

This report delivers actionable benchmarks across the patient/member acquisition funnel—from awareness to appointment—helping CMOs set informed expectations, measure performance, and identify growth opportunities.

1 Website Conversion Benchmarks

- Across healthcare websites, average conversion rates hover around 3%, with highly specialized landing pages delivering up to 7.4% conversions (median ~3.8%)
- A medical website benchmark reported a median conversion rate of 3.6%, with some reaching an average of 7.4%

Why It Matters: Minor improvements in conversion—especially during low-humidity winter when patient engagement dips—can significantly boost appointment volume without extra media spend.

2 Visitor-to-Patient Conversion by Practice Type

From FirstPageSage’s 2025 report, based on anonymized 2017–2024 data across specialties:

Specialty	Visitor → Prospect Rate	Prospect → Patient Rate
Cardiology	2.6%	74.9%
OB/GYN	2.3%	75.1%
Psychiatry	3.0%	75.6%
Family Practice	2.1%	67.8%
Dermatology	1.8%	55.8%

Takeaway: Conversion rates are highest in psychiatry and OB/GYN—likely due to higher urgency and better digital engagement. Health systems should aim to match or exceed peer benchmarks in their specialties.

3 Marketing Channel Effectiveness – Funnel Conversion Patterns

FirstPageSage benchmarks across common marketing channels:

Channel	Visitor → Prospect	Prospect → Patient
Organic Search	2.4%	76.9%
Paid Search (PPC)	1.4%	64.2%
Organic Social	2.1%	73.1%
Paid Social	1.5%	66.1%
Direct Mail	0.3%	50.9%

Insight: Organic search delivers higher conversion—all the way through the funnel—likely due to intent alignment. Paid channels and direct mail underperform comparatively.

4 Call Conversion Performance

From Invoca’s 2025 healthcare call benchmark report:

- 59% of callers manage to speak with a live person.
- 48% of calls from digital marketing result in qualified leads.
- Of those, 40% result in conversion during that call

Conclusion: Nearly half of digital-driven calls convert—highlighting the ongoing importance of call responsiveness and process optimization even in digitally driven funnels.

5 Overall Funnel Efficiency & Digital ROI

According to Ruler Analytics’ aggregated data:

- The healthcare industry converts website visitors into qualified leads at an average of 3.2%, with top performers achieving 21.1%
- Referrals outperform most channels, with an average conversion rate of 7.2%
- Phone conversions are critical: 39.2% of healthcare conversions occur via inbound calls

Summary Table

Funnel Stage / Metric	Benchmark Value (Average)
Website Conversion (General)	~3% (max ~7.4%)
Visitor → Prospect (Psychiatry, OB/GYN)	~2.3–3.0%
Prospect → Patient	~55–75% by specialty
Organic Search Funnel Efficiency	Visitor→Patient ~1.8% (2.4% × 76.9%)
Call Funnel Conversion	~19.2% (48% × 40%)
Referral Channel Conversion	~7.2%
Website Visitor → Qualified Lead	3.2% average; top performers 21.1%

How to Use This Report

- Compare Performance: Benchmark your current rates across each funnel stage against these industry averages.
- Identify Gaps & Opportunities: e.g., If your prospect → patient rate in family practice is ~60%, but the benchmark is ~68%, investigate booking process or patient communications.
- Prioritize High-ROI Channels: Organic search and referrals consistently outperform paid tactics in funnel efficiency—reallocate budget accordingly.
- Optimize Call Handling: With a high conversion rate on calls, ensure live-answer rates are strong and staff are trained to close.
- Set Targets: Use top-performer rates (e.g., visitor → qualified lead at 21.1%) to set stretch goals. Small improvements can yield large volume gains.

Final Thoughts

This Patient Acquisition Funnel Benchmark Report is more than data—it’s a diagnostic and investment tool. Use it to inform your attribution strategy, strengthen budget requests, and guide operational improvements.

Set up your 15-minute Funnel Audit Now