

START HERE · 90-DAY PILOT

★ START HERE

The Patient Acquisition Pilot

Most agencies stop at the form fill. We own the gap between lead and booked appointment.

The gap between a lead and a booked appointment. The Pilot is the fastest way to prove the model on a single channel: a conversion landing page, a paid campaign, and a sub-60-second AI responder that catches every lead your front desk is missing — all tracked to booked consults, not clicks. It's the on-ramp to the full Practice Growth Infrastructure.

SETUP + FIRST MONTH

\$1,400

USD · one-time to start

Ongoing from month 2 **\$900/mo**

- ✓ Ad spend on your card (\$1,000+ recommended)
- ✓ No setup fee beyond the above
- ✓ Month-to-month after the 90-day pilot

What's included

01

Conversion landing page

ONE CTA, ONE GOAL

- ✓ Built for a single goal: booking the consult
- ✓ Mobile-first, fast-loading, compliance-reviewed
- ✓ Clear path from click to booked appointment

02

Paid ads campaign

GOOGLE OR META — ONE CHANNEL

- ✓ Campaign built, targeted, and managed for you
- ✓ Ad copy and creative production
- ✓ Optimized for cost per booked consult, not impressions

03

Speed-to-lead AI responder

INCLUDES THE AI AUTOMATION

- ✓ AI-assisted first response under 60 seconds
- ✓ Missed-call text-back on every missed call
- ✓ Auto-escalates any clinical question to your team — never gives medical advice

04

Tracking & weekly optimization

SEE WHAT'S WORKING

- ✓ Lead, call & conversion tracking
- ✓ Booked-consult dashboard
- ✓ Weekly optimization by a human strategist

— What the Pilot doesn't include

Organic SEO & AI-search visibility

Local search, GBP optimization, schema for AI search

INFRASTRUCTURE

Reputation Management

Automated review generation and monitoring

INFRASTRUCTURE

Social content & multi-channel paid

Short-form video, content calendar, Google + Meta together

INFRASTRUCTURE

The Pilot proves the model on one channel. When you're ready for the full engine, these are what the Practice Growth Infrastructure adds — your setup carries straight over.

— Applies to every engagement

You own everything

Your ad account, CRM and its data, lead lists, landing page. If we part ways, you keep the engine running.

Healthcare compliance built in

Every asset is produced with the rules for your jurisdiction and profession in mind — ASA/CAP, HIPAA/FTC, PHIPA/PIPEDA, and profession-specific regulators.

The AI never gives clinical advice

It books, answers logistics, and qualifies. Anything touching symptoms, diagnosis, medication, or distress is auto-escalated to your team. A hard rule, not a setting.

Ad spend is always separate

The fees above are our management fee. Ad budget is billed directly to your card by the platform, never marked up, always visible to you.



Before it ever touches a real lead, the AI responder is tested with simulated patient enquiries — including clinical-escalation cases. It does not go live until escalation behaviour is verified.

WHY OUR CLIENTS STAY

The four-part promise

01

10 consult requests in 45 days

The Pilot's action-based guarantee: 10 qualified consult requests in 45 days — or the next month's management fee is on us.

03

You own everything

Ad account, CRM data, lead lists, landing page. If we part ways, you keep the engine running.

02

Geographic exclusivity

One practice of your type per 10-mile radius. We never run campaigns for your local competitor.

04

Frictionless exit

Month-to-month after the 90-day pilot. No 12-month lock-in. Cancel any time with 30 days' notice.

How to get started

01

Book a 15-minute fit call

We confirm you're in a market we can serve and agree the goal for your 90 days.

03

We build & test

Days 3–14: landing page, AI responder (tested on simulated enquiries), tracking, campaign.

02

Onboarding & access

Days 1–3: ad account, website/domain, and calendar access handed over. Goals set.

04

Launch & optimize

Day 14–21 go live. Weekly optimization. First results visible within the first month.

Start the Pilot, or look first.

Begin your 90-day Pilot, or get a free Growth Audit of your practice before you decide.

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