

CallRail

Healthcare Marketing Guide:

How 5 healthcare specialties achieved
growth with CallRail



When the phone rings at your healthcare practice, do you know how much value is on the line? Even in the age of digital marketing, phone calls remain the preferred communication method for potential patients. Each call contains a wealth of information—from the details of their first interaction with your practice to the services they need. Patients tell you what they want; it's your job to listen.

Listening is easier with CallRail. By tracking, recording, and using AI to analyze calls, CallRail uncovers insights that optimize your marketing efforts, speed up lead conversions, and drive greater ROI. CallRail's Healthcare Plan offers security that supports HIPAA compliance, signed business associate agreements, and thorough record-keeping, allowing you to make data-driven decisions that maximize marketing investments and free up your team to focus on patient care.

To illustrate, we spoke with five digital agencies who work with healthcare clients that have transformed their practices using CallRail's tools. Let's explore how CallRail can empower your specialty healthcare practice to thrive in today's competitive landscape.

Dental

Pet Care

Medical Spa

Behavioral Health

Senior Living

How dental practices use call tracking to boost marketing ROI?

Dentistry faces an uphill battle. Although many people may prioritize preventative care in the traditional medical world, dentistry is often considered an elective service. This means dentists have traditionally had to do more legwork to entice patients into the office.

However, dental practices are becoming more savvy marketers and learning how to bring more patients into their practices. How? They are changing the narrative and highlighting the links between dental health and other aspects of physical health, such as cardiovascular and cognitive health. As a result, according to a report by Precedence Research, dental offices are expected to earn nearly **\$254 billion annually by 2032**.

When marketing dental services, CallRail partner **RankSecure**, an SEO marketing agency, recommends emphasizing the impact of good dental health on quality of life.

This softer focus requires a more emotional approach in the marketing strategy, emphasizing cosmetic procedures that can boost body image.

They also highlight more creative ways to market to potential clients, including wellness packages and introductory discounts offered through social media or paid ads.

But before a patient sits in your chair, they pick up the phone. According to the American Dental Association, **call tracking is one of the five most essential tools** in a successful marketing plan. When prospective

patients call, phone staff should gather important attribution data, which can illuminate which marketing channels are the most effective. CallRail's **Call Tracking** fuses unique phone numbers that allow dental practices to pinpoint

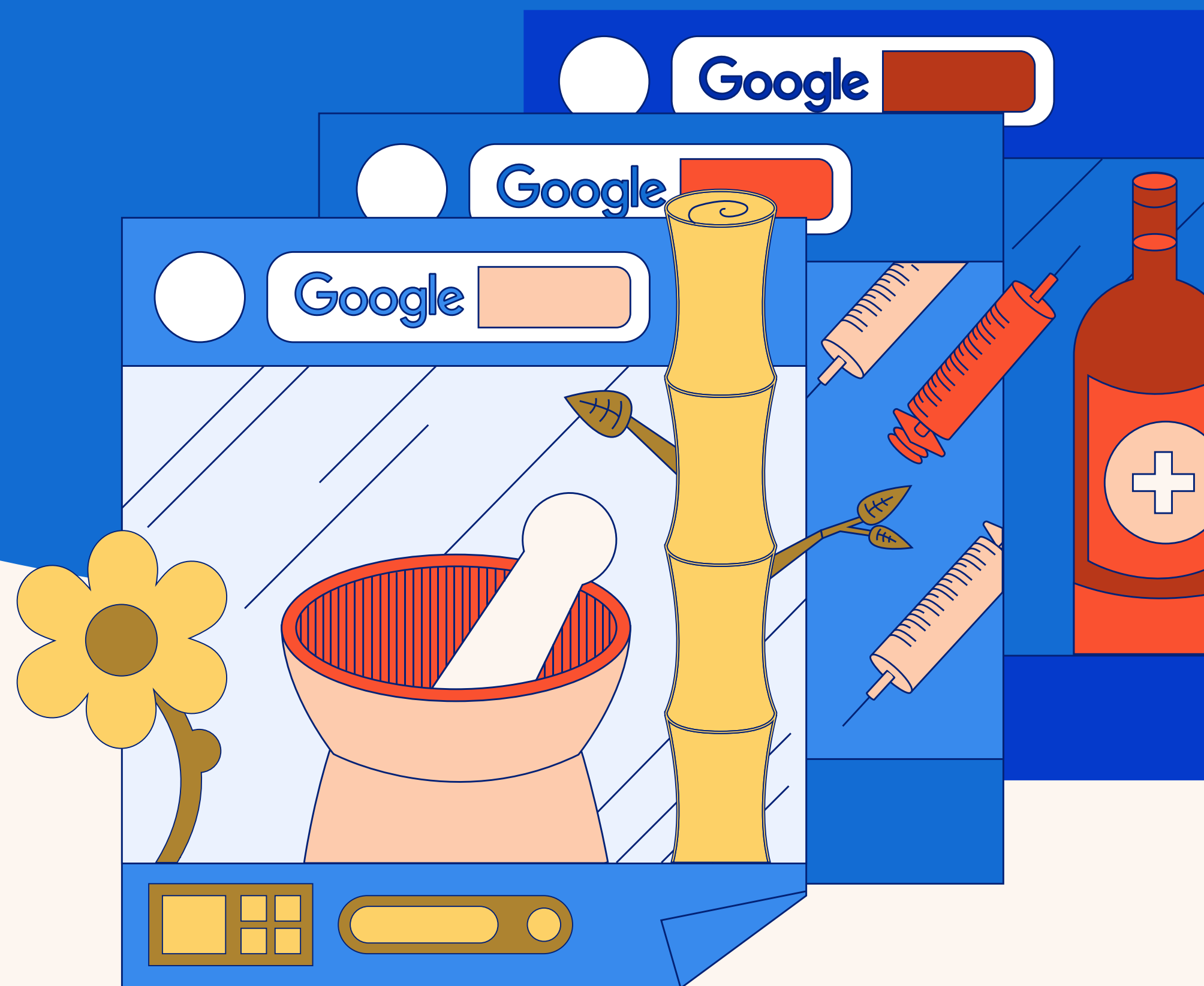
where a patient first saw its marketing. When a prospective patient calls, CallRail's **Conversation Intelligence**[®] uses AI to record, transcribe, and summarize the interaction so you can see at a glance where your best touchpoints live.



