

THE ₹12 LAKH REVENUE LEAK AUDIT

10 jagah jahan aapke clinic ka paisa har mahine chup-chaap nikal raha hai — aur har ek ka exact ₹ amount kaise nikaalein.

Ye kiske liye hai: Har wo doctor jisne clinic pe ₹50 lakh se ₹5 crore invest kiya hai — machines, interior, staff — lekin OPD aur revenue us investment ke hisaab se nahi hai.

Ye kiske liye NAHI hai: Jo "aur ads chalao" wala jawab dhoondh raha hai. Yahan ads ki baat sabse aakhir mein aati hai.

Problem lead ki nahi hai. Leak ki hai.

Ahmedabad ke ek dermatologist. Assume kar lijiye.

Clinic ka setup: laser, MNRF, HIFU, RF tightening, interior. Total investment lagbhag **₹2.5 crore**. Monthly overhead — staff, rent, EMI, consumables — lagbhag **₹3.5 lakh**.

Marketing spend: agency retainer, ads, content, subscriptions — **₹1.5 lakh har mahine**. Saal ka ₹18 lakh.

Aur OPD? Jahan honi chahiye **60-70 patients**, wahan chal rahi hai **25-30**.

Ab sabse important sawaal. Jab humne poochha — "₹18 lakh saal ke marketing se kitne naye patients aaye?" — jawab tha: "Pata nahi. Agency report bhejti hai, usme views aur reach hote hain."

Yehi puri problem hai. Kharcha dikh raha hai. Return nahi.

Jo humne actually dhoonda

Unke clinic ka pura patient journey trace kiya — ad se leke procedure tak. 10 jagah paise nikal rahe the:

- Lead aane ke baad **4 ghante** mein reply — tab tak patient competitor ke paas.
- Mahine ke **85 missed calls** — koi callback system nahi.
- Instagram ke message requests mein **200+ unread DMs**.
- Purane **4,000 patients** ka database — kabhi ek broadcast tak nahi gaya.
- Front desk mystery call test: **10 mein 7 baar** receptionist ne sirf fees batayi, appointment offer hi nahi ki.

Aur ye sab tab ho raha tha jab marketing "chal rahi thi." Ads ka paisa clinic ke darwaze tak patient laa raha tha — darwaze pe koi khada nahi tha.

Ye PDF isi audit ka framework hai. Wahi 10 questions jo hum har clinic pe poochhte hain, har leak ka ₹ value nikaalne ka math, aur har ek ka fix. Aapko koi consultant hire karne ki zaroorat nahi — aap khud bhar sakte ho.

Isko use kaise karein

Step	Kya karna hai
1	Agle 10 pages mein har leak ka sawaal padho. Sach-sach jawab do — ye PDF kisi ko dikhani nahi hai.
2	Har leak ka MATH BOX apne numbers se bharo. Calculator lagega. Andaaza mat lagana.
3	Jahan leak mile, checkbox tick karo.
4	Last page pe total nikalo — leaks ki ginti aur total ₹ amount. Wahi aapka asli number hai.

Note on numbers: Is document ke saare benchmarks Indian clinic operations aur standard direct-response conversion math se hain. Har clinic alag hai — isliye har box mein aapke apne numbers daalne ki jagah hai. Blindly mat maano. Calculate karo.

Leak 01 — 03

01 THE RESPONSE TIME LEAK

☐ Aapki lead ka average reply time kya hai — minute mein, ghante mein, ya agle din?

Patient ne form 11 baje bhara. Aapke front desk ne 3 baje dekha. Us 4 ghante mein patient ne 3 aur clinics ko message kar diya. Jo pehle jawab deta hai, wo consultation leta hai — bhale hi wo aapse kam qualified ho. Ye competition doctor ki nahi, speed ki hai.

APNA LEAK NIKALO

Monthly leads: _____ × Jo 1 ghante ke andar reply nahi hui: _____ %
 = Slow-response leads: _____ × Conversion drop (industry range 40-70%): _____ %
 × Aapka average ticket ₹ _____ = **MONTHLY LEAK: ₹ _____**

FIX: Auto-response WhatsApp — form bharte hi 60 second mein message chala jaaye, naam ke saath, aur usme booking link ho. Human reply 15 minute ke andar. Ye ek setup hai, roz ka kaam nahi.

02 THE MISSED CALL LEAK

☐ Pichle mahine kitni calls MISS hui? Aur unmein se kitno ko wapas call gaya?

Ye ek number hai jo 90% doctors ne kabhi nikaala hi nahi. Lunch time, OPD ke baad, Sunday, staff chhutti pe. Aur sabse important — dard wala patient raat ko call karta hai. Wahi sabse pakka patient hota hai. Call nahi uthi? Wo agla number dial karta hai.

