

Specialty Healthcare Marketing Benchmark Report

2024 Edition



What Is This?

This is the third edition of Liine's Marketing Benchmark Report for specialty healthcare and dental practices. It is our goal to provide meaningful benchmarks for practices to compare their performance to their peers, discover high-performing marketing channels, understand staff performance, and more. We also hope that more practices will begin thinking about how they accurately collect and measure their own data.

What Is The Data Sample?

This report contains exclusive primary-sourced data from a sample of over 630,000 healthcare leads across a wide range of specialty healthcare practices. These practices are specifically growth-focused, including specialties such as orthopedics, ophthalmology, dental, oral surgery, aesthetics, podiatry, fertility, and many more. General hospitals and primary care providers are not represented in this data. Leads analyzed were collected by these practices between January 1, 2023 through December 31, 2023.

Who Is Liine?

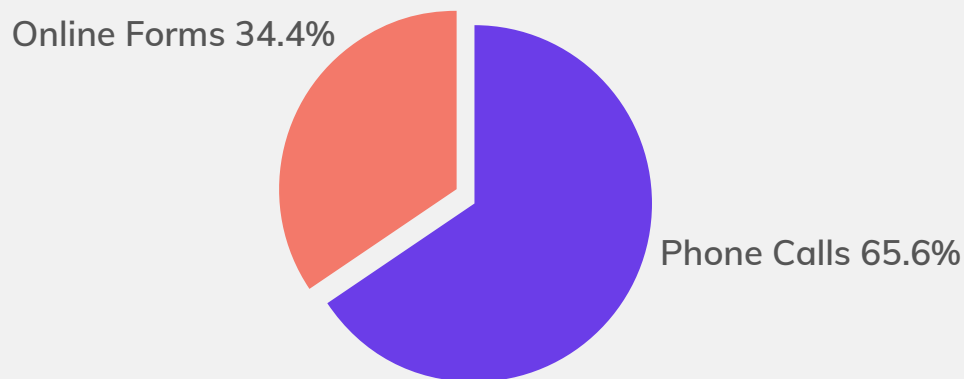
Liine is an AI-powered analytics and workflow platform used by today's fastest-growing healthcare practices to improve patient acquisition. With zero manual data entry, Liine customers can track every new patient inquiry with detailed performance analytics. Liine is the only way to uncover your true volume of new patient inquiries, booking rates, marketing attribution, reasons patients DON'T book, staff performance, and much more. Liine also automates speed-to-lead for web inquiries, drastically increasing booking rates.

Learn more at www.liine.com



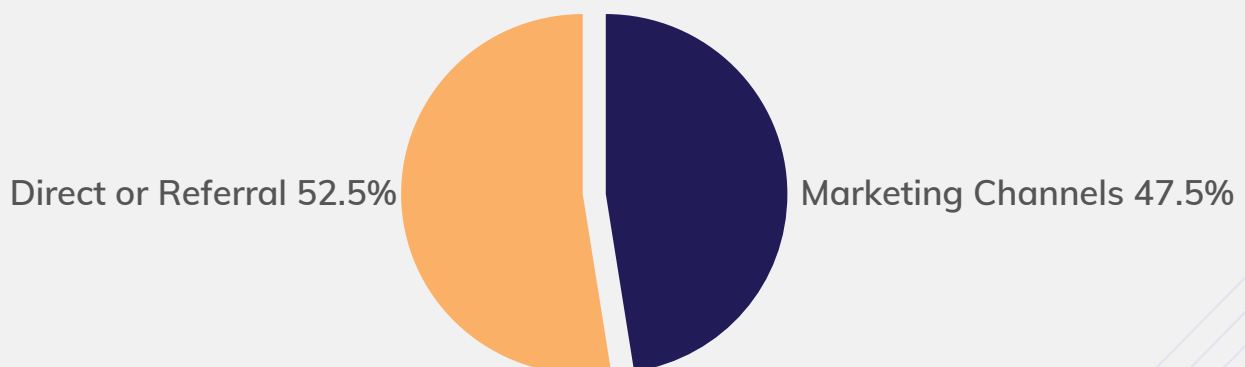
New Lead Interaction Type

How are new leads choosing to reach out to healthcare practices? Note that “new lead” refers to the very first time a practice hears from a potential new patient. By pure luck, online forms and phone calls both converted to appointments at the same rate in 2023 - 54.3% of leads booked from each.