CallRail clients typically experience **a 200%-400% ROI** on Call Tracking.

Call plus Google Ad insights allow medical spas to drive quality leads

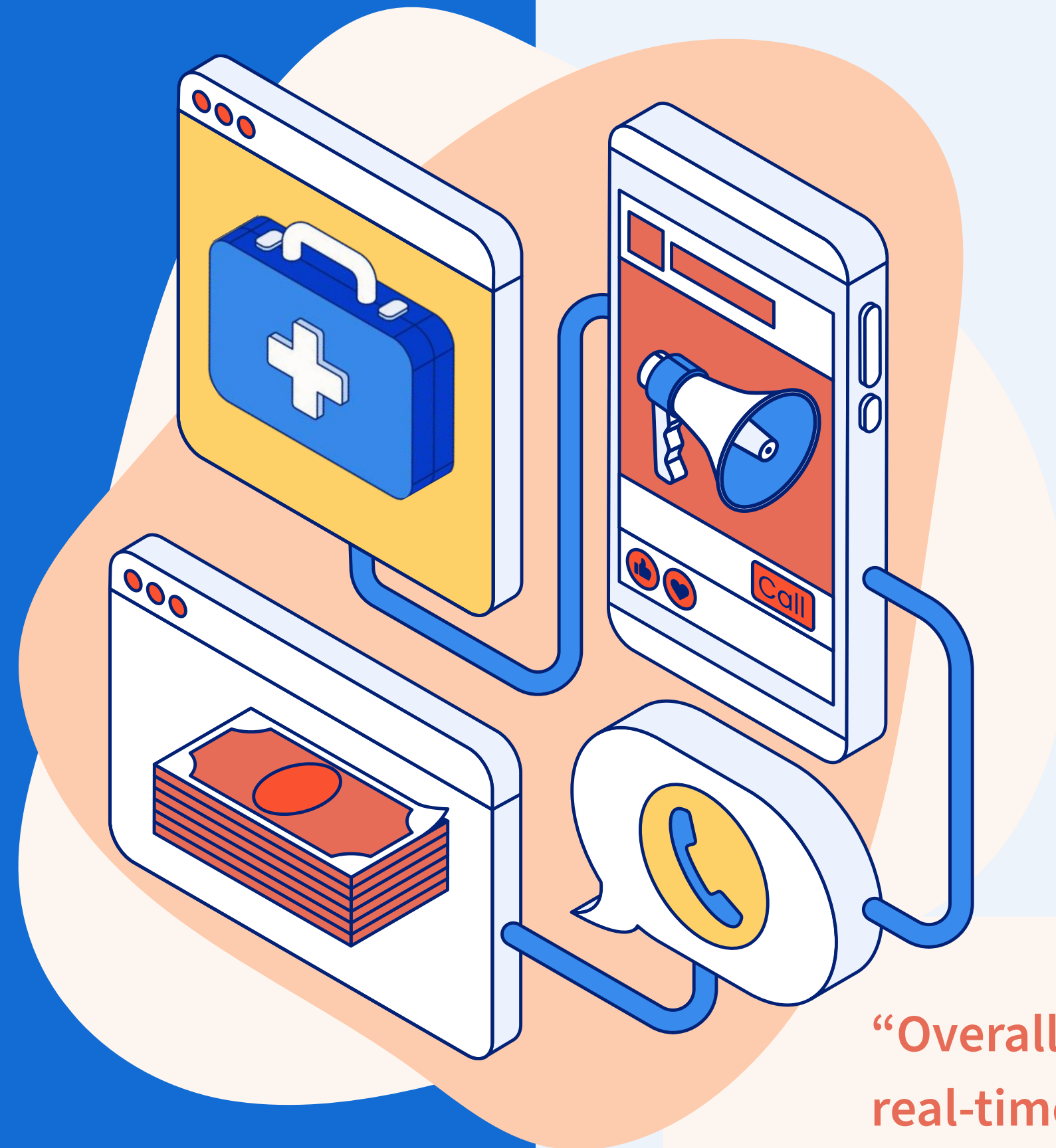
Patients looking for medical spas or med spas are seldom casual – they are looking for a highly specialized and specific service, whether injectables, medical aesthetics, or weight loss. The industry averages 65% repeat patients, making every lead-to-conversion particularly valuable. According to CallRail partner Jon Banks, Director at Activate Digital Media, a full-service digital marketing agency, attribution data for med spas is essential. He says a constant feedback loop filled with attribution data is critical to qualifying high-value leads.



