

AMPLIFY

Marketing That Builds Measurable Demand

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Patient Acquisition: Belief vs Reality

Belief



Patient searches
“urgent care near me”



Patient chooses
most convenient location

Reality

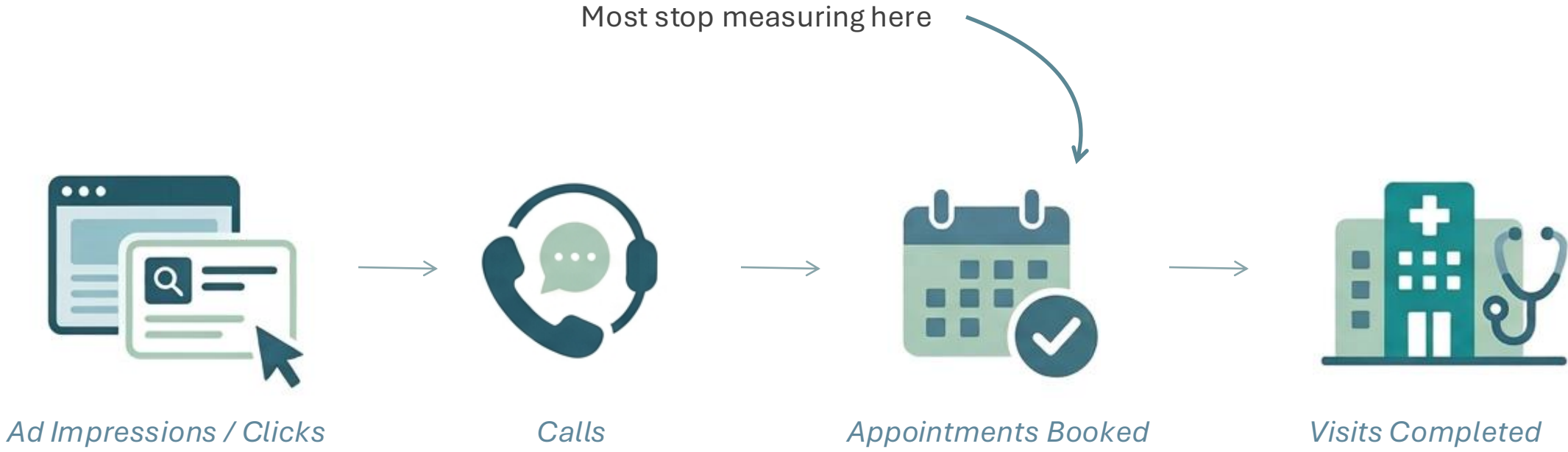


Patient passes most
convenient location

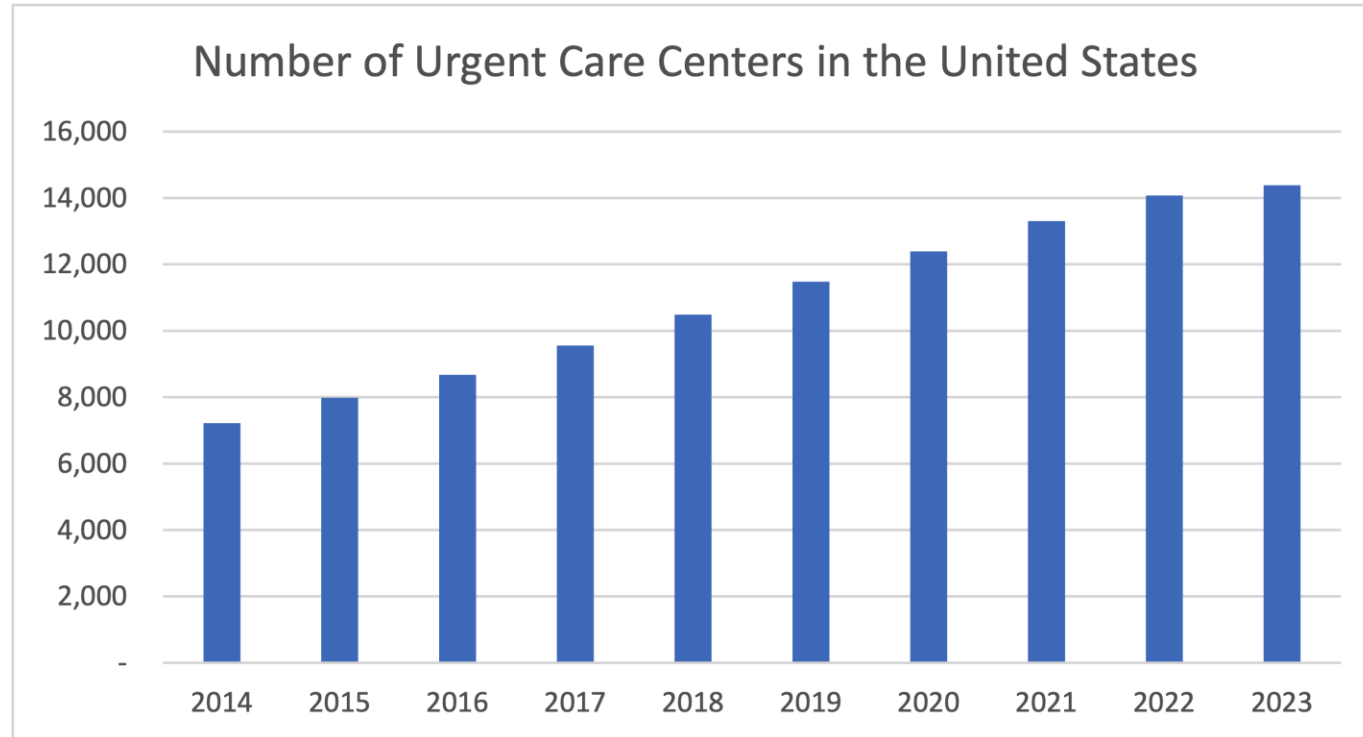


Patient chooses
location with best patient
experience

Measurement Stops Short of True Success



Competition in an Increasing Crowded Market



- The number of urgent care centers has doubled in the past decade
- 80% of people live within 10 minutes of a center
- Over 50% of people are willing to travel further for a center with high-quality ratings

vybe's Brand-to-Demand Marketing Mix

Channels	Role
Paid Search	Demand Capture
Display	Brand Awareness
Paid Social	Direct Response + Light Brand
Organic / Owned	Always-On Presence + Trust-Building
Traditional Media	Geographical Awareness + Activation
Community Engagement	Brand Relevance + Loyalty

Better Measurement: Visit Yield

$$\text{visit yield} = \frac{\text{completed visits}}{\text{total booked appointments}}$$

**analyzed by booking method and location*

With visit yield you:

- Stop assuming a “good” campaign performs the same everywhere
- Start allocating spend to centers that can best capture the demand
- Create better conversations between marketing and operations

Better Measurement: Cancel and No-Show Rates

Cancel and no-show rates are like health chart for your patient journeys

- **High practice-initiated cancels on online bookings** → staffing issues or over-promising availability
- **Elevated no-show rates** → check-in mistakes or unrealistic wait times
- **Walk-ins marked as “no-shows”** → poor front desk training

