A Dissertation Report

A Report Submitted to Fulfill Partial Requirements of PG Studies

At

The Dental Roots, Gurugram

Analysis and Optimization of Patient Conversion from Digital Leads (Google & Meta Ads) in a Dental Clinic

Submitted By:

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TO WHOMSOVER IT MAY CONCERN

This is to certify that **Dr. Tanvi Sharma,** student of PGDM (Hospital & Health Management) from the **International Institute of Health Management Research, New Delhi**, has undergone dissertation research at **The Dental Roots** from **13th Jan 2026 to 20th July, 2026**.

The candidate successfully carried out the study designated to her during the internship, and her approach to the study has been sincere, scientific, and analytical.

This internship is submitted in fulfilment of the course requirements.





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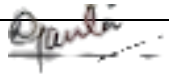
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CERTIFICATE OF APPROVAL

The following dissertation titled **"Analysis and Optimization of Patient Conversion from Digital Leads (Google & Meta ads) in a Dental Clinic, The Dental Roots, Gurugram"** is hereby approved as a certified study in management carried out and presented in a manner satisfactorily to warrant its acceptance as a prerequisite for the award of **PGDM (Hospital & Health Management)** for which it has been submitted. It is understood that by this approval the undersigned do not necessarily endorse or approve any statement made, opinion expressed or conclusion drawn therein but approve the dissertation only for the purpose it is submitted.

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CERTIFICATE FROM DISSERTATION ADVISORY COMMITTEE

This is to certify that **Dr. Tanvi Sharma**, a graduate student of the PGDM (Hospital & Health Management) has worked under our guidance and supervision. She is submitting this dissertation titled **"Analysis and Optimization of Patient Conversion from Digital Leads (Google & Meta ads) in a Dental Clinic, The Dental Roots, Gurugram"** in partial fulfillment of the requirements for the award of the PGDM (Hospital & Health Management). This dissertation has the requisite standard and to the best of our knowledge no part of it has been reproduced from any other dissertation, monograph, report or book.





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DISSERTATION FEEDBACK FORM

Name of the Student: Dr. Tanvi Sharma

Name of the Organization in Which Dissertation Has Been Completed: The Dental Roots, Gurugram

Department: Operations, Quality & Marketing

Area of Dissertation: Marketing

Attendance: Excellent

Objectives Achieved: Successfully achieved dissertation objectives related to succession of leads by Google and meta-ads and Patient Conversion

Deliverables: Successfully completed project deliverables with good analytical understanding of patient conversion.

Strengths: Strong learning attitude, good analytical approach, discipline, and willingness to understand the patient conversion process from ads.

Suggestions for Improvement: Continue Building confidence in decision making

Suggestions for the Institute (Course Curriculum, Industry Interaction, Placement, Alumni): Provide more structured mentoring and regular feedback sessions.

Date:20th June 2026

Place: Delhi

Signature of Organization Mentor (Dissertation)



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DISSERTATION CERTIFICATE

Date: June 20, 2026

This is to certify that **Dr. Tanvi,** C/o Subash Chander, R/o Divya Heights 1590, Sector – 52, Gurugram – 122003, has successfully completed her dissertation titled **"Analysis and Optimization of Patient Conversion from Digital Leads, Google and Meta Ads in Dental Clinic, The Dental Roots, Gurugram"** under the guidance and supervision at **The Dental Roots.**

The dissertation was undertaken in partial fulfillment of the requirements for the degree of PGDM in Hospital & Healthcare Management.

During the tenure of her dissertation, **Dr. Tanvi** has exhibited sincere dedication, hard work, and a keen interest in the study. The work carried out by her was found to be satisfactory.

We wish her all the best for her future endeavors.

For **The Dental Roots**

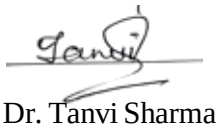
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This is to certify that the dissertation titled **"Analysis and Optimization of Patient Conversion from Digital Leads (Google & Meta ads) in a Dental Clinic, The Dental Roots, Gurugram"** and submitted by Dr. Tanvi Sharma, Enrollment No. PG/24/109 under the supervision of **Dr. Sandipta Chakraborty** for award of PGDM (Hospital & Health Management) of the Institute carried out during the period from 13th Jan, 2026 to 20th June, 2026 embodies my original work and has not formed the basis for the award of any degree, diploma associate ship, fellowship, titles in this or any other Institute or other similar institution of higher learning.



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Declaration

I hereby declare that the dissertation entitled "Analysis and Optimization of Patient Conversion from Digital Leads (Google & Meta Ads) in a Dental Clinic - The Dental Roots, Gurugram" is an original work carried out by me as part of the requirements of my postgraduate programme.

The study seeks to understand the optimization of conversion of digital inquiries, generated by Google and Meta advertising campaigns, into patients at The Dental Roots, Gurugram. The data used in this report has been collected from lead management systems, customer relationship management (CRM) systems, tele-calling, follow-up reports, patient interactions, and observations made during the daily operations at The Dental Roots.

I declare that, to the best of my knowledge, this dissertation is my own work and all information, ideas and references, whether published or unpublished, have been acknowledged in the text. No part of this dissertation has been copied without citation.

I declare that this dissertation has not been submitted, in whole or in part, to any other university or institution for the award of any degree, diploma, or other academic qualification. Name: Dr. Tanvi SharmaEnrollment No.: PG/24/109

Date: 31st July 2026_____



Signature:_____

Acknowledgement

First and foremost, I wish to express my heartfelt thanks to my institute mentor Dr. Sandipta Chakraborty, IIHMR Delhi, for her valuable guidance and suggestion which made this dissertation possible. She played a very crucial role in making this dissertation successful.

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I would also like to extend my gratitude to the management as well as the staff members of The Dental Roots for their help in conducting this research and providing me the required information that I needed to complete this study.

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Lastly, I would like to thank everyone who contributed directly and indirectly in the successful completion of my dissertation.

Abstract

Background

Increased usage of digital platforms has resulted in a marked change in the ways people seek out healthcare service providers. Digital marketing techniques are increasingly used by healthcare facilities to connect and communicate with potential customers. This is enabled through digital advertising tools such as Google Ads and Meta Ads which help clinics target individuals who are already on the look-out for a particular healthcare treatment as well as people interested in healthcare services online. But, mere generation of leads may not always translate into actual patients as most healthcare facilities find it difficult to convert inquiries to bookings. The common problems faced in conversion include delayed responses, lack of consistency in follow-ups, and poor lead management**.**

Objective

The present study was undertaken to examine and improve lead conversion rate at The Dental Roots, Gurugram, for the digital enquiries made possible through Google and Meta advertising campaigns. In addition, the performance of both Google and Meta advertisements was assessed along with the influence of response times and follow-ups in leading to conversions. Finally, the impact of implementing a lead management strategy was analyzed**.**

Methodology

This research was carried out at The Dental Roots, Gurugram over a six-month period. All inquiries made via Google and Meta advertisements within this time frame were part of the study. Data collection sources included lead tracking databases, CRM records, tele-calling log books, follow-up records, and patient feedback. This research project was divided into three phases - initial assessment of existing practices, formulation and implementation of an operating standard, and final assessment after intervention. Key performance metrics included volume of leads, response time, follow-up compliance, appointment bookings, acceptance rate, and non-conversion reasons.