Marketing Contribution

In our 2022 report, marketing channels drove the majority (53.4%) of new leads. We can only speculate as to why this would change, but it is likely that practices are spending less on marketing in 2023. Decreased marketing spend has certainly been a trend across many industries over the past year

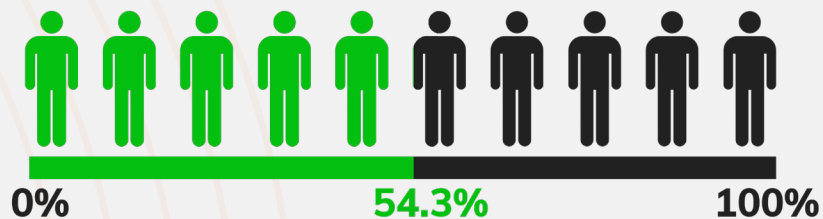


Conversion Rates

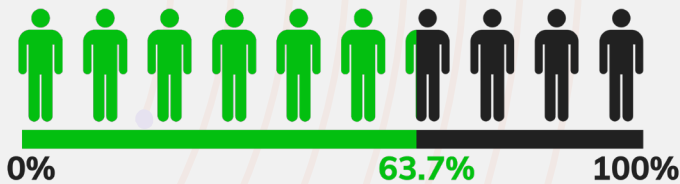
Across all specialties, we found that 54.3% of new patient inquiries convert into a scheduled appointment.

This area is a very common blind spot for practices. Many do not (or cannot) track every new patient phone call and instead rely on new patient appointments for performance metrics. It is important to recognize that a large portion of your new patient leads never reach the EHR.

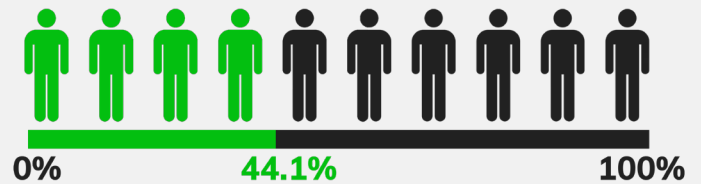
All Leads



Referral Leads



Marketing-Sourced Leads



Conversion Rates by Specialty

	All Leads	Referral Leads	Marketing Leads
Oral & Maxillofacial Surgery	52.9%	64.0%	26.5%
Dentistry	61.3%	70.2%	53.9%
Aesthetics & Cosmetic Surgery	42.6%	49.2%	38.1%
Ophthalmology	49.4%	49.2%	36.0%
Behavioral	52.7%	42.4%	51.0%
Orthopedics	68.7%	46.8%	71.2%

