Marketing Benchmark Report:
Orthopedics

2024 Edition

liine

What Is This?

This is a data subset from Liine's annual benchmark report that only includes orthopedic 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 75,000 new patient leads. The leads come from a sample of American practices in orthopedics. 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 orthopedic practices? Note that "new lead" refers to the very first time a practice hears from a potential new patient.

Online Forms 23.6%

Phone Calls 76.4%
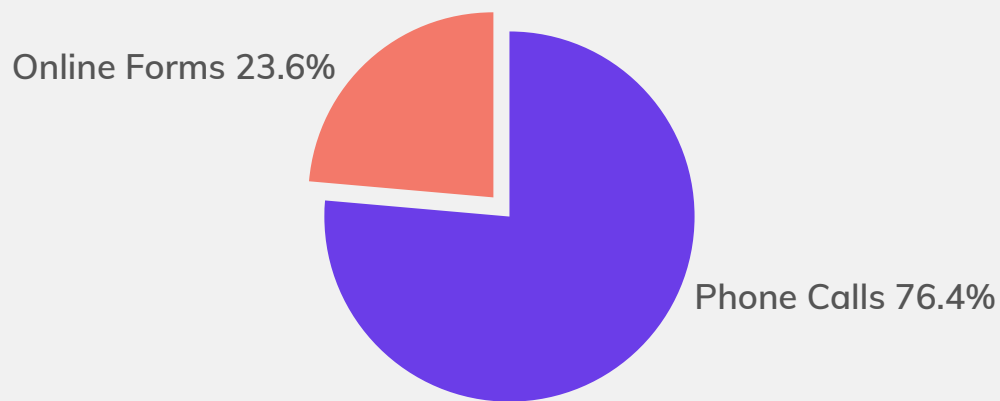
Marketing Contribution

Nearly half of the new patient leads in orthopedics are attributable to some marketing channel.

Direct or Referral 51.7%

Marketing Channels 48.3%
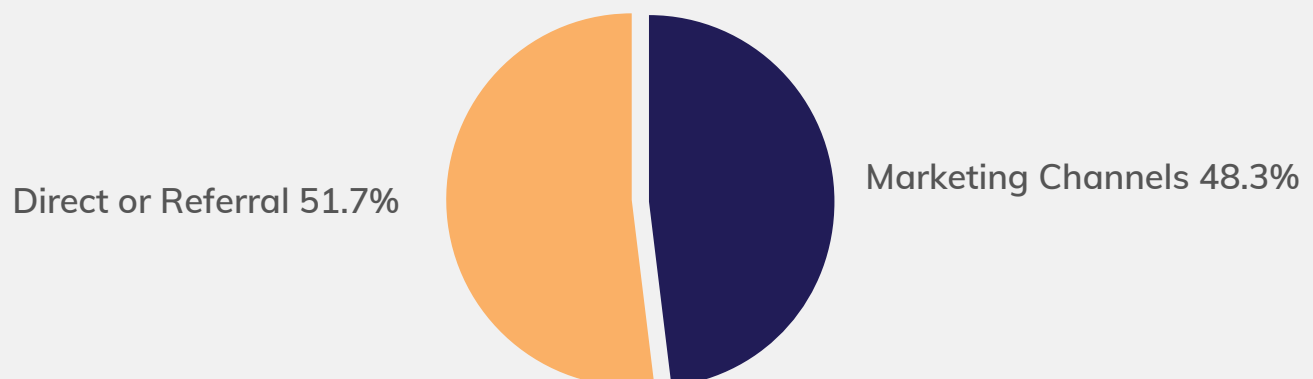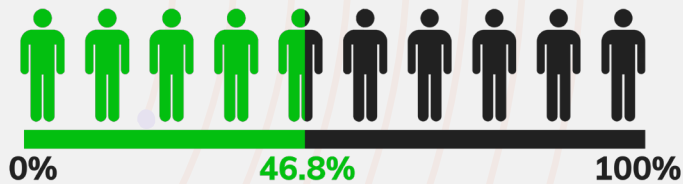
Conversion Rates

