



CarePlus
CLINIC

From local enquiry to booked visit.

A patient-booking funnel concept designed to turn unanswered local enquiries into a clear, reassuring path to an appointment.

FUNNEL GAP

Enquiry → Booked visit



Illustrative concept project by grobroad digital solutions.

01 THE CHALLENGE

The clinic was trusted. Its booking journey was not.

CarePlus Clinic had a steady base of long-term patients but struggled to convert new local enquiries into booked appointments. Phone and WhatsApp enquiries often went unanswered for hours, and there was no consistent online presence explaining services, doctors, or timings. Many potential patients searching online never found the clinic at all, and those who did often did not follow through to book.



Slow replies

Enquiries waited for hours before receiving an acknowledgement.



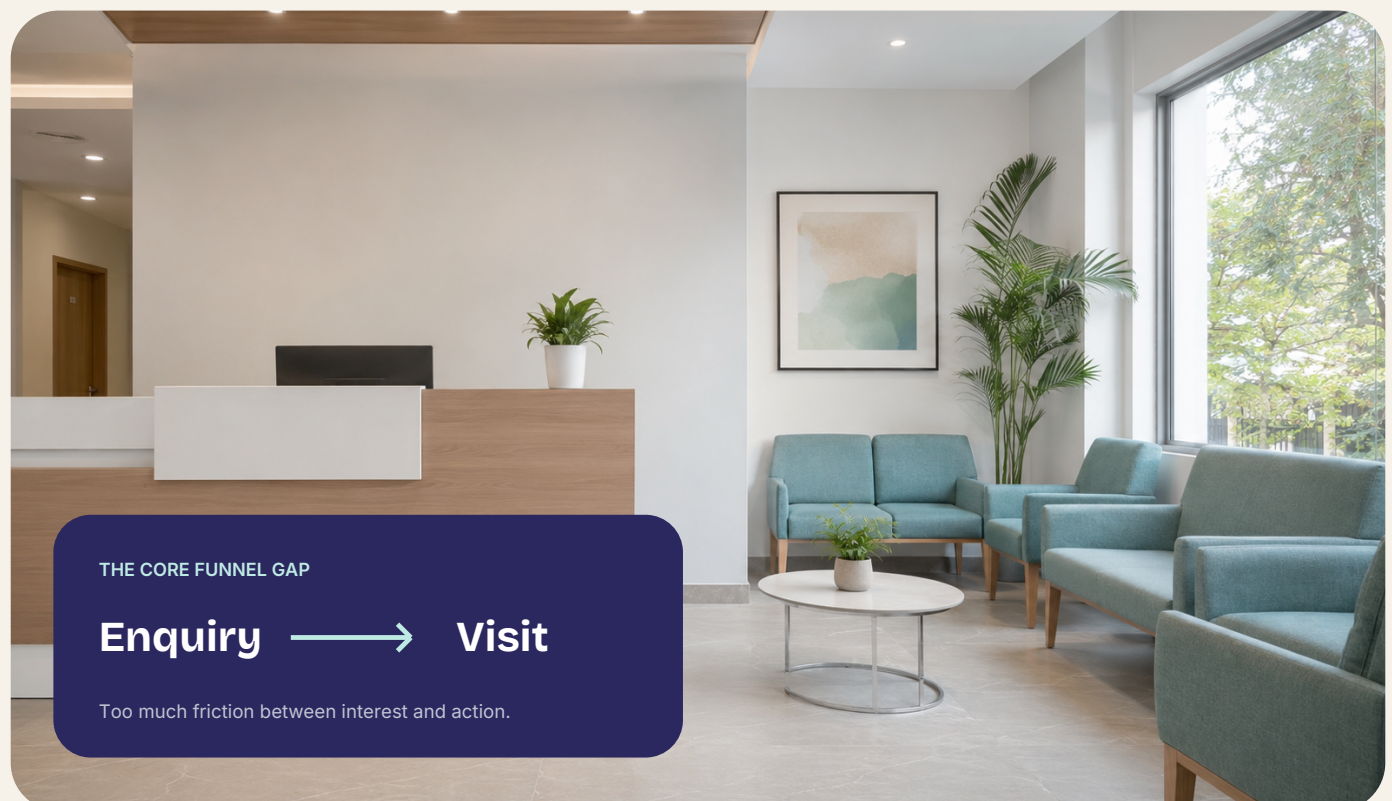
Weak visibility

Local search did not clearly surface services, doctors, or timings.