Results

Over the study period, 150 digital leads were received. Out of these leads, 130 leads were contacted, resulting in a contact rate of 86.7%. Moreover, 75 leads moved on to booking appointments, which means that there was a conversion rate of 50.0% into appointments, whereas, out of these, 42 leads agreed to undergo the treatment, leading to an overall conversion rate of 28.0%. Comparatively, it was found that Google Ads provided better quality leads, with a better chance of appointing leads and eventually converting leads for treatments. On the other hand, although Meta Ads gave more leads, more follow-ups and engagement were required before converting them into customers. Standard lead management practices showed positive changes in response and follow-up.

Conclusion

From the results obtained, it becomes evident that effective lead management practices play a crucial role in improving patient conversion rates. Efficient and timely responses, as well as effective follow-up practices and communications, led to increased patient engagement and decreased loss of potential patients.

Keywords: Digital marketing, patient conversion, Google Ads, Meta Ads, lead management, patient engagement, dental clinic, healthcare marketing, standard operating procedures.

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Chapter 1: Introduction

1.1 Background of the Study

Undoubtedly, digital transformation significantly impacts all spheres of our life; however, its importance in the field of healthcare cannot be underestimated. Nowadays, patients use digital resources more often when searching for a healthcare service provider and selecting a suitable one. Thus, healthcare organizations have realized the significance of digital marketing, as this tool allows them to attract patients in a convenient and effective way. Platforms like Google Ads and Meta Ads help healthcare service providers reach their target audiences based on their interests, locations, online activity, etc. Hence, digital marketing became an indispensable part of modern healthcare facilities' strategies of attracting new patients.

Despite the growing importance of digital advertisements, simply generating inquiries does not mean that patients will choose healthcare services offered by particular healthcare organizations. Quite the opposite, most healthcare organizations face serious problems when trying to convert inquiries generated with the help of online advertisement tools into patients' visits to clinics. Usually, inefficient response to inquiries, inconsistency in communication, and failure to implement appropriate follow-up actions prevent prospective patients from choosing particular healthcare facilities and getting their treatments there.

The Dental Roots, Gurugram, is also focused on generating patient inquiries using Google Ads and Meta Ads. At the same time, just like other healthcare providers, The Dental Roots, Gurugram, faces numerous issues concerning turning potential patients into customers. This fact indicates the need to investigate the factors influencing patients' decisions regarding the choice of particular clinics and the necessity of applying certain techniques.

Therefore, the aim of this study is to analyze the problem of converting digital inquiries into patients of The Dental Roots, Gurugram. This paper will discuss the existing lead management process that is being implemented within the firm, and will identify ways to improve the conversion ratio through better communication practices.

1.2 Statement of the Problem

Generating leads remains an essential objective for companies that use digital marketing campaigns in healthcare industry sectors. Although there is enough generation of leads via digital marketing channels, a significant number of leads do not get converted into either an appointment or treatment commitment. This inability to meet objectives related to lead generation makes it difficult for a company to grow and develop.

It has been possible for the Dental Roots clinic based in Gurugram to generate quite a number of leads via the company's advertising campaigns on Google and Meta. However, not all the generated leads end up becoming patients at the dental clinic. Different factors including delay in lead response, inconsistency in lead follow-up, failure to standardize lead follow-up, as well as lack of lead tracking could contribute to ineffective lead generation.

It would be important for the company to undertake an analysis of the current conversion process. This is because analyzing the process of converting leads will help in identifying the weaknesses within the process.

1.3 Rationale of the Study

The research under discussion examines the practice of patient conversion carried out by The Dental Roots, Gurugram, in the context of increased competition in the healthcare services industry. The research states that patient conversion plays a critical role in organizational development, but successful outcomes can be expected when healthcare institutions are able to develop their strategies of patient conversion and acquire appropriate skills to deal with leads obtained through digital marketing efforts.

The successful conversion of patients into clients implies fast response, follow-up, and personalized treatment of patients, thus making it possible to maximize the efficiency of lead conversions.

The primary goal of the present research was to analyze the patient conversion process used by The Dental Roots, Gurugram, and indicate potential areas of improvement in this process. In turn, the findings of the research may serve as a basis for improving the process of lead management. Apart from this, the research expands the existing body of literature on patient conversion and healthcare marketing.

1.4 Scope of the Study

The scope of this research will only cover the digital lead conversion for The Dental Roots, Gurugram. This research will look into the whole process of inquiry, the use of Google ads, Meta ads, and then cover the entire process of lead conversion starting from inquiry through appointment setting, up to the acceptance of treatment.

The main KPIs analyzed in this research include the number of leads, response rate, follow-up rate, appointment rate, and the acceptance rate. This research has also analyzed the effect of SOPs and lead management in lead conversion.

This data has been collected over a span of six months. This research will only focus on the operation aspect of lead management, excluding any clinical aspect or effectiveness of the treatment done by The Dental Roots, Gurugram. Also, the level of satisfaction of the patients in terms of clinical treatment is not included in this research.

Additionally, any revenue generated by the ad campaign is not covered in this research. Findings and recommendations from this research could also apply to other dental centers.

Chapter 2: Review of Literature

2.1 *Digital Marketing in Healthcare*

In light of the increasing adoption of the internet and social media, patients are playing a more active role in searching for healthcare information and making informed decisions when selecting a healthcare provider. Healthcare organizations are using different digital tools such as search engines, social media, websites, and advertisements to improve their online presence and interact with potential patients.

While conventional marketing methods were more generic in nature, digital marketing offers the advantage of targeting a certain segment of audiences that share common demographics and preferences. As a result, healthcare providers have improved the efficacy of their marketing efforts and can expect better results in terms of getting patients who will actually visit them. Apart from increasing awareness about the services of dental clinics and other health organizations, digital marketing also helps to engage patients and schedule appointments.

From this point of view, it is easy to conclude that a powerful digital presence has become essential for modern dental clinics and other healthcare providers since patients often go online to find information about the providers, they can rely on.

2.2 *Patient Lead Generation and Conversion in Healthcare*

Lead generation is defined as the act of creating and acquiring leads from people interested in using the health care service. Leads can come from sources like advertisements online, campaigns, websites, online forms, telephone calls, and other forms of communication. However, while leads are essential, the end game should be making leads book appointments for treatments.

A number of different elements affect the success of converting leads into patients. Some of these elements include the quality of the lead generated, the speed at which the response comes, how effective the communication was, follow-up practices, the cost of the treatment, and the trust between the patient and the health care organization. Prior research has identified poor follow-up activities and delays in response as some of the main reasons why potential patients are lost during the conversion phase.

Many healthcare organizations adopt a conversion funnel to analyze the progress of potential patients as they move from being leads all the way to receiving treatment. This analysis helps to reveal inefficiencies in the conversion process that can be addressed.