Within orthopedics, we found that 68.7% 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.
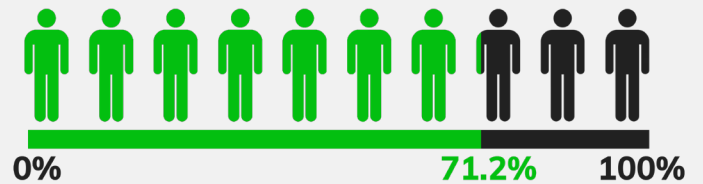
All Leads

0%   68.7%   100%

Referral Leads

0%   46.8%   100%

Marketing-Sourced Leads

0%   71.2%   100%
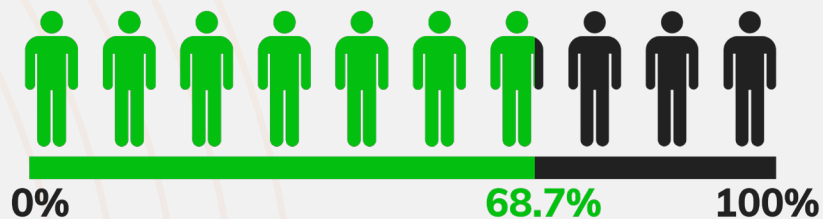
Conversion Rates by Interaction Type