Lost follow-through

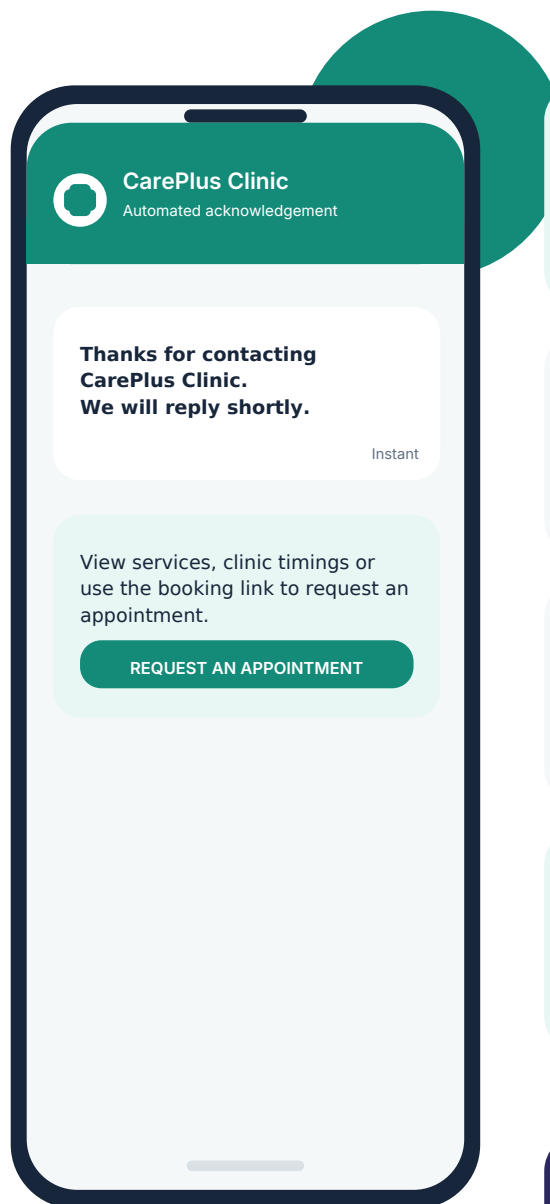
Interest faded before a booking was confirmed.



02 THE APPROACH

Make every enquiry feel answered.

The system was rebuilt around one goal: give local patients immediate clarity, then guide them toward a confirmed appointment.



WhatsApp auto-response

Instant acknowledgement with services, timings, and a booking link.



Google profile optimization

Accurate hours, doctor details, and reviews for stronger local discovery.



Content pillars

Proof, Education, Doctor Spotlight, health Q&A, and clear offer CTAs.



Appointment reminders

Automated reminders designed to reduce forgotten or missed visits.

DESIGNED BOOKING PATH



03 THE OUTCOME

A clearer digital front door. A shorter path to care.

Faster response times and a clearer digital front door helped CarePlus convert more enquiries into booked visits. WhatsApp acknowledgements replaced hold-time frustration, the optimized Google profile brought in patients who did not previously know the clinic existed, and reminders reduced missed appointments.

01 Faster response

Instant acknowledgement reduced waiting frustration.

02 Better discovery

A complete local profile made the clinic easier to find.

03 Fewer no-shows

Reminders supported stronger appointment follow-through.



READY TO FIX YOUR ENQUIRY-TO-BOOKING GAP?

**Turn local interest into
confirmed visits.**

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START A CONVERSATION

Concept project. The outcomes describe the intended funnel effect and are not verified client results.