2.3 *Role of Google Ads in Healthcare Marketing*

Google Ads is now considered one of the most commonly utilized advertising media in the healthcare sector because it enables companies to target people interested in accessing health services. Search-based advertising differs from other forms of marketing because it targets patients with an immediate need to seek health services. According to research, search-based advertising tends to produce high-intent leads because ads are triggered by particular search terms relating to health care. When it comes to dental care services, any search associated with dental treatment, health issues, and even emergencies will likely mean that patients are interested in booking an appointment.

Google Ads not only provides leads but also performance insights that enable companies to analyze their success.

2.4 *Role of Meta Ads in Healthcare Marketing*

Meta Ads such as those available on Facebook and Instagram are essential when it comes to expanding the reach of brands and creating awareness amongst prospective clients. Whereas Google Ads target individuals who are actively looking to get the health services from the organization, Meta Ads target audiences on the basis of demographics, interests, lifestyles, and social engagement.

These social media channels allow healthcare providers to advertise their services, educate their patients, create awareness about their brands, and engage with a wider audience. Meta advertising is especially beneficial in conducting awareness campaigns, elective services, preventative care, and educational campaigns.

While Meta Ads will provide many leads to healthcare professionals, research has found that they are usually not easily converted because the prospective client is not actively looking for medical attention at the time of exposure. Consequently, successful conversion usually involves regular follow-up communications.

2.5 *Importance of Response Time and Follow-Up Management*

The speed of response has been shown to be one of the most vital factors when converting leads to patients. Research done in both health care and services sectors indicates that faster responses have higher chances of converting into appointments.

The fact is that most patients will try to reach out to many organizations simultaneously and appreciate those that can communicate in a professional manner. As equally important as this factor is having a proper follow-up mechanism.

Some patients need more information about the treatments, anticipated results, appointment dates, and cost-related issues. Follow-ups allow organizations to connect with patients in an effort to make them interested in their offerings.

2.6 *Standard Operating Procedures (SOPs) in Lead Management*

SOPs, or standard operating procedures, are standardized guidelines aimed at ensuring that organizational processes achieve uniformity, efficiency, and accountability. For health care marketing and lead management processes, SOPs assist in ensuring consistency in how patients are communicated to, enquires are handled, follow-ups are scheduled, documents are recorded, and leads are tracked.

Without SOPs and therefore clearly defined procedures, there is a risk that patients will receive different forms of communications and follow-ups due to inconsistency by various staff members, which will adversely impact patient conversion performance.

By having an SOP-based lead management system, there is accountability, enhanced staff training, improved monitoring of processes, and increased consistency. Overall, health care organizations are able to avoid losing leads and ensure better patient conversions.

2.7 *Research Gap*

A large body of existing literature exists on healthcare marketing tactics, methods of obtaining patients, online advertising platforms, and lead generation. Many researchers have explored the efficiency of Google Ads and Meta Ads to produce patient inquiries, as well as the significance of fast response time, customer engagement, and follow-up contacts.

Nevertheless, there has been a scarcity of studies conducted that explore the operations in patient conversion inside dental care organizations, especially those in India. One can observe a lack of evidence in scholarly papers about the entire process of lead conversion from producing an inquiry to getting treatment consent, while assessing the influence of response time, follow-up contacts, and SOP implementation in this case.

Moreover, there has been no comparison of the conversion rates for inquiries created through Google Ads and Meta Ads in dental healthcare facilities. This paper is going to fill those voids in scientific research with the exploration of digital lead conversion inside The Dental Roots clinic located in Gurugram

Chapter 3: Research Objectives

Objectives of the Study

Primary Objective

In order to assess the efficacy of digital conversion techniques for leads and determine methods for enhancing the process of converting inquiries received through Google Ads and Meta Ads into clients for The Dental Roots, Gurugram.

Secondary Objectives

1. Comparison of the conversion success of leads received via Google Ads and Meta Ads.
2. Investigation of how response times affect the chances of patients being converted.
3. Evaluation of the impact of follow-up procedures like tele-calling on patient engagement and appointments.
4. Creation and application of SOPs for the effective management of leads.
5. Evaluation of pre-intervention versus post-intervention differences in conversion rates

Chapter 4: Methodology

4.1 Study Design

The current study employed an observation-based and intervention-based research methodology to assess and enhance the rate of digital lead to patient conversions at The Dental Roots, Gurugram. First, the lead conversion process that already existed at The Dental Roots was observed to get insights about how the inquiries from the use of Google Ads and Meta Ads are managed. Then, based on these insights, an intervention model was created and deployed. Finally, its effectiveness was determined through comparisons between pre-intervention and post-intervention outcomes.

4.2 Study Setting

It was conducted at The Dental Roots, which is a dental healthcare provider operating from Gurugram, Haryana. Digital marketing tools such as Google Ads and Meta Ads are actively being used by this facility to create patient inquiries and to advertise their offerings.

The reason behind choosing The Dental Roots as the study location is because it is consistently using digital marketing and also creating a lot of inquiries online. Thus, it would make sense to conduct the research here.

4.3 Study Population and Study Area

The target group for this research consisted of all digital enquiries that were created using both Google Ads and Meta Ads throughout the duration of the research period. This included all patients who showed an interest in availing the services provided by the dental clinic through calls, forms, social media contacts, website queries, or appointments

This research was aimed at assessing the entire journey from enquiry creation to treatment acceptance. Other than the patient's enquiry, there was also consideration of the responsibilities of the various people such as marketing and front-office staff within the process.

4.4 Study Duration

The study took six months to complete. It was determined that this period would be enough time to notice any trends in lead conversion, make changes where necessary, and evaluate the success of such changes.

4.5 Data Sources

Various sources of data were considered from inside the organization to conduct an all-encompassing analysis of the lead conversion process. Some of the major sources of data are mentioned below:

- Record of lead tracking done through the Google Sheets platform.
- Records of CRM and data available in Excel files.
- Record of tele-calling and customer communications.
- Record of follow-up activities and reminders regarding appointments.
- Feedback record of customers along with the result of lead conversions.

4.6 Sampling Method

In this regard, a census sampling method was chosen for the research. All leads obtained through both Google and Meta Ads in the duration of the study were included. The use of no sampling limitations is because the intention of the research is to evaluate the entire lead generation process.

4.7 Data Collection Procedure

Three different stages characterized this research:

Phase 1: Baseline Assessment

At the first stage, a review of the existing lead management process that takes place within The Dental Roots clinic was made. The data on lead number, response rate, appointment percentage, follow-ups and treatment acceptance rate was collected.

Phase 2: SOP Development and Staff Training

Next, an SOP (Standard Operating Procedure) was created using the information obtained during baseline assessment. The procedures that should be implemented at each step of the process have been specified. In addition, staff responsible for the leads were trained to implement the created procedures correctly.

Phase 3: Post-Intervention Evaluation

Following the completion of implementation and training, the lead conversion process was reassessed to find any improvements after intervention.

The path along which the lead was converted in the course of the study included the following steps:

Lead Generated → Lead Contacted → Appointment Booked → Treatment Accepted

4.8 Study Parameters

Some important parameters that were taken into consideration while writing the report are:

- Response time to patient enquiries. - The number and frequency of follow-up interactions.
- Rate of booking appointment
- Treatment acceptance rates.
- Reasons for non-conversion
- Overall lead conversion performance
  These parameters were chosen to provide a broad understanding of factors that influence patient conversion outcomes.