Phone Call Leads

0%   67.0%   100%

Online Form Leads
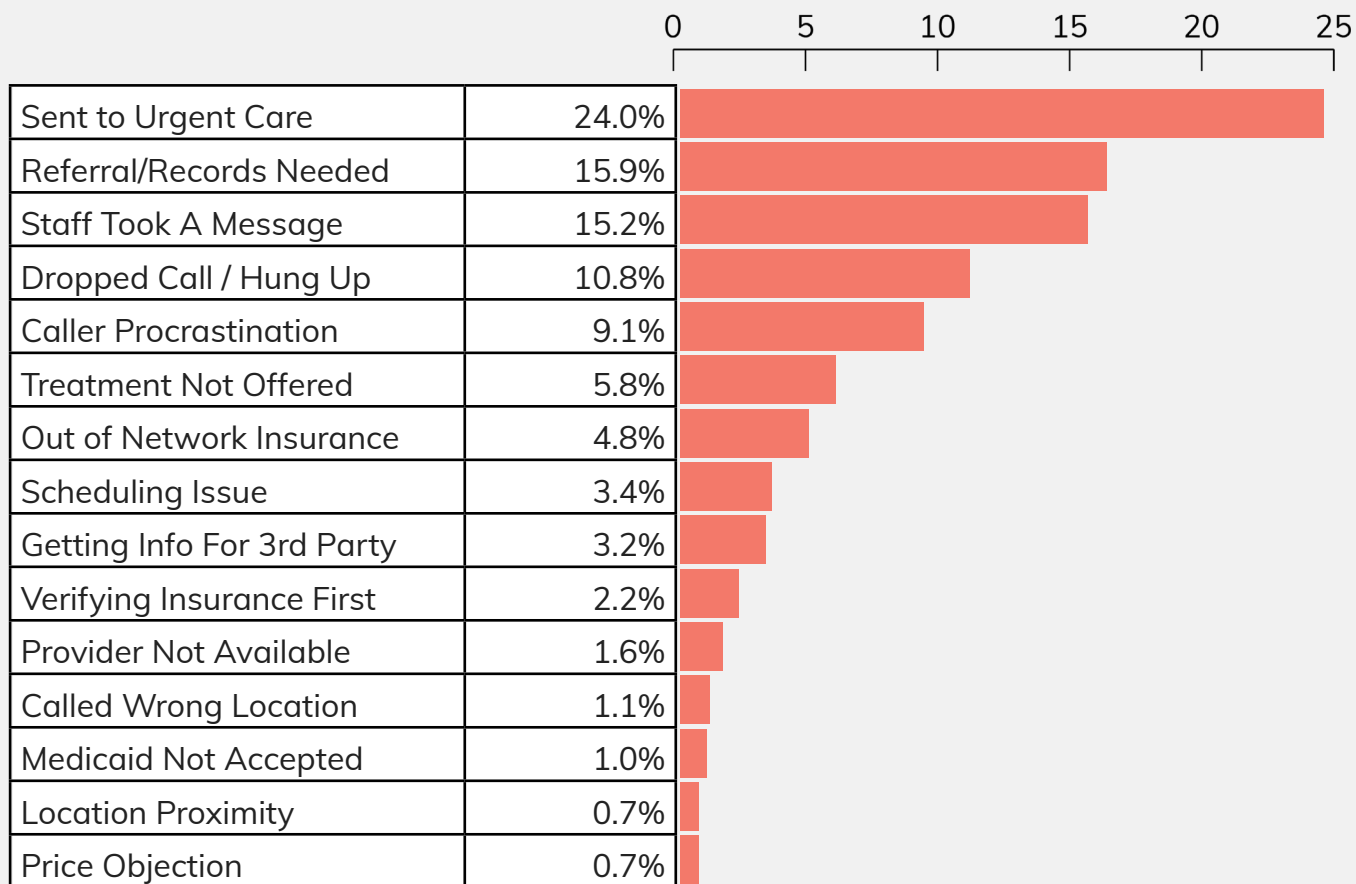
0%   77.5%   100%
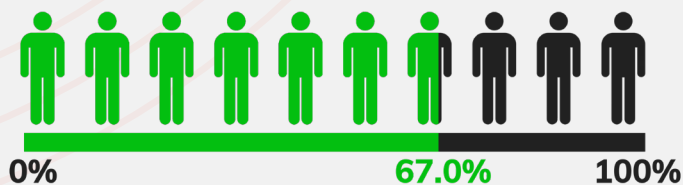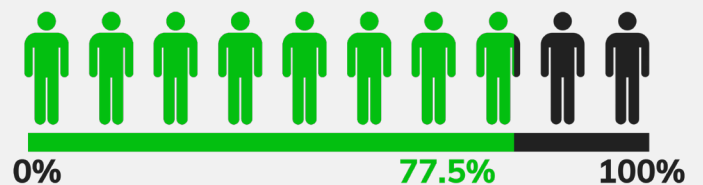
Reasons Not Booked

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

Some issues may be hard to avoid, yet others such as"Caller Procrastination", "Staff Took A Message", and "Hang Ups" may be improved to some extent through staff training.

Top 15 "Reasons Not Booked" By Frequency

Reason	Percentage
Sent to Urgent Care	24.0%
Referral/Records Needed	15.9%
Staff Took A Message	15.2%
Dropped Call / Hung Up	10.8%
Caller Procrastination	9.1%
Treatment Not Offered	5.8%
Out of Network Insurance	4.8%
Scheduling Issue	3.4%
Getting Info For 3rd Party	3.2%
Verifying Insurance First	2.2%
Provider Not Available	1.6%
Called Wrong Location	1.1%
Medicaid Not Accepted	1.0%
Location Proximity	0.7%
Price Objection	0.7%

Top Marketing Channels

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

Unlike other specialties, orthopedics is almost entirely dependent upon search engine traffic. Organic search and paid search account for the vast majority of marketing-sourced leads. Other channels such as social media platforms, offline channels, and email campaigns drove less than half a percent of new patient leads.