APNA LEAK NIKALO

Monthly missed calls (telecom/call log se nikalo): _____
 × Recovery conversion (agar callback ho, typical 25-35%): _____ %
 × Average ticket ₹ _____ = **MONTHLY LEAK: ₹ _____**

FIX: Missed call pe auto-WhatsApp: "Sorry, hum call nahi utha paaye — ye lijiye booking link." Plus roz shaam ko missed call list pe callback. Cost: ₹0 se ₹2,000/month.

03 THE FRONT DESK LEAK

☐ Aapke receptionist ne aaj phone pe kya bola — pata hai?

Marketing ne apna kaam kar diya. Patient ne call kiya. Aur receptionist ne fees batayi aur phone rakh diya. Na naam poochha, na problem samjhi, na appointment offer ki. Aapke ₹1.5 lakh ke ads ₹18,000 ki reception pe mar rahe hain.

MYSTERY CALL TEST — ABHI KARO

Kisi dost/rishtedar se clinic pe patient banke **5 calls** karwao. Har call mein note karo:

- ☐ Naam poochha? ☐ Problem poochhi? ☐ Appointment offer ki? ☐ Number save kiya?
- ☐ Follow-up bola?

Score: _____ / 25 (18 se kam = aapka front desk leak kar raha hai)

FIX: Ek call script. Ek page ka. Naam → problem → empathy line → appointment offer → number save. Staff ko 30 minute train karo. Ye sabse sasta, sabse turant revenue jump hai.

Leak 04 — 05

04 THE DATABASE GOLDMINE

☐ **Aapke paas kitne purane patients ke number hain — aur unko last kab kuch bheja tha?**

Naya patient laane mein ad ka paisa lagta hai. Purana patient **free** hai — usne pehle hi aap pe bharosa kiya hai. Phir bhi 95% doctors ka pura database bas billing software mein padta rehta hai. Ye single sabse bada leak hai, aur sabse sasta fix.

FUNNEL MATH — APNE NUMBERS DAALO

Aapke database mein numbers _____

× Broadcast seen rate (typical 25-30%) _____

× Reply rate on seen (typical 20-25%) _____

× Consultation booking (typical 4-6% of replies) _____

× Procedure conversion (typical 20-25%) _____

× **Average procedure value ₹**_____

₹_____

Reference example: 5,000 numbers → 1,200 seen → 300 replied → 13 consultations → 3 procedures → **₹6.2 lakh**. Ek broadcast se. Ad spend: ₹0.

FIX: WhatsApp broadcast + ek lead magnet (free assessment / free consultation slot) — promotional message nahi. Value pehle, offer baad mein.

05 THE DM BLACK HOLE

☐ **Instagram ka "Message Requests" folder aaj kholiye. Kitne unread hain?**

Content ne apna kaam kar diya — patient ne DM kiya. "Sir sinus ka treatment kya hai?", "Fees kitni hai?", "Appointment kaise milegi?" Ye real patients hain, real intent ke saath. Aur zyaadatar doctors ka message request folder mahino se khula hi nahi.

APNA LEAK NIKALO — ABHI PHONE KHOLO

Unread DMs + message requests: _____

× Genuine inquiry ratio (spam nikaal ke, typical 30-40%): _____

× Consultation conversion agar reply jaaye (typical 25-30%): _____

× Average ticket ₹_____ = **SITTING LEAK: ₹**_____

FIX: Ek DM auto-reply + roz 10 minute ka DM slot. Purane DMs pe revival message: "Aapne pehle [X] ke baare mein poochha tha — is hafte slot khaali hai."

Ye dono leaks free hain. Database broadcast aur DM revival mein ad spend ₹0 hai — patient pehle hi aapko jaanta hai. Isliye zyaadatar clinics ka pehla revenue jump yahin se aata hai, ads se nahi.

Leak 06 — 07

06 THE GMB CONVERSION GAP

☐ **Google Business Profile pe mahine mein kitne log aapko dekh rahe hain — aur kitne call kar rahe hain?**

GMB India ka sabse underrated patient channel hai. "Dermatologist near me", "dentist near me" — ye searches high-intent hain. Patient dhoondh raha hai, kharch karne ko taiyaar hai. Lekin aapki profile pe purani photos hain, koi offer nahi, koi booking link nahi, aur rating 3.9 hai jabki competitor ki 4.7.

GMB INSIGHTS KHOLO (FREE HAI)

Monthly profile views: _____

Calls + direction requests: _____ → Conversion rate: _____%

Benchmark: optimized profile 4-6% views→action deti hai. Agar aap 1-2% pe ho, gap hi aapka leak hai.

Missed actions: _____ × booking rate _____% × ticket ₹_____ = ₹_____

FIX: Har hafte 3 photos, ek clear offer post, booking link, aur har khush patient se review maango (QR code reception pe). 3.9 → 4.7 rating ka matlab typically calls mein 50-70% jump.

