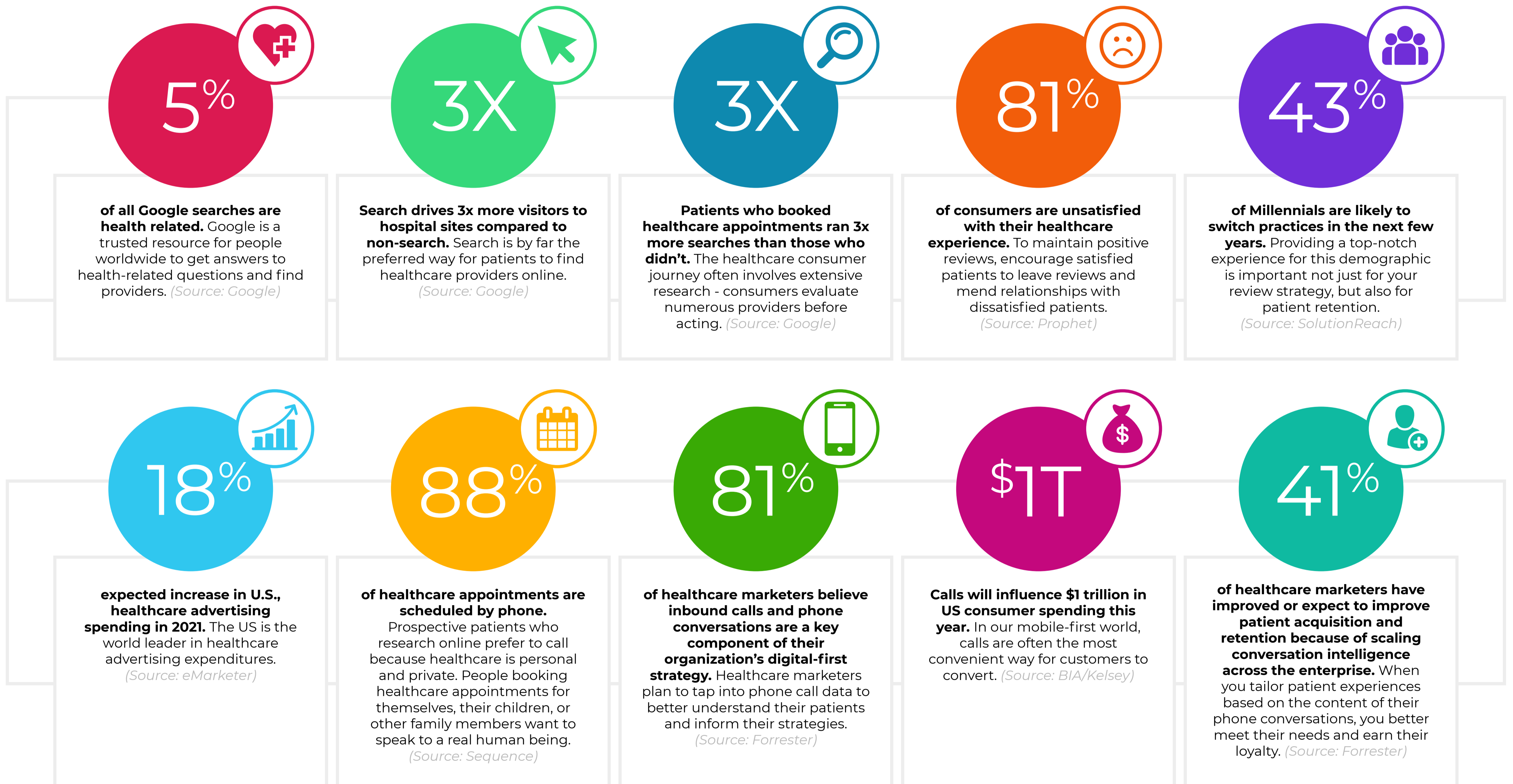


Most healthcare consumers begin their journey by finding and comparing providers online, usually through search. When they've completed their research, they typically convert by calling. Well, how do you get more phone calls? How do you get more qualified leads?

Did you know that healthcare marketers are optimizing channels to drive more appointment calls? Cutting-edge teams are also personalizing the caller experience to increase conversions. So, we've highlighted 10 Important Healthcare Marketing Statistics (2021) you should know.



## So, what can you do?

Integrate call data. In turn, you'll gain a full view of the patient journey and allocate your budget more effectively.

Optimize, analyze, repeat. Once you start driving more calls, it's important to continually test and scale your processes, while correcting issues that hurt your ROI.

To learn more or get started, contact our team today!