Ten questions to ask every agency

Score each answer from 1 to 5

1 means a vague answer or none. 5 means a clear, specific answer you can verify.

	Agency A	Agency B	Agency C
01 **Who is responsible for our account, and who does the work each week?**			
02 **What does a typical week look like for us once we start?**			
03 **How will you track an inquiry to a new patient, and what will the report show?**			
04 **What happens if this isn't working by month three?**			
05 **Why this plan? What's the reasoning behind each campaign?**			
06 **How do you use AI in your own business, and how will it help ours?**			
07 **Will you sign a BAA, and where will you keep tracking pixels off our site?**			

08 **How will you build up each provider and the practice's brand?**

Agency A	Agency B	Agency C
_____	_____	_____

09 **Which of our current systems will you look at before proposing anything?**

Agency A	Agency B	Agency C
_____	_____	_____

10 **If we part ways, who owns the accounts, analytics, website and content?**

Agency A	Agency B	Agency C
_____	_____	_____

Agency A	Agency B	Agency C
-	-	-

The ten-question agency scorecard. Score each agency on every question. Your scores stay in your browser, and the printable version works on paper.

Score every agency on all ten questions, 1 (vague or no answer) to 5 (clear, specific and something you can verify). Bring one copy to each agency meeting.