07 THE BOOST TRAP

☐ **Aap "Boost" button dabaate ho, ya Ads Manager mein campaign banate ho?**

Boost button views deta hai. Views se OPD nahi banti. Boost mein na proper targeting hoti hai, na conversion objective, na retargeting, na lead form. Aapka knee replacement ka ad 19 saal ke ladke ko dikh raha hai jise reel achhi lagi. Wo like karega. Patient nahi banega.

APNA LEAK NIKALO

Monthly boost spend: ₹_____

Us spend se aaye confirmed patients: _____ → Cost per patient: ₹_____

Ab tulna karo: Proper campaign structure typically same budget pe 2-3x qualified leads deta hai (kyunki targeting + objective + retargeting hota hai).

Aapka wasted spend: ₹_____ × 12 = **YEARLY LEAK:** ₹_____

FIX: Boost band. Ads Manager mein: (1) location radius 8-12 km, (2) age/gender jo actually patient banta hai, (3) conversion/lead objective, (4) website/profile visitors ko retarget, (5) lookalike of past patients.

Leak 08 — 09

08 SOURCE BLINDNESS

☐ **Pichle mahine jo patients aaye — kaunse channel se aaye? Exact number bata sakte ho?**

Agar jawab "pata nahi" hai, toh aap andhere mein paisa phenk rahe ho. Ho sakta hai aapka ₹40,000 wala channel sab kuch de raha ho aur ₹1 lakh wala kuch bhi nahi — aur aapko kabhi pata nahi chalega. Agency ki report views dikhati hai. Views bank account mein nahi jaate.

SOURCE TABLE — ABHI BHARO

Channel	Monthly spend	Patients aaye	Cost/patient
Meta/Instagram ads	₹ _____	_____	₹ _____
Google ads	₹ _____	_____	₹ _____
Agency retainer	₹ _____	_____	₹ _____
GMB (free)	₹0	_____	₹0
Referral / word of mouth	₹0	_____	₹0
Content / organic	₹ _____	_____	₹ _____

Agar koi bhi row "pata nahi" hai — wahi aapka leak hai.

FIX: Ek CRM ya simple Google Sheet. Aur ek sawaal jo har patient se poochha jaaye: "Aapko humare baare mein kahan se pata chala?" Reception pe likh do. 30 din mein aapko pura picture mil jayega.

09 CONSULTATION GHOSTING (No-Show)

☐ **Mahine mein kitni appointments book hoti hain — aur kitne patients actually aate hain?**

Ye sabse dardnaak leak hai. Patient ne haan bol diya. Ad ka paisa lag chuka hai, staff ka time lag chuka hai. Aur wo aaya hi nahi. Reason: booking aur visit ke beech 4–5 din ka gap, aur us gap mein na reminder, na confirmation, na koi cheez jo patient ko yaad dilaye ki wo kyun aa raha tha.

APNA LEAK NIKALO

Monthly bookings: _____ – Actually aaye: _____ = No-shows: _____

No-show rate: _____% (Indian clinics typically 25–45% jab koi reminder system nahi)

No-shows _____ × recoverable (typical 50–60% with reminders) × ticket ₹ _____

= **MONTHLY LEAK: ₹ _____**

FIX: 3-message sequence. (1) Booking pe turant confirmation + doctor ka intro. (2) 1 din pehle reminder + easy reschedule link. (3) Us din subah: "Aaj [time] pe milte hain." No-show pe same-day: "Sab theek hai? Reschedule kar dein?"

Leak 10

10 THE OFFER VACUUM

☐ Aapke ad mein OFFER hai — ya sirf adjectives?

"Best skin care. Experienced doctors. State-of-the-art facility." Ye offer nahi hai. Ye wallpaper hai. Patient ko AAJ call karne ka reason chahiye. Aapka chhota competitor sirf isliye 3x consultations le raha hai kyunki uske ad mein likha hai: "Free suitability test + zero-cost EMI — is mahine ke 15 slots."

OFFER TEST — APNE LAST 3 ADS DEKHO

- ☐ Koi specific cheez free/discounted hai?
- ☐ Koi deadline ya slot limit hai?
- ☐ Patient ko exact pata hai next step kya hai?
- ☐ Risk kam kiya hai (free assessment, no obligation)?

Agar 4 mein se 2 se kam tick hain — aapka pura ad spend bina offer ke chal raha hai.

Monthly ad spend ₹_____ × conservative uplift 30–50% jo ek clear offer deta hai = ₹_____

FIX: Ek offer. Sirf ek. Formula: **[Specific free thing] + [Deadline/limit] + [Zero risk]**. Har reel, har ad, har post mein wahi ek offer. Blend mat karo.