4.9 Data Analysis Methods

Statistical techniques were applied to describe the data gathered. These include:

• Total number of leads obtained during the period of study.

• Guide's role in moving through the conversion funnel.

• Comparing Performance of Meta and Google Ads

• Response time vs. Patient Conversion Rate

• Role of follow-up actions on patient conversion.

Chapter 5: Lead Management Process and Intervention Framework

5.1 Existing Lead Conversion Process

At The Dental Roots, numerous patient inquiries have been generated through digital marketing such as Google and Meta Ads. Whenever there is an inquiry, the patient information is collected from a variety of sources such as the website, phone calls, WhatsApp, and other social media platforms. Thereafter, the data is recorded in the lead management tool, which will assist in the following and communication purposes.

The lead conversion process is made up of various stages such as lead generation, patient contact, appointment scheduling, consultations, and finally the acceptance of treatment. Even though the whole framework is quite good, some discrepancies were noted in terms of follow-ups and how some individuals follow the process. Some variations in response time, communication skills, and follow-up methods might influence patient engagement, thus losing potential clients along the way.

The lead conversion process of the dental clinic may be depicted as:

Lead Generation → Lead Contact → Appointment Schedule → Consultation → Treatment Acceptance

5.2 Gap Analysis of the Existing Process

An analysis of the lead management system revealed a number of problems that may impact the efficiency of converting patients. The most significant gaps include:

- Slow reaction to patients' questions.
- Discrepancies in follow-up procedures for various leads.
- Absence of standard procedures for communicating with patients.
- Insufficient documentation of patient contacts.

• Lack of information about the status of leads when converting them.

• Differing procedures used by various employees in dealing with leads.

5.3 Development of the Intervention Strategy

From the findings gathered from the gap analysis, the following intervention strategy was designed to enhance the lead management techniques and the outcomes from the patient conversions. The intervention strategy was mainly based on standardization of processes and enhancing communication between potential patients.

Among the elements that formed the intervention strategy were:

• Standardized lead management process.

• Response time targets.

• Follow up plans.

• Communication processes with patients.

• Lead management practices.

• Training of employees to familiarize themselves with the new process.

The main objective of the intervention strategy was to enhance efficiency in communication, limit the loss of leads, and ensure a consistent process of patient engagement.

5.4 Standard Operating Procedure (SOP) Framework

A well-defined SOP framework was developed in order to handle digital enquiries from the point of first contact until acceptance of the treatment. The SOP framework consisted of the following essential components:

• Acknowledgment of the incoming enquiry.

• Timely contact with patients within stipulated timeframes.

• Follow-up contact sessions at designated time periods.

• Maintenance of records of all communication activities.

• Monitoring the lead status.

• Handling of high-priority enquiries in a timely manner.

5.5 Performance Indicators Used for Evaluation

The intervention assessment was conducted using a number of performance indicators in accordance with best practice within the context of leadership and patient conversion practices.

Indicator inclusion:

- The overall result of leads created.
- Proportion of successful leads contacted
- Rate of contact.
- Percentage of booked appointments.
- Rate at which treatment is accepted.
- Rate of Completion for Follow-up.
- Conversion performance by platforms.
- Reasons behind lead non-conversion

There was a well-structured foundation for evaluating the performance and effectiveness of the intervention strategy

5.6 Expected Impact of the Intervention

This system will enable us to have efficient communication with the leaves, consistent follow-ups, and consistency of operations.

A prediction result that was not predicted by:

- Enhanced rates of patient response and engagement.
- More appointments made.
- Greater acceptance of treatments employed.
- Less lead leakage
- More efficient use of marketing spending.
- Improved ongoing communication with patients

Chapter 6: Results

6.1 Overview of Lead Conversion Performance

The research assessed the efficiency of converting digital leads created via Google Ads and Meta Ads into patients at The Dental Roots, Gurugram. The analysis paid attention to critical steps within the conversion funnel that include generation of leads, contacting the leads, making appointments and accepting the treatment.

In total, there were 150 digital leads generated during the research period. From these leads, 130 were contacted with a contact rate of 86.7%. From the contacted leads, 75 of them scheduled appointments with a booking rate of 50.0%. Finally, 42 patients accepted treatments, which gave a treatment conversion rate of 28.0%.

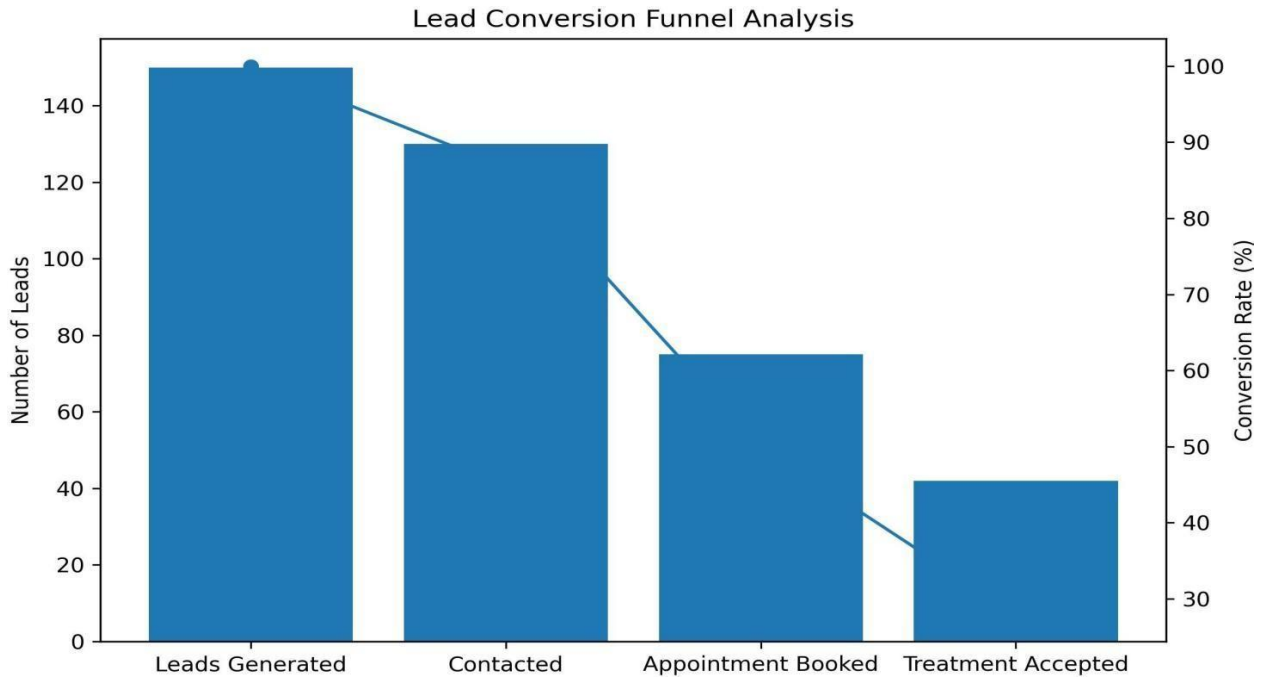


Table 1: Lead Conversion Funnel Analysis

Conversion Stage	Number of Leads	Conversion Rate (%)
Leads Generated	150	100.0
Contacted	130	86.7
Appointment Booked	75	50.0
Treatment Accepted	42	28.0