“One of the most powerful tools we implement [with CallRail] is Google Ads integration. This allows us to pinpoint exactly where leads are coming from, breaking it down by keyword campaign and even matching them to specific ZIP codes that convert versus those that don’t. With that information, we can adjust our strategies on the fly, ensuring we drive quality leads in the right areas,” Banks says.

Activate Digital Media takes it one step further by implementing CallRail's Premium Conversation Intelligence™. Call summaries and sentiment analysis, two powerful functionalities of Conversation Intelligence, distill all call data into easily digestible and actionable reports.

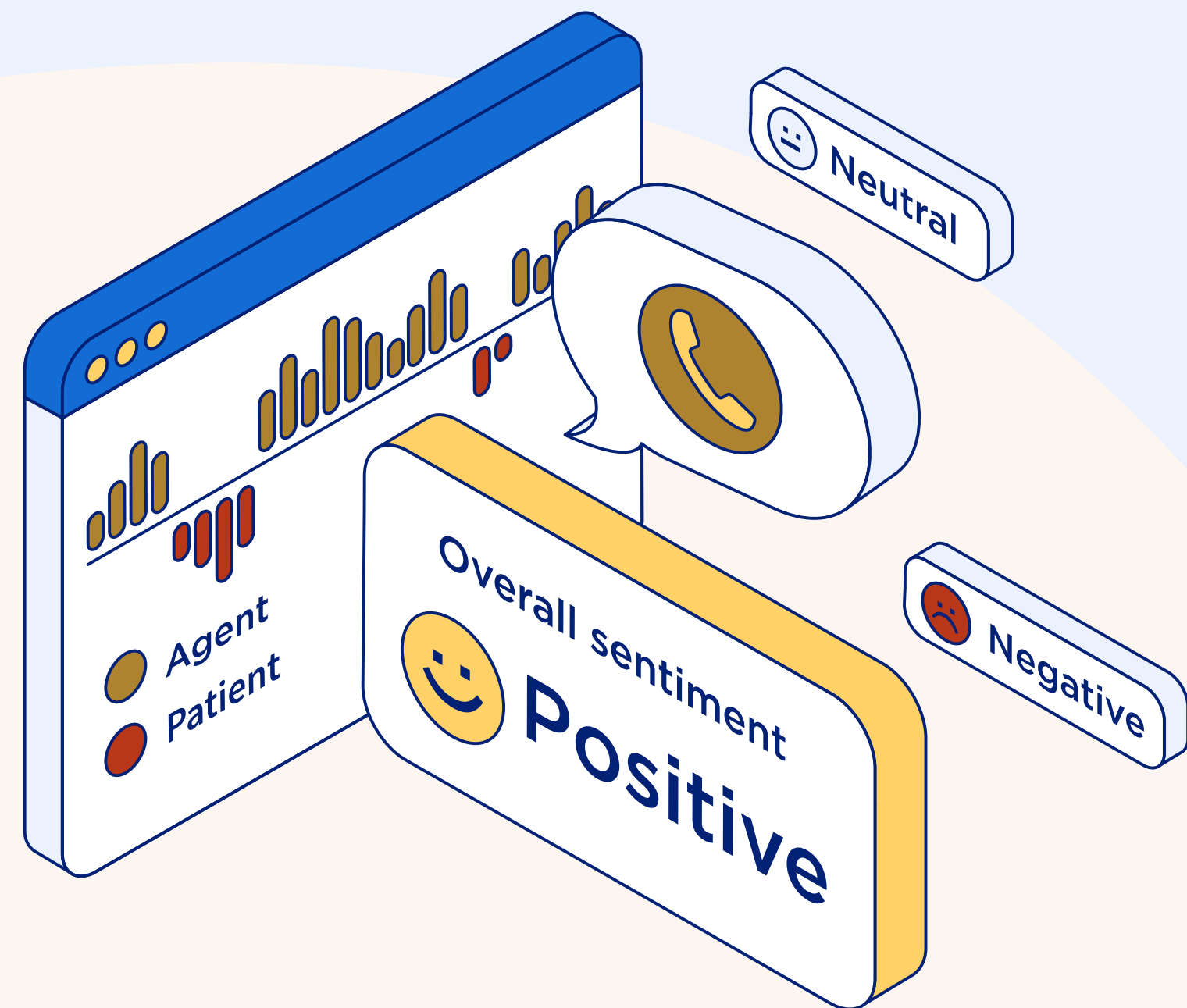
For healthcare practices, this means that you can quickly identify which services are generating the most interest, what questions or concerns potential clients have, and even gauge customer sentiment based on the tone of the conversation.