Notice kiya? 10 mein se 10 leaks ka koi bhi fix "aur ads chalao" nahi hai. 7 fixes toh bilkul free hain. Isliye jab aapki agency ka jawab hamesha "budget badhaao" hota hai — wo aapki problem solve nahi kar rahi. Apni bech rahi hai.

Isko ek line mein samjho

Aapki marketing ka kaam patient ko darwaze tak laana hai. Backend ka kaam usko andar lena hai. Zyaadatar clinics mein marketing kaam kar rahi hai — backend hai hi nahi. Isliye budget badhaane se kuch nahi hoga: aur zyada patients us hi tootey darwaze pe aayenge.

Aapka Leak Score

Pichle pages pe wapas jao. Har leak jahan aapne checkbox tick kiya — yahan bhi tick karo, aur uska ₹ amount likho.

✓	Leak	Monthly ₹ leak
☐	01 — Response Time Leak	₹ _____
☐	02 — Missed Call Leak	₹ _____
☐	03 — Front Desk Leak	₹ _____
☐	04 — Database Goldmine (unused)	₹ _____
☐	05 — DM Black Hole	₹ _____
☐	06 — GMB Conversion Gap	₹ _____
☐	07 — Boost Trap	₹ _____
☐	08 — Source Blindness	₹ _____
☐	09 — Consultation Ghosting	₹ _____
☐	10 — Offer Vacuum	₹ _____
TOTAL Leaks found: _____ / 10		₹ _____

Ab usko 12 se multiply karo. Yearly leak: ₹ _____

0-2

TIGHT SHIP

Aapka system solid hai. Ab scale ka sawaal hai, leak ka nahi.

3-5

SLOW BLEED

Marketing kaam kar rahi hai, backend nahi. Yahi wo jagah hai jahan zyaadatar clinics phansi hain.

6+

OPEN TAP

Aapko naye ads nahi chahiye. Aapko system chahiye. Aur ye acchi khabar hai — kyunki system fix hota hai.

Ek baat seedhi kehni hai

Agar aapka score 6+ hai, iska matlab ye NAHI hai ke aap bure doctor ho. Iska matlab ye hai ke aapko kabhi kisi ne ye system sikha hi nahi — kyunki jo aapko sikhana chahiye tha, wo agency aapko "reach" aur "engagement" ki report bhej rahi thi.

Aur agar aapka score 6+ hai, toh ye bhi sach hai: aapka revenue aapke current patient flow se hi 30-50% badh sakta hai. Bina ek naya rupaya ad pe kharche. Kyunki paisa pehle se aa raha hai — bas nikal bhi raha hai.

The 30-Day Plug Plan

Saare 10 ek saath mat pakdo. Order matters — pehle wo jo free hain aur turant paisa dete hain.

Week	Kya plug karna hai	Cost
WEEK 1 Speed	Auto-response WhatsApp set karo (60-second reply). Missed call callback list roz shaam ko. Front desk ka call script likho aur staff ko 30 min train karo.	₹0 – ₹2,000
WEEK 2 Free money	Purana database nikalo. Ek lead magnet banao (free assessment slot). Pehla WhatsApp broadcast bhejo. Saath mein: sab unread DMs ka jawab do.	₹0
WEEK 3 Visibility	GMB profile theek karo — nayi photos, offer post, booking link. Reception pe review QR lagao. Har khush patient se review maango.	₹0 – ₹500
WEEK 4 Spend fix	Boost band karo. Ek clear offer banao. Source tracking sheet shuru karo — har patient se poochho "kahan se pata chala".	Same budget

Week 1 aur 2 mein aapka kharcha lagbhag ₹0 hai — aur zyadatar clinics ka pehla revenue result yahin se aata hai. Ads ki baat Week 4 mein aati hai, aur tab bhi budget badhaane ki nahi — sirf usko theek karne ki.

Agar aapka score 4 se upar aaya

Toh aapke paas do options hain.

Option 1: Ye PDF leke khud lag jao. Sach mein — 30 din ka plan poora hai, aur bahut doctors isko akele hi execute kar lete hain. Us case mein: all the best, seriously.

Option 2: Mujhe apna score bhejo. Main dekh loonga ke aapki specialty aur ticket size ke hisaab se pehle kaunsa leak plug karna sabse zyada paisa dega — kyunki sequence har clinic ki alag hoti hai.

WhatsApp: _____

Bas itna bhejo:

"Score: ____/10. Leak: ₹_____/month. Specialty: _____."

Koi call booking form nahi, koi funnel nahi. Aap message karo, main padhunga, aur bata dunga ke sabse pehle kya karna chahiye. Agar aage kaam karna banta hai toh baat karenge — na banta ho toh bhi aapko jawab mil jayega.

ADSMARK

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Ye document aap kisi bhi doctor dost ko bhej sakte ho. Credit ki zaroorat nahi.