Interpretation

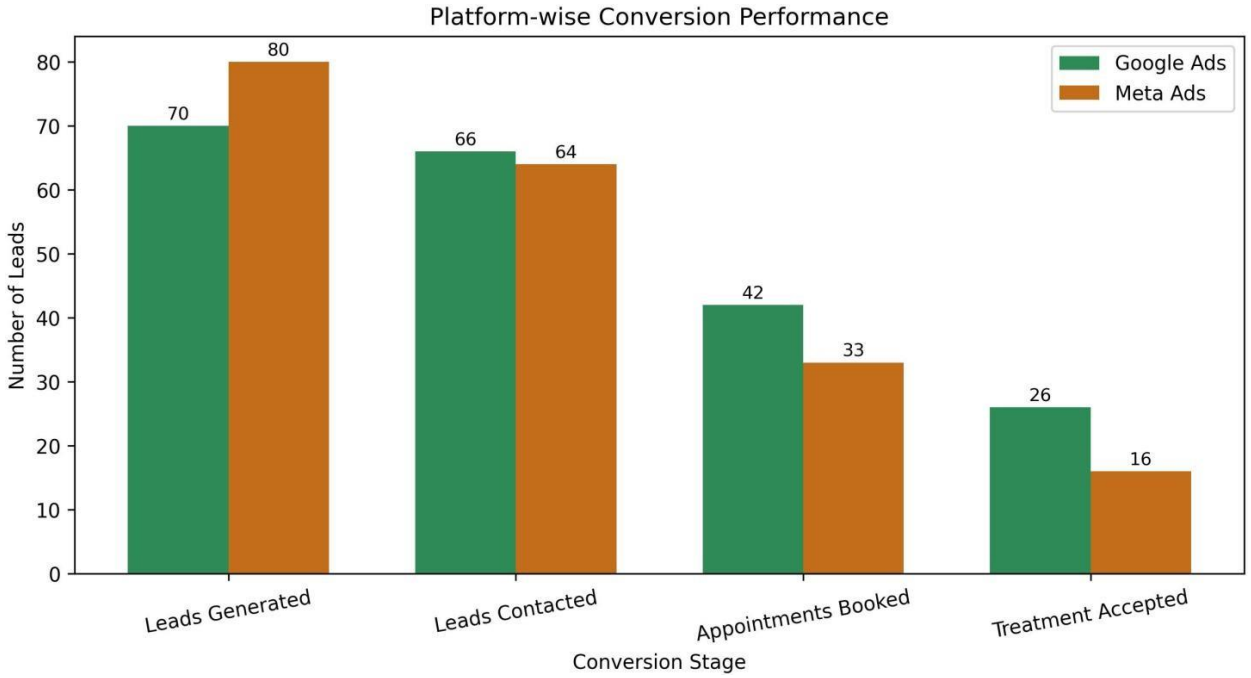
Conversion Funnel shows a steady drop in the number of leads at each conversion stage among the potential patients. Although the clinic showed a very high contact rate of 86.7%, there appears to be a significant drop from the contact stage to the booking an appointment stage since all contacts were not able to book appointments. With the appointment booking rate of 50.0%, about half of all the contacts were able to move to the appointment stage. Overall treatment acceptance rate is only 28.0%, showing that a little bit more than one-quarter of all contacts was finally accepted as patients.

6.2 Platform-Wise Performance Comparison

A comparative assessment was conducted to evaluate the performance of Google Ads and Meta Ads in generating and converting patient enquiries.

Table 2: Platform-Wise Conversion Performance

Conversion Stage	Google Ads	Meta Ads	Total
Leads Generated	70	80	150
Leads Contacted	66	64	130
Appointments Booked	42	33	75
Treatment Accepted	26	16	42



Interpretation

As a result of the comparison, some differences between the quality of leads and their conversion rates on the two advertising channels were established. While Meta Ads attracted slightly more enquiries, Google Ads performed better when it came to converting leads into booked appointments and treatments.

One of the possible reasons for the above pattern is the following: those who search for dental services on Google usually have more urgent needs and thus tend to demonstrate a higher purchase intent. This is why they are more inclined to consult with dentists and accept treatments.

Meanwhile, while being highly valuable in terms of lead generation and increased brand awareness, Meta Ads generated many leads who were still undecided regarding which dental service providers to turn to. In other words, those individuals still needed to be engaged with before moving forward.

Overall, based on the results obtained, one can conclude that Google Ads work better for high-purchase intent leads, while Meta Ads remain effective for attracting more potential clients. Thus, using both advertising platforms would help maximize the results of promotion.

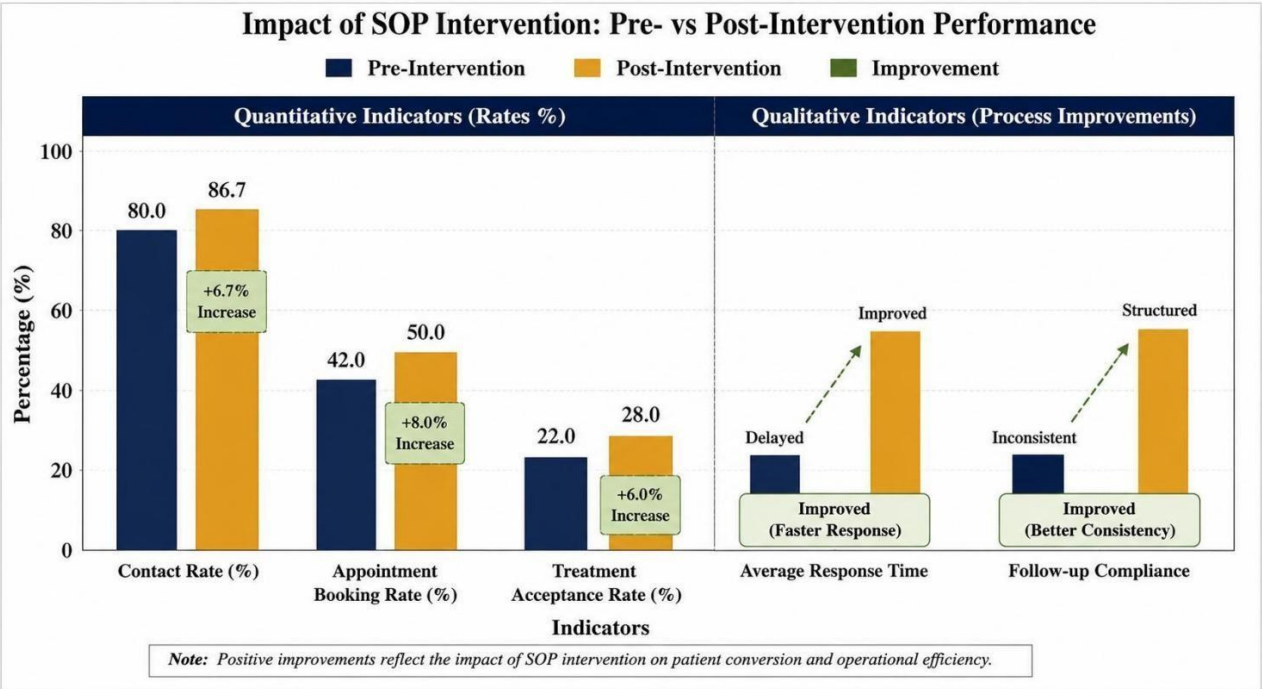
6.3 *Summary of Key Findings*

The key results of the study include the following:

