta ads

- [ ] One clear offer per ad
- [ ] Use real photos of your practice and team
- [ ] Choose a lead form or a landing page, and test both
- [ ] Follow up within minutes, because these leads weren't searching yet
- [ ] Don't write ads that suggest you know someone's health condition
- [ ] Follow Meta's rules for health and beauty ads

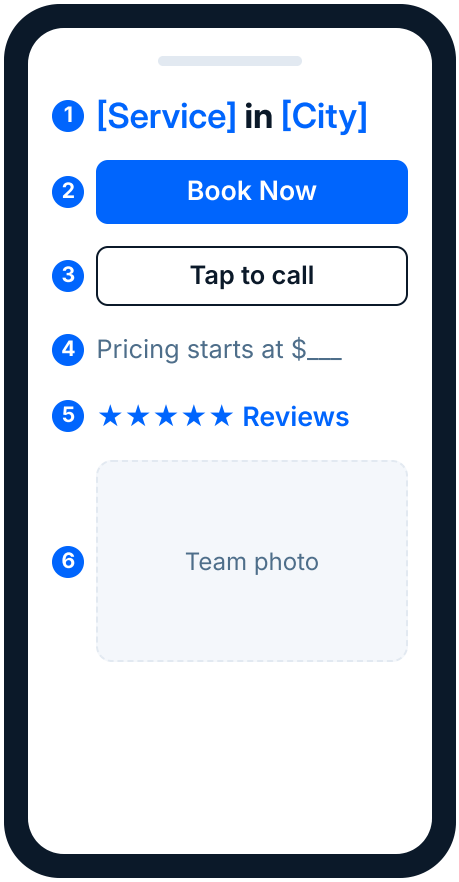
Fast follow-up turns ad leads into patients. See the Patient Journey guide.

COPY THIS PROMPT INTO YOUR AI TOOL. FILL IN THE BRACKETS.

Write three Google search ads and three Meta ads for **[service]** at a **[practice type]** in **[city]**. Our offer is **[offer]**. Keep them clear and honest, with no promises of results. Do not suggest that we know the reader's health condition. For each ad, suggest the page it should send people to.

Your Website Has One Job

Every channel sends people to your website. If they can't book in a few taps on a phone, you paid for a visitor who left.



What a visitor should see on a phone without scrolling:

1. A headline with your service and your city
2. A "Book Now" button
3. A tap-to-call phone number
4. Your starting price or how pricing works, if you share it
5. Reviews or a star rating
6. A real photo of your team or space

Also make sure:

- [ ] Each main service has its own page
- [ ] Pages load fast on a phone
- [ ] Booking takes as few steps as possible
- [ ] Every page ends with a way to book

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Review the copy from our **[home page or service page]**: **[paste text]**. Rewrite the top section so a visitor on a phone sees the service, the city, a clear reason to choose us, and a way to book. Keep it plain and honest. Do not add claims we can't back up.

Show Up When They Search Near Them

Your Google Business Profile is often the first thing a patient sees. Treat it like your front door.

Google Business Profile checklist

- [ ] Correct name, address, phone, and hours
- [ ] The right main category and services listed
- [ ] Booking link added
- [ ] Recent photos of your space and team
- [ ] Questions and answers filled in
- [ ] Regular updates or posts
- [ ] Replies to reviews

Local SEO checklist

- [ ] Name, address, and phone match everywhere online
- [ ] A service page for each main treatment, with your city in the title
- [ ] Answers to common patient questions on your site
- [ ] Listed in the main local directories

COPY THIS PROMPT INTO YOUR AI TOOL. FILL IN THE BRACKETS.

Act as a local SEO advisor for a **[practice type]** in **[city]**. Using this information about our practice **[services, location, hours]**, write a Google Business Profile description, a list of services to add, and five common patient questions with short answers. Keep it accurate and plain. Do not make claims about results.

Ask Every Patient, the Right Way

Most happy patients will leave a review if you make it easy and ask at the right time.

WHEN TO ASK

Right after the visit, the same day.

HOW TO ASK

A short text or email with a direct link to your review page.

WHAT NOT TO DO

- x Don’t pay or offer gifts for reviews.
- x Don’t ask only happy patients.
- x Don’t write reviews for patients.
- x Follow each review platform’s rules.

Reply rules

Thank everyone, good or bad. Never confirm someone is a patient or discuss their care in a public reply. Move problems offline.

REVIEW REQUEST

Hi **[First name]**, thanks for visiting **[Practice]** today. If you have a minute, we’d love your feedback: **[Review link]**

REPLY TO A POSITIVE REVIEW

Thank you for the kind words. We’re glad you took the time to share your experience.

REPLY TO A NEGATIVE REVIEW

Thank you for your feedback. We take every concern seriously. Please call us at **[phone]** so we can talk directly.

COPY THIS PROMPT INTO YOUR AI TOOL. FILL IN THE BRACKETS.

Write a review request text, a follow-up email, and three short public replies (positive, neutral, and negative) for a **[practice type]**. The replies must not confirm that the reviewer is a patient or mention any care details. Keep the tone warm and professional.

Once a Month, Decide

Set a target cost per booked visit before you spend. Then review every channel once a month against it.

