MEASUREMENT

The hospital marketing KPI dashboard

Follow the patient funnel from impressions to revenue, and stop reporting numbers that only ad platforms care about.

Swipe →

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THE PROBLEM

"

Most reports show impressions, clicks, followers and leads. The CEO asks how many patients marketing brought in and what each one cost.

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THE FUNNEL

Seven stages every KPI counts or connects

1. Impressions, then clicks and sessions
2. Enquiries: calls, forms, WhatsApp, split total and qualified
3. Appointments booked, then honoured appointments
4. Treated patients, then billed revenue

Everything above enquiries is activity. Everything below is a business outcome. Most reports stop at enquiries.

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CORE RATIOS

The KPIs that drive budget decisions

ENQUIRY-TO-APPT	Appointments booked divided by qualified enquiries
SHOW RATE	Honoured appointments divided by appointments booked
DOOR COST	Marketing cost divided by honoured appointments
PATIENT COST	Marketing cost divided by treated patients, the budget number
RESPONSE TIME	Median minutes from enquiry to first human contact

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DEFINITIONS FIRST

Agree these in writing before you build

- Qualified enquiry: unique contact, valid phone, service you offer
  Exclude job seekers, vendors, repeats within 30 days
- Appointment booked: a confirmed slot in the HIS, not a callback promise
- Honoured: registered or billed within an agreed window
- Treated patient: one definition per service line, fixed all year

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THREE VIEWS

One data set, three audiences

WEEKLY	Marketing manager: spend vs plan, enquiries, response time, missed calls
MONTHLY	Heads: full funnel by channel and service line, by working day 7-10
BOARD	CEO: eight numbers with a trend, on one screen

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DATA SOURCES

Six places, no single one holds the funnel

- GA4 and Google Ads for sessions, spend, clicks, conversions
- Meta Ads Manager for lead forms and WhatsApp chats started
- Google Business Profile for calls, directions, reviews
- Call tracking, or phone enquiries stay invisible
- CRM and HIS for appointments, attendance, billing

Join on phone number inside the CRM or HIS. The dashboard gets aggregated counts only, per DPDP.

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BUILD IT

Start in Sheets, automate only when trusted

1. Export channel data and CRM outcomes monthly
2. Enter one row per month, unit, service line, channel
3. Check the funnel for errors: more appointments than enquiries
4. Ratios from summed counts, never averaged rates
5. Looker Studio after two or three stable months

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READ THE FULL GUIDE

The KPI dashboard template, in full

- Eight-tab Google Sheets and Excel template, free
- Every KPI formula and what it tells you
- Setting targets and fixing the usual data problems
- gauravphogat.com/hospital-marketing-kpi-dashboard-template

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