■ Share of Lead Volume
■ Conversion Rate

	Organic Search	Paid Search Ads
Share of Lead Volume	90.2%	10.3%
Conversion Rate	69.9%	63.1%
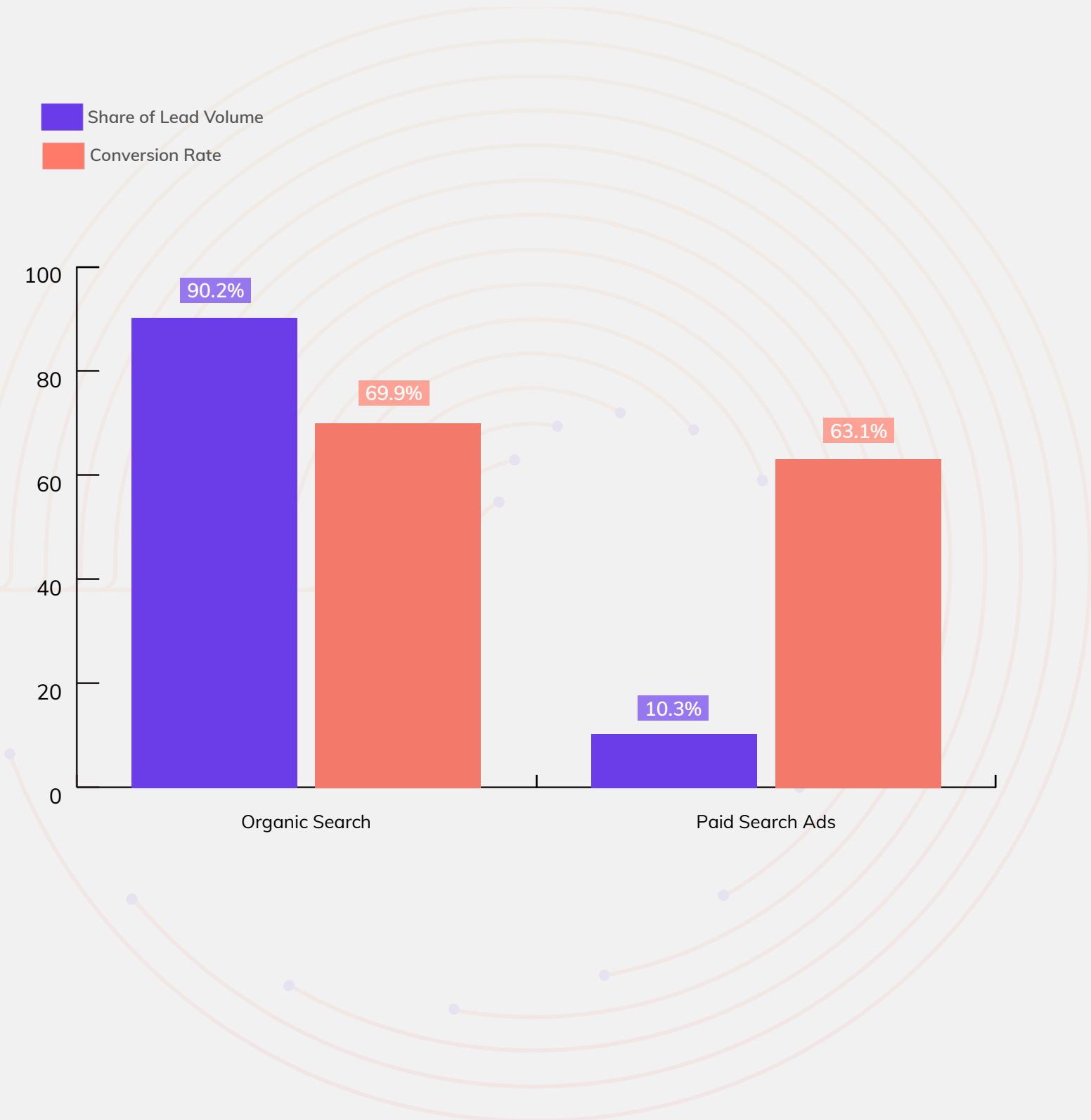
Ready to find out how your practice stacks up?

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**.