

GROWTH ENGINE DIAGNOSTIC GUIDE

Where Is Your Growth Engine Running?

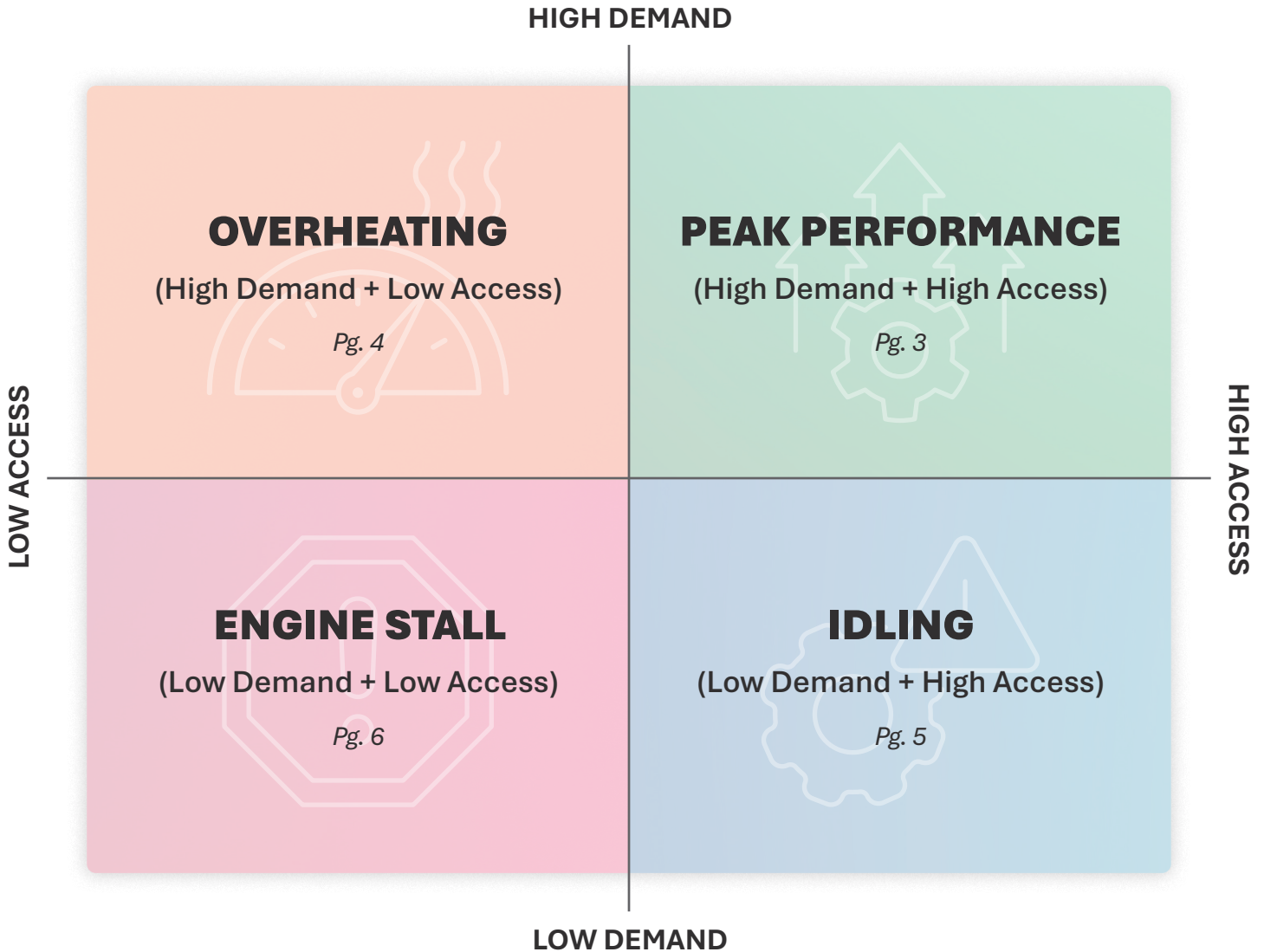


advertising



Nicklaus
Children's
Hospital

Healthcare organizations rarely struggle with demand alone. Growth typically breaks down in the conversion system that turns demand into visits. This quick diagnostic helps you determine whether your organization is operating at Peak Performance, Overheating, Idling, or Engine Stall—and what to do next.



The matrix evaluates two variables:

Consumer Demand

Signals that patients want your services.

Examples:

- ▶ Search volume for services
- ▶ Campaign response
- ▶ Referral requests
- ▶ Inbound calls

Access Capacity

Your system’s ability to convert demand into appointments.

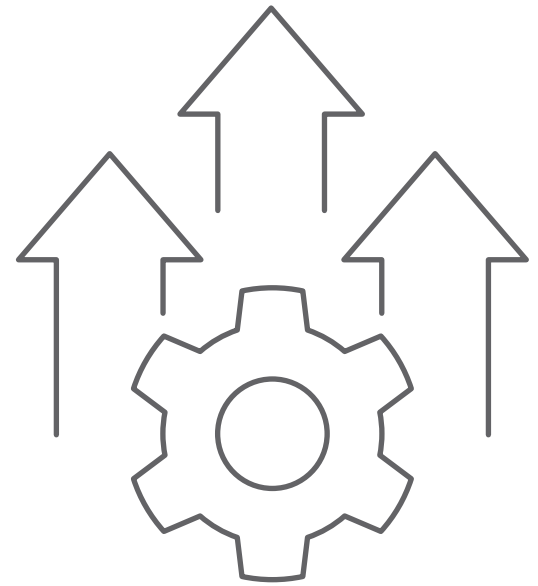
Examples:

- ▶ Appointment availability
- ▶ Call center performance
- ▶ Referral management
- ▶ Scheduling efficiency

Use the following guide to determine where your organization is currently operating.