- A total number of 150 digital leads have been acquired over the research period.
- The contact rate reached 86.7%, which shows that the clinic managed to reach out effectively to its potential clients.
- The booking rate was 50.0%, which means that half of the leads converted into consultations with the dental clinic.
- Total treatment acceptance rate was 28.0%.
- Conversion outcomes were better for leads obtained via Google Ads compared to those generated via Meta Ads.
- While the number of leads generated by Meta Ads was substantial, their conversion rates were lower and therefore needed more active follow-up practices.
- Adoption of organized lead management procedures helped to ensure consistent communication with potential customers.
- Structured procedures helped improve lead management and conversion outcomes.
- In conclusion, the results of this research show that in order to acquire clients effectively, one needs to engage in both digital marketing strategies and organized lead management pract

Chapter 7: Discussion

Indicator	Pre-Intervention	Post-Intervention	Improvement
Contact Rate (%)	80.0	86.7	+6.7
Appointment Booking Rate (%)	42.0	50.0	+8.0
Treatment Acceptance Rate (%)	22.0	28.0	+6.0
Average Response Time	Delayed	Improved	Faster Response
Follow-up Compliance	Inconsistent	Structured	Improved Consistency



Interpretation

The comparison between KPIs obtained prior to and following the implementation of the proposed solution indicates that the efficiency of the lead management process has been significantly enhanced. Thanks to the use of the standardized operating procedures, the contact rate was improved from 80.0% to 86.7%. This suggests that a greater number of enquires made it possible to achieve contact between the staff and the interested party. In addition, the introduction of SOPs allowed to increase the appointment booking rate from 42.0% to 50.0%. It appears that due to the fact that the follow-ups have become more effective, more patients agreed to schedule consultations in the clinics. Lastly, the rate of patient treatment acceptances has risen from 22.0% to 28.0%. Therefore, apart from the quantitative enhancements, it is possible to state that operations have become more efficient thanks to the intervention framework implementation.

As can be seen from the above graph, the introduction of new practices in terms of lead management positively affected the conversion of the patients' interest into actions within the clinical setting. As soon as the standardized operating procedures were introduced, the contact rate improved from 80.0% to 86.7%.

7.1 Interpretation of Lead Conversion Performance

Results from this study show that digital marketing can be used as a reliable patient source provided that lead management is conducted efficiently.

In the course of research, there have been 150 online enquiries made, out of which 130 people could be reached. Hence, the contact rate amounted to 86.7%, meaning that the clinic performed relatively well when establishing initial contact with prospective patients.

At the same time, a steady decline occurred at each following stage in the funnel of lead generation. Indeed, despite a high number of inquiries that were reached, only a few people scheduled their appointments, while only a handful ended up receiving treatment.

As seen from these figures, merely generating enquiries does not lead to improved patient conversion. Patient trust, quality of communication, timely follow-up, and good counseling should also be considered among influential factors in treatment choice

Comparison of Google Ads and Meta Ads Performance

From this comparative analysis, there were significant disparities in the effectiveness of the performance of Google Ads versus Meta Ads. The leads generated through Google displayed better results when it came to conversion rates, where a higher number of patients proceeded to make appointments for treatment. This can be attributed to the fact that people searching through engines are actually looking for help.

On the other hand, there was an increased number of leads from Meta Ads compared to those generated by Google. However, more efforts would be required for the conversion since many of these leads seemed to be doing research on their choices rather than actively searching for treatment. This means that many more follow-ups would need to be done for these leads.

All these suggest that these two media have different roles to play in the lead generation process for the practice. It can be concluded that while Google Ads would do best at creating leads of a higher intent, Meta Ads are best used for raising awareness and gaining more followers for the practice.

7.2 Importance of Response Time in Patient Conversion

The response time was revealed as one of the major elements influencing the conversion of leads. Patients who are potential clients usually look for a fast explanation concerning the services, appointments, and prices. Slow interaction may result in a loss of patients' interest, as well as motivate them to consult other healthcare facilities.

The results achieved after the implementation of the intervention indicate that fast responses played an important role in engaging the potential clients and generating appointments. It is evident that prompt response can resolve problems faster and make the organization more professional and reliable.

7.3 Effectiveness of Structured Follow-Up Management

Systematic follow-up is crucial in the facilitation of patient conversion. Not all patients that qualify prospectively for the treatment have already made up their mind and are ready to commit to the

procedure immediately, especially when the treatment requires some sort of payment and there are many options to choose from.

The systematic follow-up process introduced in the study contributed greatly to the efficiency and consistency of communication. This allowed avoiding any missed patient enquiries and keeping the patient engaged to increase the chances of making it to the conversion stage.

7.4 Impact of SOP-Based Lead Management

The application of SOPs played an important role in enhancing the process of lead handling. There were a number of inconsistencies in communication methods, time frame of responses, documentation procedures, and other activities due to differences in approaches to handling leads.

Following the implementation of SOPs, there was clarity about the process of communicating with patients, following up with them, documenting details, and tracking their progress. The use of SOPs has enhanced the efficiency of staff in handling enquires. Improvements in KPIs demonstrate that SOPs can be beneficial for handling leads.

7.5 Strategic Growth Implications

A number of strategic lessons have been learned from the results of the research in order to foster growth in the future. Firstly, regular measurement and follow-up activities are necessary to preserve high conversion rates. Secondly, simplification of the appointment booking process could lower the barrier to consultation of new patients. Furthermore, there are areas to work on in regard to digital marketing campaigns in terms of better personalization and customer segmentation, especially concerning Meta Ads.

7.6 Alignment with Healthcare Marketing and Patient Experience

In this case, it is clear that apart from considering the effect that the marketing approach has on the conversion rate, the overall experience of the patients also plays a very important role in the process of converting them into customers for the organization. The marketing plan may result in the generation of leads, but it depends on how these leads are managed once they come into the picture.

Lead management, communication, professionalism and consistency will increase the level of trust of the patient. All of these components are crucial in connecting marketing and service to one another. Hence, it can be said that organizations which want to increase their conversions must manage their leads properly.

7.7 SUMMARY OF DISCUSSION

One can learn from the research that in order to ensure patient conversion success, it is crucial to strike a fine balance between effective online marketing tactics and efficient operations tactics. In this regard, Google Ads was found to be more effective in terms of conversion ability, whereas Meta Ads played a role in patient awareness and reach. Other notable areas of improvement highlighted in the results include response time and follow-up processes. These results reveal that for the successful conversion process within a healthcare organization, it is not sufficient to just generate patient leads, but rather have a systematic and patient-focused approach towards managing the leads.