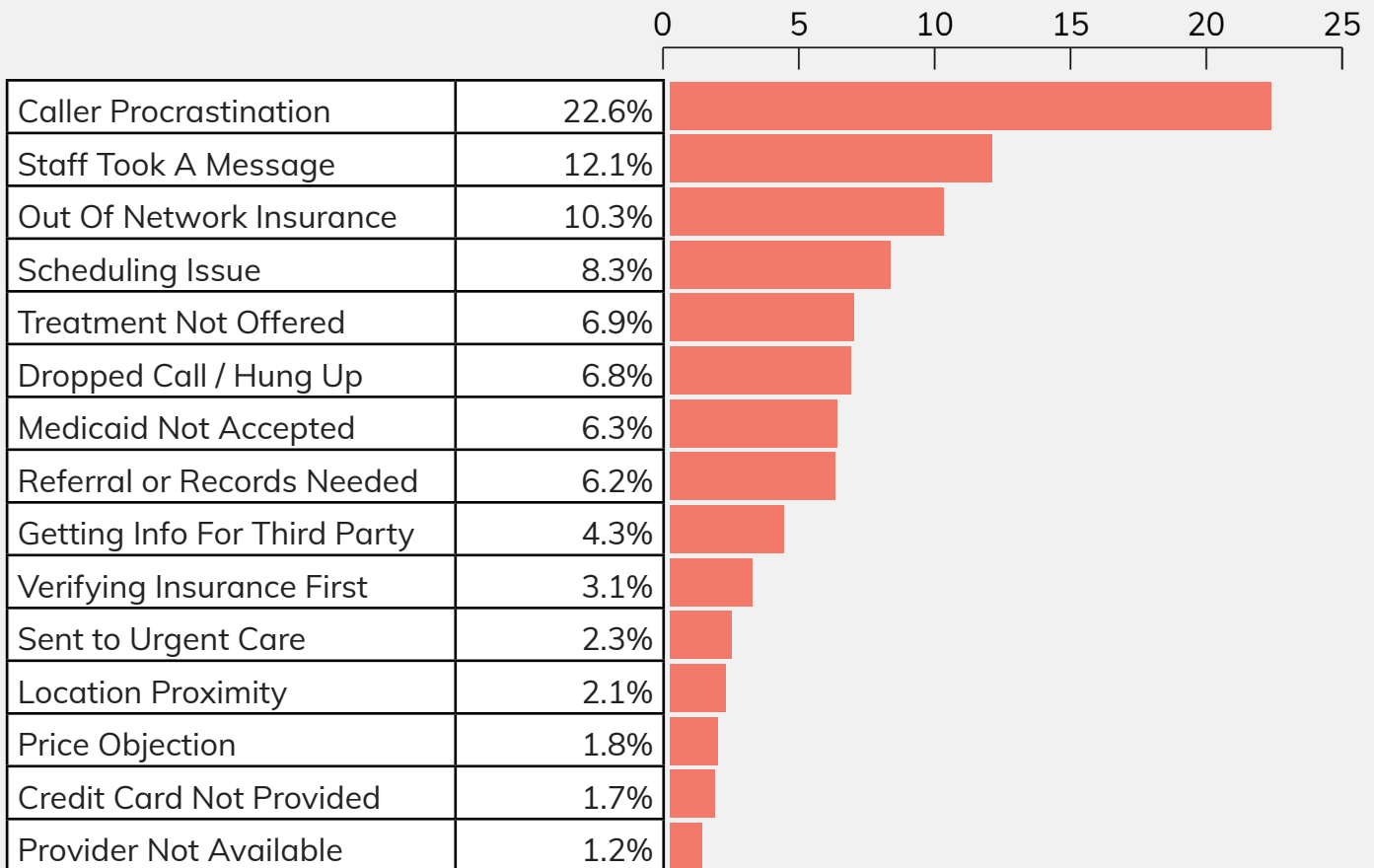


Reasons Not Booked

Liine is able to collect the reason why any new patient caller did not book an appointment.

We continue to see that the two most common reasons - “Caller Procrastination” and “Staff Took A Message” - are also the reasons that staff have the most control over. This illustrates why staff training can have such a significant impact on booking rates.

Top 15 “Reasons Not Booked” By Frequency

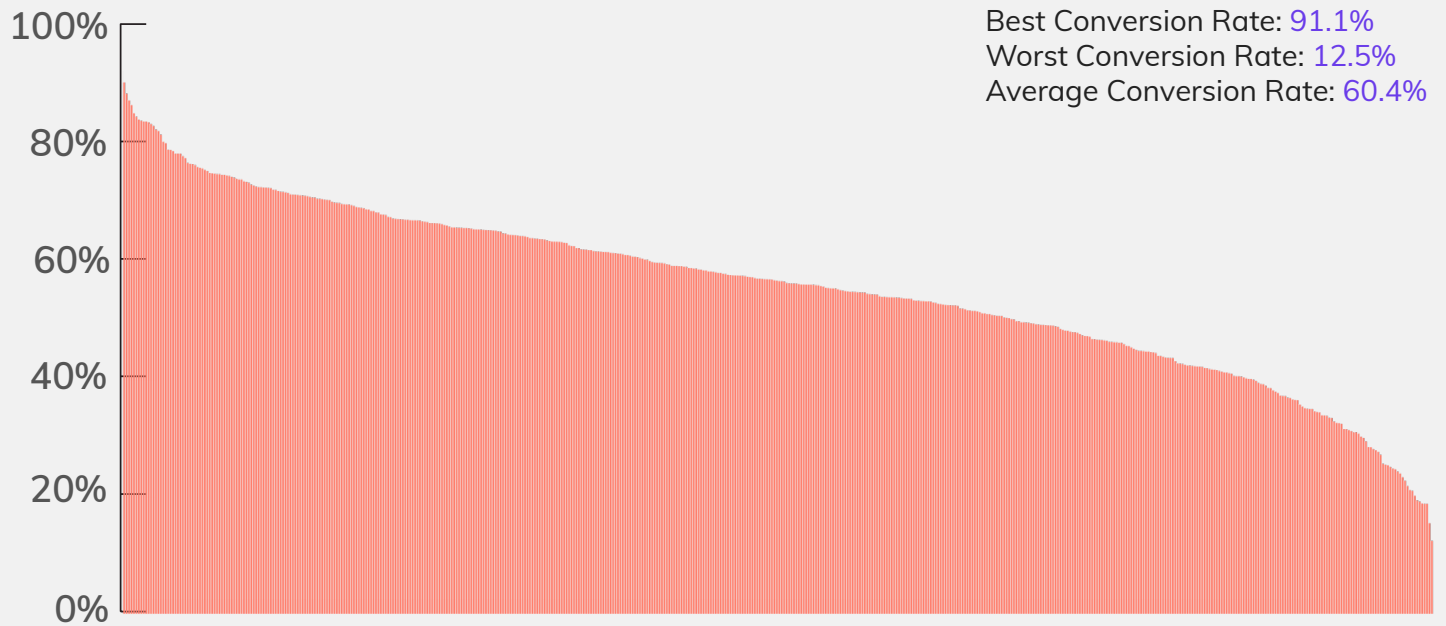




Team Member Call Performance

This chart shows the conversion rate for individual staff members who have handled over 250 patient calls. As in our last report, we see a fairly smooth curve between a wide range of conversion values.