Peak Performance

High Demand + High Access



What It Means:

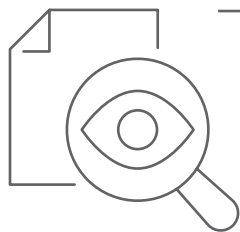
Your growth engine is functioning as designed. Demand signals convert efficiently into referrals, appointments, and visits.

Indicators:

- ▶ Strong campaign response and referral activity
- ▶ Available appointment capacity in key specialties
- ▶ Low call abandonment
- ▶ Efficient referral management

Implications:

Growth becomes predictable and scalable. Marketing investments translate into measurable patient volume.



Focus Areas:

- ▶ Protect access capacity in high-demand specialties
- ▶ Expand successful growth models to additional service lines
- ▶ Continue aligning marketing, access, and referral intelligence

Overheating

High Demand + Low Access



What It Means:

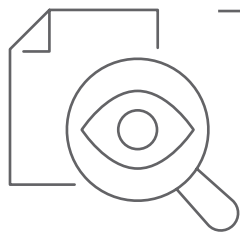
Demand is strong, but the system cannot convert it efficiently. Growth opportunities are being lost because access cannot keep pace.

Indicators:

- ▶ Long wait times for appointments
- ▶ High call abandonment
- ▶ Referrals not converting into visits
- ▶ Marketing performance appears strong but patient volume growth lags

Implications:

Patients may seek care elsewhere despite strong brand awareness. This is one of the most common conditions in healthcare growth systems.

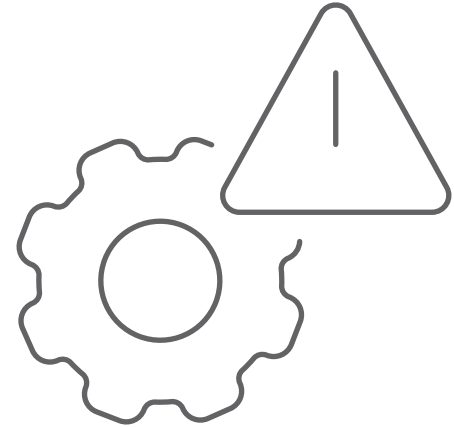


Focus Areas:

- ▶ Expand appointment capacity where demand is highest
- ▶ Improve referral transparency and conversion
- ▶ Analyze call center data for lost opportunities
- ▶ Align marketing campaigns with access availability

Idling

Low Demand + High Access



What It Means:

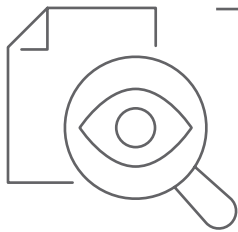
Your system has capacity, but demand generation is insufficient.

Indicators:

- ▶ Available appointment slots in key specialties
- ▶ Low referral flow
- ▶ Weak consumer demand signals
- ▶ Underperforming marketing programs

Implications:

Revenue opportunities remain unrealized because the market is not aware of available services.

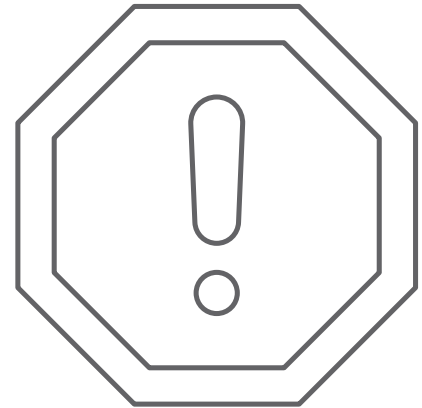


Focus Areas:

- ▶ Increase targeted marketing for underutilized specialties
- ▶ Strengthen physician referral engagement
- ▶ Improve service-line visibility in digital search
- ▶ Align marketing strategy with capacity opportunities

Engine Stall

Low Demand + Low Access



What It Means:

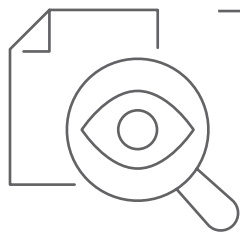
The growth system is fundamentally misaligned. Both demand generation and access infrastructure require improvement.

Indicators:

- ▶ Weak marketing performance
- ▶ Referral networks not actively generating patients
- ▶ Access barriers or scheduling inefficiencies
- ▶ Limited patient acquisition across channels

Implications:

This condition often requires broader strategic alignment across marketing, physician engagement, and operational access.



Focus Areas:

- ▶ Reevaluate market positioning and service-line demand
- ▶ Strengthen referral development strategies
- ▶ Improve scheduling and call center operations
- ▶ Build coordinated marketing and access strategies

How to Use This Diagnostic

1

Identify where your organization currently falls within the matrix.

2

Determine whether demand or access is the primary constraint.

3

Focus leadership attention on the specific bottlenecks limiting growth.

Remember:

Marketing creates demand.

Referrals move patients.

Access determines growth.

When these systems align, the growth engine produces measurable patient volume.

Run the Full Growth Engine Diagnostic

If this quick diagnostic raised questions about where growth is breaking down in your system, we can help you go deeper.

ab+a works with healthcare organizations to connect brand demand, referral flow, and patient access into a coordinated growth engine.

Schedule a 30-minute Growth Engine Diagnostic and we'll help you identify:

- ▶ Where demand is leaking in your system
- ▶ How referrals are impacting patient growth
- ▶ What access barriers may be limiting conversion

Join ab+a for a 30-minute Growth Engine Diagnostic 