Cancel and no-show rates are also a neutral starting point for partnership

“We’re losing X% of patients between booking and visit at this center. Is that a demand problem, a capacity problem, or an experience problem?”

Team Work Makes Patient Experience Work

How it started

“Stay on your side of the wall”
— Ops

*“We can’t spend our way out of
a bad experience”*
— Marketing

How it’s going

- **Experience is treated as a product** → Marketing and ops work together to ensure it’s easy to visit, easy to trust, easy to return
- **Reviews are a shared KPI** → We look at reviews daily, celebrate staff who are named, and use recurring themes (good and bad) as the basis for coaching and process changes — not as a “gotcha” tool

Patient Experience Plays (Worth Stealing)

- ✓ **Turn reviews into a two-way loop, not a scoreboard**

Text every patient a review link, read them daily, and share specific comments with staff — both praise and patterns to fix. Recognize people by name when they're mentioned in positive reviews; that "sentinel effect" alone improves behavior.
- ✓ **Script the "moment of truth" at the front desk**

Simple things like greeting by name, giving a realistic wait-time range, and explaining what will happen next dramatically change how forgiving patients are about the rest of the visit.
- ✓ **Measure and act on cancels/no-shows**

Don't just report them; break them down by patient vs. practice-initiated, by time of day, and by center. Use that to adjust staffing, templates, and reminder workflows.
- ✓ **Embed experience in onboarding**

Spend the time and do the work. Explain to clinicians and front-desk teams why this matters. Give them the tools and language to really own their piece of the patient experience.

