HOSPITAL ANALYTICS

# GA4 for hospitals, set up properly

Most hospital sites have Analytics installed. Few can say how many appointment requests came from the website last month.

Swipe →

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WHAT TO TRACK



# Actions that signal a patient trying to book

- Successful appointment form submissions, not button clicks
- Each booking step: specialty, doctor, slot, confirmed
- Call clicks and WhatsApp clicks
- Doctor profile, package and location page views
- Directions clicks and PDF downloads

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EVENT NAMES



# Lower case, underscores, category parameters

| | |
|---|---|
| GENERATE_LEAD | Form submitted successfully: form_name, specialty, location, lead_type |
| BOOKING_CONFIRMED | Confirmation page: specialty, location, consult_type |
| CLICK_CALL | Tap on tel: link: phone_type, page_type, location |
| CLICK_WHATSAPP | wa.me click or widget: page_type, specialty, location |
| VIEW_DOCTOR_PROFILE | Profile view: specialty, location, doctor_id |

Register specialty, location, lead_type and page_type as custom dimensions or they stay invisible.

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KEY EVENTS



# Mark only real attempts to book or contact

- generate_lead
- booking_confirmed
- click_call
- click_whatsapp

Not page views, scroll depth or downloads. They inflate numbers and train Ads bidding towards cheap actions.

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TAG MANAGER



# Set it up without touching site code

1. One container, both snippets on every page, booking domain too
2. Google tag fires after consent defaults are set
3. Developer pushes form_success to the dataLayer on real submission
4. Triggers for tel:, wa.me, doctor URLs, booking steps
5. Preview, DebugView, then publish with version notes

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KEEP HEALTH DATA OUT



# Common leaks on hospital sites

- GET forms putting name, phone and symptoms in the thank-you URL
- Site search terms like a condition or a patient's name
- Appointment or patient IDs in booking engine URLs
- Free-text reason for visit sent as a parameter
- Marketing analytics running on logged-in patient pages

A visit combined with a condition is health data even without a name.

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SAFEGUARDS



# What protects the property

- ✔ GA4 data redaction on, sensitive query parameters stripped in GTM
- ✔ Category values only: specialty, location, never free text
- ✔ Patient portal and payment pages excluded from the tag
- ✔ User ID off unless legal has reviewed it
- ✔ Monthly audit of page paths and events for names or conditions

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CONSENT MODE V2



# Default advertising signals to denied

| | |
|---|---|
| BASIC | Google tags do not load before consent; no modelled data |
| ADVANCED | Tags load denied; cookieless pings sent for modelling |
| REQUIRED | EEA, UK and Swiss visitors since March 2024 |
| INDIA | Not a Google rule, but DPDP consent obligations apply from May 2027 |

Think hard before switching on ad personalisation at all for health browsing.

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GOOGLE ADS LINK



# Connect it to what actually happened

1. Link accounts, enable auto-tagging so GCLIDs are captured
2. generate_lead and booking_confirmed primary; calls and WhatsApp secondary
3. Never count the same action twice
4. Store the GCLID in a hidden form field and the CRM
5. Upload booked, honoured and completed appointments back

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READ THE FULL GUIDE



# GA4 for hospital websites, in full

- UTM conventions every agency should follow
- Booking engines on another domain
- Reports, QA and CRM reconciliation
- gauravphogat.com/ga4-setup-for-hospital-websites

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