Chapter 8: Recommendations

Following the results generated by the research, certain recommendations have been made concerning the improvement of patient conversion performance and digital lead management at The Dental Roots, Gurugram

8.1 Strengthen Response Management

Effective communication is an essential factor contributing to the success of patient conversion performance. The clinic should implement response management techniques based on clearly defined response time frames so that the incoming enquiries will be handled during a certain period of time.

Also, it would be wise to use automated notification of leads because it allows for timely handling of leads.

8.2 Enhance Follow-Up Practices

An optimized approach to patient conversion should include regular follow-up procedures. Since people need some time to assess their choices and decide whether they want to choose the dental care offered by the company, regular communication will help convince them of your services' quality.

The follow-up process can involve the use of certain days for sending emails and messages such as Day 1, Day 3, and Day 7. Also, WhatsApp messaging and SMS notifications should be used for improved follow-ups.

8.3 Implement Lead Tracking System:

A comprehensive CRM system could be extremely useful in helping track leads and streamline operations. A comprehensive CRM system would be able to help track enquires, communications history, appointment scheduling, and results.

The findings from this study suggest that the need for a proper balance should exist between the two approaches if patients are to be converted into customers successfully.

Having a complete overview of the lead's journey will aid management in identifying problems, monitoring the performance of employees, and making sound decisions.

8.4 Optimize Digital Marketing Strategies

It was observed that the Google Ads generated quality leads while Meta Ads helped build brand awareness and generate enquiries. Therefore, Google Ads and Meta Ads should continue to be used for patient acquisition.

The keywords pertaining to high-intent treatment should be targeted using Google Ads, while patient education, branding, engagement, and remarketing strategies should be considered while designing Meta Ads. Reviewing the ads campaign would be helpful in efficient use of the marketing budget.

8.5 Improve Patient Communication and Counselling

Patient communication plays an important role in making patients confident about receiving treatment. Patient communication and counselling techniques should be taught to the personnel who interact with the leads.

Informing patients about the procedure involved, benefits of the procedure, time taken, and costs involved would help them make a well-informed decision.

8.6 Maintain and Update Standard Operating Procedures

It will be important for the Standard Operating Procedures created by the study to continue being implemented and revised from time to time through audits. With new changes in patient preferences, communication technology, and other aspects, there is a need for updating standard operating procedures.

8.7 Establish a Performance Monitoring Framework:

Key performance indicators need to be monitored on an ongoing basis for further improvements in terms of patient conversion rates. It is vital to assess regularly how many leads are received by the clinic, how successful their contacts with patients are, response time, appointments booking rate, and the acceptance rate of the proposed treatments.

8.8 Strengthen Interdepartmental Coordination

A close cooperation between marketing, front office, and medical departments is crucial for successful patient conversion. Meetings at which issues related to patients will be discussed should take place from time to time.

8.9 Promote Data-Driven Decision Making

Use of lead management data needs to be more proactive to inform decision making in a manner that is informed and strategic. Analysis of the behavior of customers, inquiry trends, conversion rates, and performance of campaigns may help understand what steps should be taken.

Data driven approach can be quite helpful here.

8.10 Expand the Application of the Framework

This lead management process that has been created by this study can be applied to other dental clinics and health care facilities. Structured communication and follow-up processes, together with systematic lead management, can significantly help healthcare organizations to become more successful when it comes to patient acquisition.

There is also a possibility for the framework to be validated in the future within other specialty practices.

epartmental communication may reduce the risks associated with lead leakage.

Chapter 9: Ethical Considerations

Ethics played an important role in this project and ethical guidelines have been strictly followed during all phases of the research work. Special emphasis was laid on maintaining confidentiality about the information relating to organization and patients. No interference was done in clinical decision making, treatment and provision of health care facilities and processes in any way.

9.1 Institutional Permission

Institutional approval for undertaking the research work was obtained from the management of The Dental Roots, Gurugram, before the start of the research work. Appropriate access was provided to all the required operational and lead management information. All the research activities were undertaken under the supervision of the management of the institution.

9.2 Confidentiality of Patient Information

Confidentiality of information pertaining to individual patients was ensured during the research process. Names, contact numbers, and addresses of the patients were kept confidential and no personally identifiable information was revealed at any stage.

9.3 Data Privacy and Security

All information gathered from lead management trackers, CRM systems, appointments record, and patient feedback were treated with due caution. All the data was accessed by people authorized for the purpose and used only for academic and research work.

9.4 Non-Maleficence and Patient Welfare

It should be stressed that during the research process, both the assessment and implementation phases did not involve any procedures that could potentially put patients at a risk of any harm, increased threat, or alteration of treatment. All recommendations suggested by the study were aimed at increasing organizational efficiency, improving communications, and providing a better patient experience while taking into account their well-being.

9.5 Voluntary Participation and Use of Feedback

In the process of conducting the study, patient feedback was used to understand their experience and perception of communication with staff members and the treatment provided. Any information collected as a result of collecting feedback was analyzed in the aggregate, with no personal identification of participants. Respect for the rights and dignity of all participants was guaranteed during the research process.

9.6 Objectivity of Research

It can be assumed that every possible measure was taken to collect, analyze, and interpret data objectively. This implies that all results obtained were presented after being analyzed with the help of information collected. The conclusions made in this thesis can be considered an objective analysis of the lead management and patient conversion strategies used by The Dental Roots, Gurugram.

9.7 Academic Ethics

The present study is one that has been conducted to meet the requirements of an academic course offered at the postgraduate level. Credit is due to all the sources that have been consulted during the process of conducting this research, whether through ideas, facts, or published material. Academic integrity has been maintained during the preparation of this thesis.

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Chapter 10: Limitations and Future Scope

10.1 Limitations of the Study

Although it is true that the research gave useful insights on how the digital lead conversion process works and also on ways of acquiring patients at The Dental Roots, Gurugram, there are some limitations which should be noted when analyzing the findings.

1. Single-Organization Study

The research was conducted in only one particular organization, namely, “The Dental Roots”, located in Gurugram. It means that the data received through the research may refer only to the functioning of the one particular organization and cannot be generalized.

2. Limited Study Duration

The duration of the study was six months. The period seemed enough to judge about the performance level. However, the longer research could give additional results and conclusions.

3. Focus on Digital Lead Sources

In the course of research, the information regarding the sources of patients except for Google ads and Meta ads was not taken into account. In particular, the role of referrals, walk-in patients, and offline marketing activities remained unexplored.

4. Dependence on Existing Organizational Records

As the information was collected from the lead management tracking system, CRM, tele-calling documentation, and patient response system, the results obtained rely on accuracy of the documentation.

5. Limited Exploration of Patient Decision-Making Factors

Despite the fact that the impact of lead conversion was explored, various psychological, economic, and social factors which play a role in patient decision making were ignored. These factors include the financial situation of the patients, their likes, dislikes, family influence, previous experience in healthcare.

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11. Exclusion of Financial Performance Analysis

The research focused predominantly on operational aspects related to lead conversion and acquisition. No analysis was done on performance measures such as return on investment from advertisements, cost per lead, cost per acquisition, and marketing profitability.