There are many variables outside of a team member's control that can affect their conversion rate. However, the smooth curve seems to indicate that skill and training can have a significant impact on the number of booked appointments for the practice.

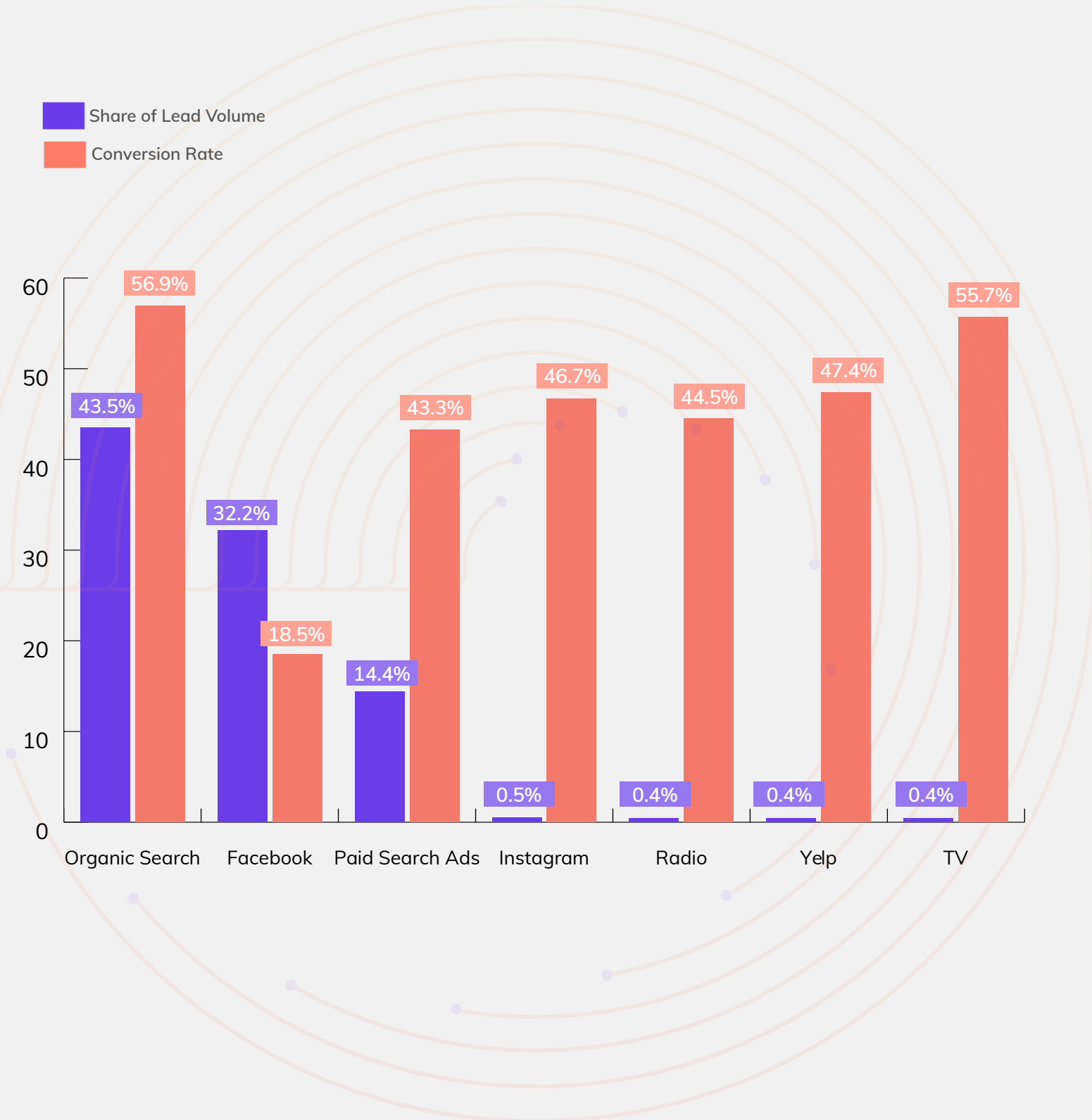


Staff Members by Conversion Rate
(Who Have Answered >250 New Patient Calls)

Top Marketing Channels

After excluding direct and referral sources, these are the top marketing channels for all new patient phone call and web leads.

Organic search, Facebook, and paid search continue to account for the vast majority of marketing-sourced leads. Facebook also continues to drive the lowest lead quality.



Ready to find out how your practice stacks up?

Liine is the easiest way to automatically track new patient leads, uncover performance gaps, and automate speed-to-lead.

Find out more at www.liine.com or give us a call today at **919-890-0999**.