The ROI of Compassion and Teamwork

Influence on Team

Team embodies the brand



Team delivers better experiences



Patients return for experiences

Influence on Brand

Patients receive great experiences



Patients leave positive reviews



Reviews attract return patients, great teams, and business partners



One Conversation to Redefine Marketing

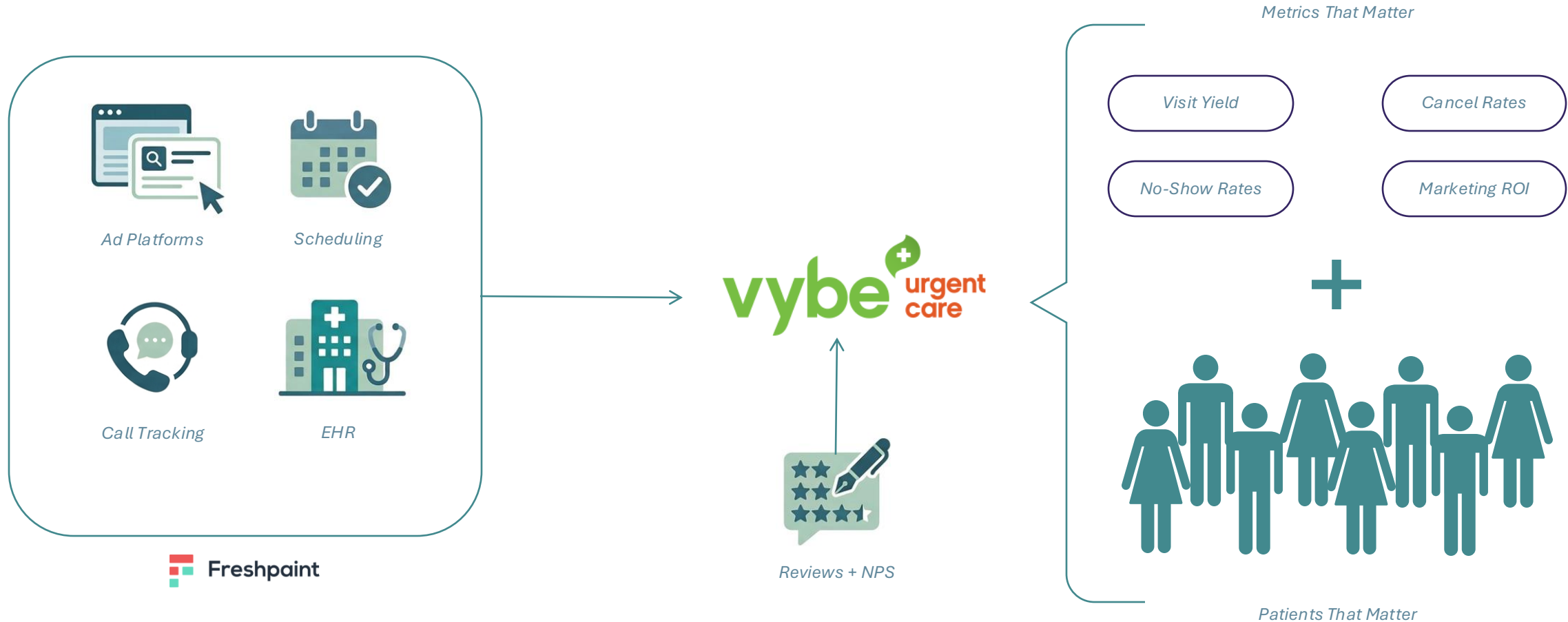
Hi Ops!

Hi Marketing!

Have an honest conversation about reviews

- Invite your ops/clinical counterpart to review patient feedback together
- Celebrate what patients already love about you
- Ask, “What can both teams do about the bad stuff?” — not “who’s to blame?”
- This one conversation, done well, tears down the wall and unlocks: measurement, smarter spend, and better patient experience

The Data (and Partner) That Makes This Possible



Provide Feedback – Scan the QR Code



Thank You

Scan the QR code to hear
Brian share more insights



Connect with Brian

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