By analyzing these insights, practices can refine their marketing strategies to highlight popular treatments, address common client pain points in messaging, and ensure that marketing efforts resonate with client needs and preferences. This level of detailed feedback helps medical spas optimize their advertising spend, improve client engagement, and ultimately increase appointment bookings.

“Overall, the ability to track, tag, and adjust strategies in real-time, combined with these intelligent tools, helps us ensure our clients are marketing with precision and confidence in this very specialized space,”
–Jon Banks, Director at Activate Digital Media

Senior living care centers leverage call sentiments for training and compassionate messaging



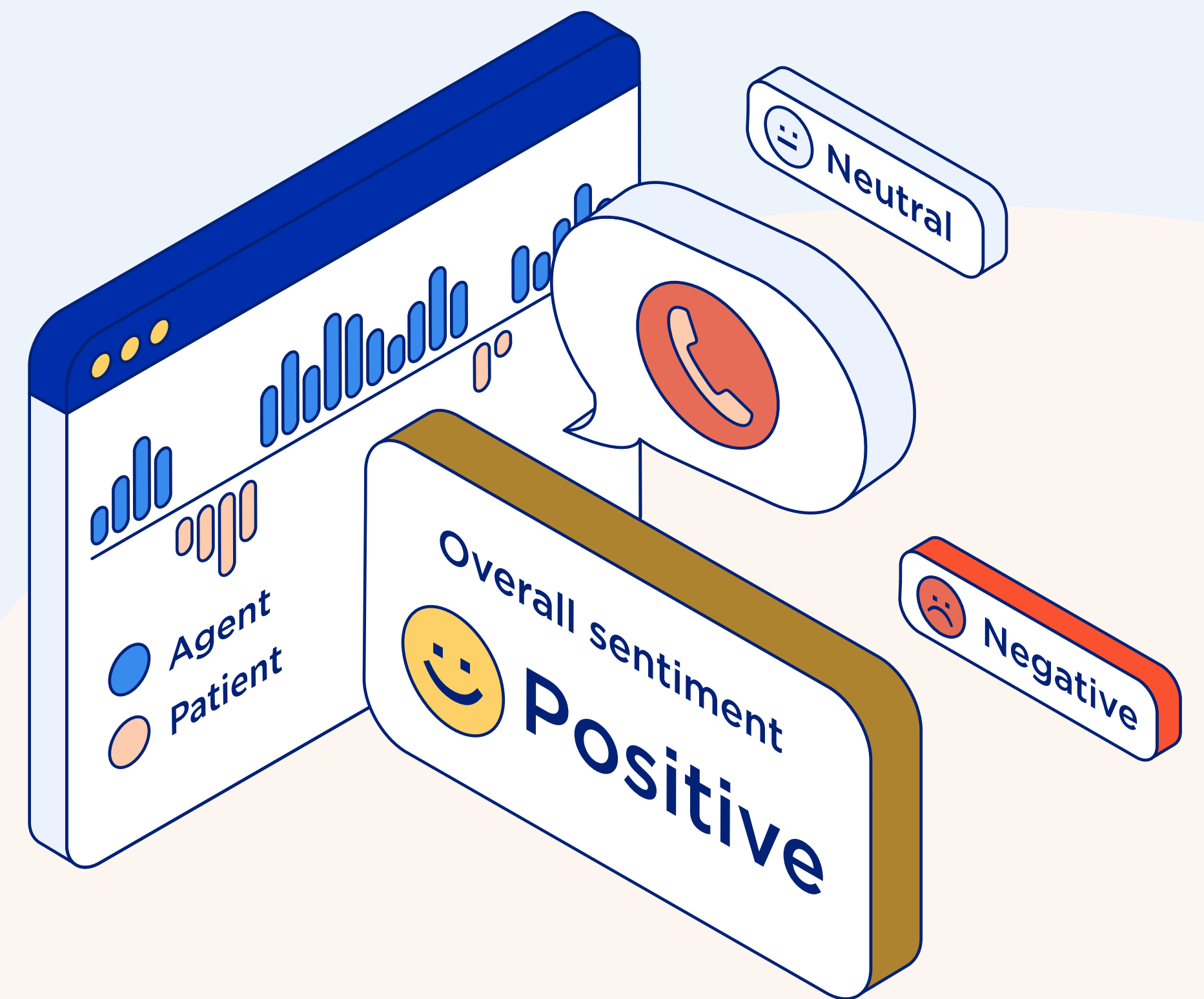
The Baby Boomer generation is retiring – by 2030, all Baby Boomers will be over 65. With this vast influx of seniors, many are looking for options for senior living communities that allow them to live with dignity and the elevated healthcare support that comes with aging. However, unlike traditional medical care, senior living care places a much greater emphasis on narratives of care and compassion, and tracking the marketing that delivers those messages is essential.

CallRail partner SmartBug Media, a HubSpot digital marketing agency, says that creating messaging that emphasizes the human touch of senior living communities can be a powerful tool for conversion, but tracking is essential.

“Senior living communities can use call tracking information to optimize their marketing campaigns with personalized and effective messaging delivered on the channels they know will drive leads rather than spreading their efforts across multiple channels that may not have an impact, resulting in saved time and money,” says Nicole Horning of SmartBug.

Using CallRail, marketers can analyze call transcriptions across various data points, gaining deeper insights into the effectiveness of their campaigns. One of the most powerful features is **call sentiment analysis**, which reveals how callers emotionally respond to your marketing messages. This is particularly valuable for senior living communities, where decisions often carry significant emotional weight for prospective residents and their families.