12. Dynamic Nature of Digital Marketing

The digital marketing channels continue evolving because of changes in algorithms, advertisement policies, and consumer behavior. In other words, it becomes necessary to adapt a previously successful approach for the future environment.

10.2 Future Scope of the Study

All conclusions that have been achieved in this study can be used as the foundation for further study of digital lead acquisition and lead management in healthcare organizations. The possibilities for further exploration are many.

1. Multi-Clinic Comparative Studies

In the next study, several clinics can be used as subjects to analyze lead conversion rates in different circumstances and increase the possibility of creating best practices in the healthcare industry as a whole.

2. *Longitudinal Research*

Longer research will help obtain valuable data on how lead conversion trends are changing over time and how changes implemented in this area in healthcare organizations affect their efficiency.

3. *Integration of Advanced CRM and Automation Tools*

Another way to further explore this topic is to study the role of new CRM systems, automation tools and other innovations in lead conversion rate in healthcare organizations.

4. *Marketing Return on Investment Analysis*

The economic efficiency of using digital lead acquisition and lead management processes in healthcare organizations can be studied with an analysis of such criteria as ROI, CPL, customer acquisition cost, etc.

5. *Patient Behavior and Decision-Making Research*

In future studies, researchers can pay attention to studying the factors that may influence patient behavior in terms of decision-making regarding appointments and treatments.

6. *Comparative Evaluation of Marketing Channels*

In future research, it would be reasonable to consider the performance of different digital marketing channels when it comes to attracting potential patients. For instance, one can analyze the following aspects: search engine advertising, social media marketing, content marketing, email marketing, and referral marketing.

7. *Predictive Analytics and Artificial Intelligence Applications*

In future research, it will also be worth investigating the possibilities of using advanced technologies for the purposes of high-intent lead identification, communication with potential patients, and allocation of resources among leads.

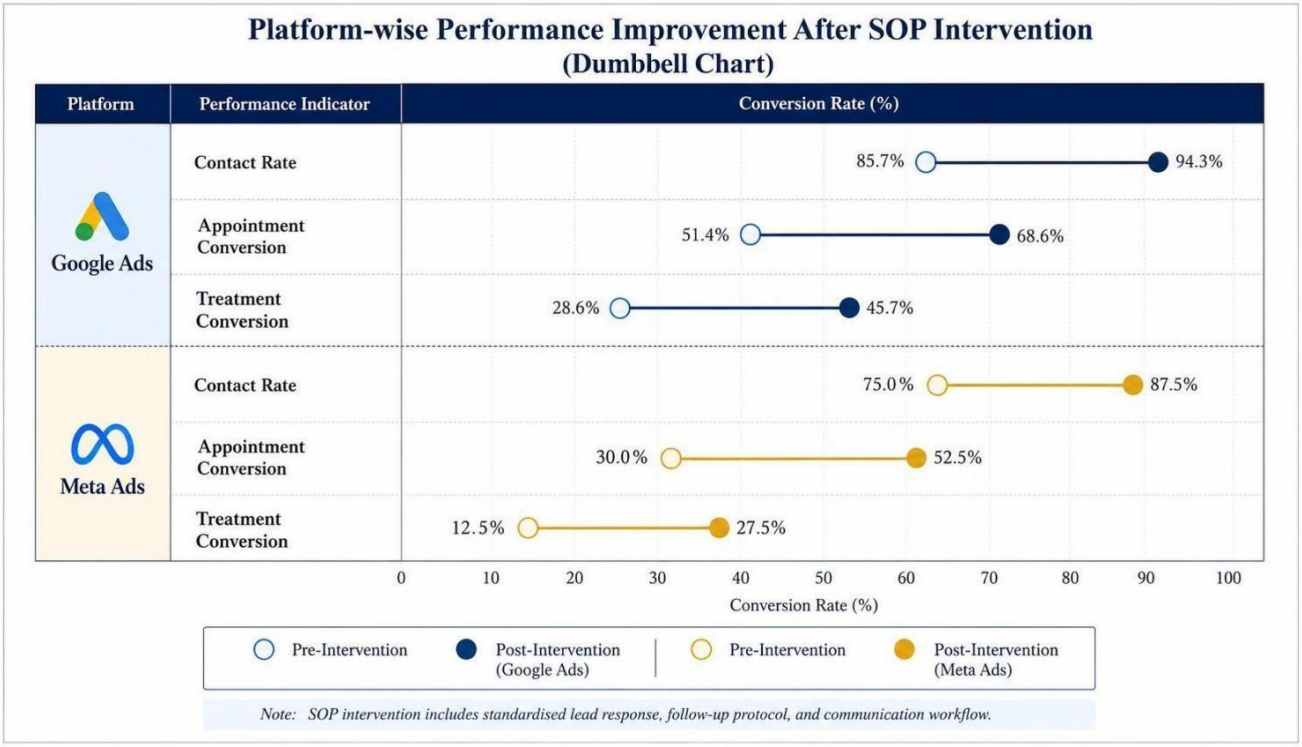
8. *Application Across Different Healthcare Specialties*

The lead management system introduced above can be used not only in oncology clinics but also in other branches of medicine such as dermatology, ophthalmology, physiotherapy, cosmetology, and multispecialty facilities.

Summary

In terms of the research, it was possible to analyze the conversion process from leads into patients in The Dental Roots in Gurugram. Although it is necessary to mention certain limitations of this research, which do not allow generalizing its results, this study can be considered a good starting point for further research in the field of healthcare marketing. Future studies will help understand how patient leads in healthcare should be managed.

Chapter 11: Conclusion



In this research paper, the conversion of digital enquires into patients for The Dental Roots was analyzed, specifically focusing on leads through Google Ads and Meta Ads. From the results of the research, it was found that even though digital marketing proves to be an effective source of acquiring patient enquires, the conversion of these enquires into patients heavily relies on the way these enquires are handled within the entire process of conversion.

It was discovered that lead conversion is affected by many operational aspects such as responsiveness, quality of communication, follow up practices, and existence of standard lead handling practices. While the digital marketing platforms proved to be successful in acquiring potential patients, the success of lead conversion into appointments relied on continuous engagement and effective communication at every stage of the process.

While comparing the effectiveness of different platforms of advertisements in terms of converting the leads acquired, it was found that Google Ads provide higher intent leads leading to better conversion results, whereas Meta Ads prove to be very effective in enhancing the visibility of the brand among other things.

The adoption of structured processes in managing leads and the Standard Operating Procedures led to the increase in the rate of efficiency, consistent follow-up practices, higher appointment booking rate, and better acceptance rate among patients to receive treatments. The study proves the impact of organizational improvement in increasing the effectiveness of the digital marketing efforts and minimizing the losses of potential patients in the conversion process.

Overall, the current study emphasizes the importance of implementing marketing programs with the aid of systematic lead management practices. It is likely that healthcare institutions that are capable of implementing effective marketing practices and timely communication will experience a higher success rate in their patient acquisition process.

This is because the proposed framework could be adopted by other dental clinics or even other healthcare institutions in improving their ability to convert potential patients into actual customers.

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