DECISION	WHEN	WHAT TO DO
KEEP	Booked visits at or better than your target cost	Keep it running, and add budget slowly
FIX	Leads come in but few book	Check the offer, the ad, the page, and how fast you follow up, then retest
CUT	No bookings by the end of the test	Stop it, and move the budget to what works
TEST	A new channel or offer	Set a small budget, a clear end date, and a target before you start

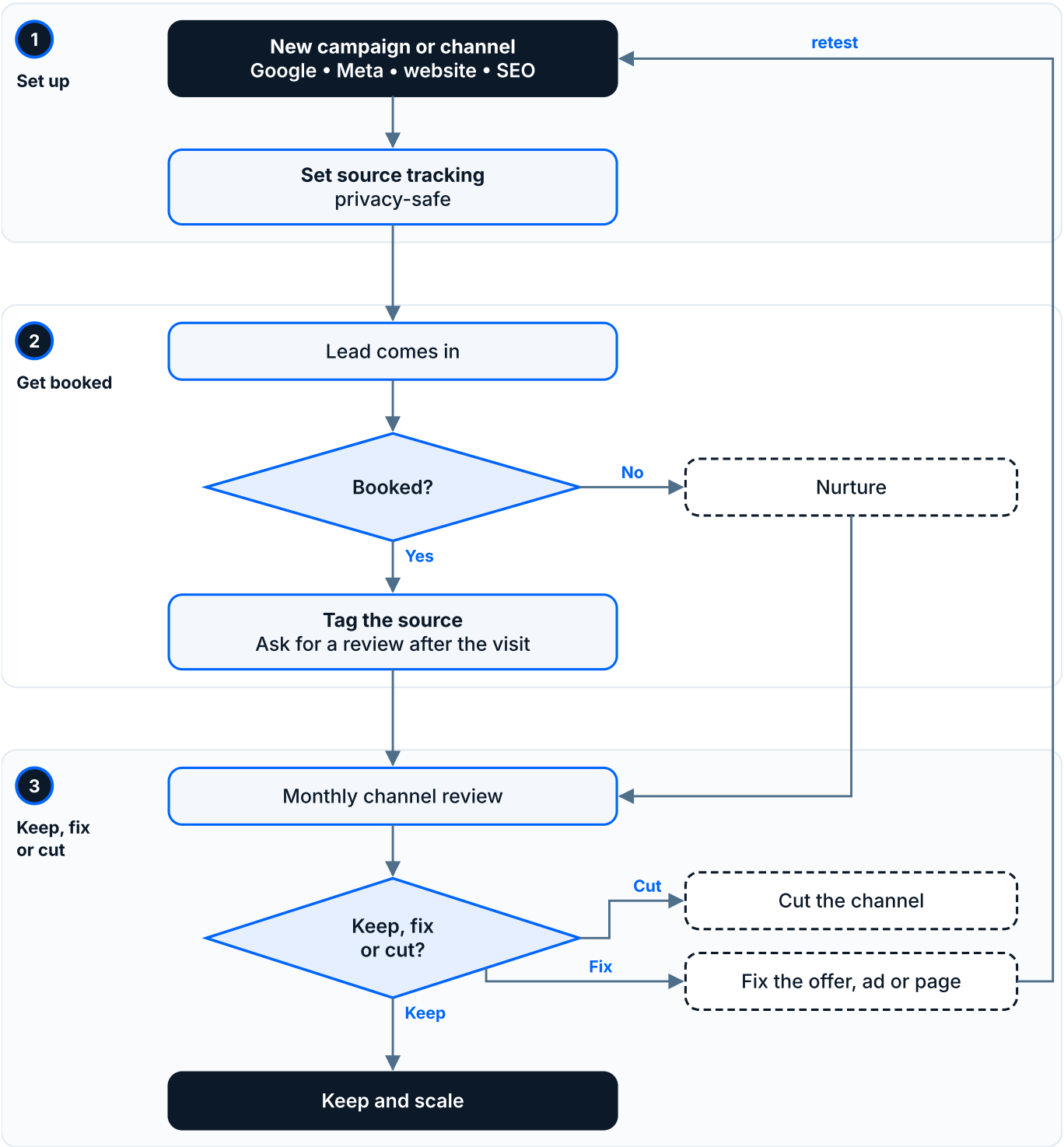
Who runs the monthly review _____

Review date each month _____

COPY THIS PROMPT INTO YOUR AI TOOL. FILL IN THE BRACKETS.

Build a platform-neutral monthly acquisition SOP for **[practice type]** covering Google, Meta, website, local SEO, and review requests. Include owners, privacy-safe source tracking, and review requests that follow each platform's rules.

From Channel to Booked Patient



Solid boxes are the main path. Dashed boxes are where you stop and fix, nurture, or cut.

09 | NEXT STEP

Find Where Your Marketing Leaks

RevRx AI helps practices turn ad spend into booked, kept visits.

STEP 1

Take the MedSpa Revenue Leak Scorecard

Answer 10 questions and see where your practice is losing patients.

Take the Scorecard

https://www.revrxai.com/consumer-health-tools

STEP 2

Book a Discovery Call

A 30-minute call to walk through your channels and where your budget leaks.

Book a Discovery Call

https://api.revrxai.com/widget/bookings/30-minute-meeting-with-terryrovrku

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