By assessing the tone and sentiment of conversations, you can understand how well your messaging resonates and identify areas where your staff's responses could be more compassionate and reassuring. Fine-tuning your staff's approach to be more caring and compassionate not only builds trust but can also accelerate lead conversion, helping prospective residents feel more confident in choosing your community.



“With CallRail, senior living communities can better track their marketing efforts by understanding which marketing channels and messaging strategies are driving phone leads and which aren’t.” –Nicole Horning, SmartBug Media

Pet care providers pinpoint the most valuable campaigns with attribution data

The veterinary and pet care industry is increasingly competitive, especially in local markets where practices are vying for the same clientele. With pet ownership on the rise since 2020, it's more important than ever for veterinary practices and pet care facilities to get the most out of their marketing budgets by taking a multi-faceted, data-driven approach to their campaigns.

CallRail partner Sixth City Marketing, a digital marketing agency, faced this challenge when managing 11 locations of Pet Palace, a multi-location pet boarding resort. To track performance accurately and scale their reporting across multiple locations, they turned to CallRail for its seamless integration with Google Analytics, Google Ads, and Google My Business Profiles.

Using CallRail, Sixth City was able to generate detailed, location-specific weekly reports that provided insights into who was calling, which campaigns were driving the most engagement, and how to adjust ad spend for better ROI.



CallRail's keyword tracking feature was particularly valuable, allowing them to pinpoint which campaigns and keywords were performing best and enabling them to optimize Pet Palace's paid advertising strategy accordingly.

The results were clear: Sixth City could lower Pet Palace's cost per lead while delivering more transparent and granular data on campaign performance.

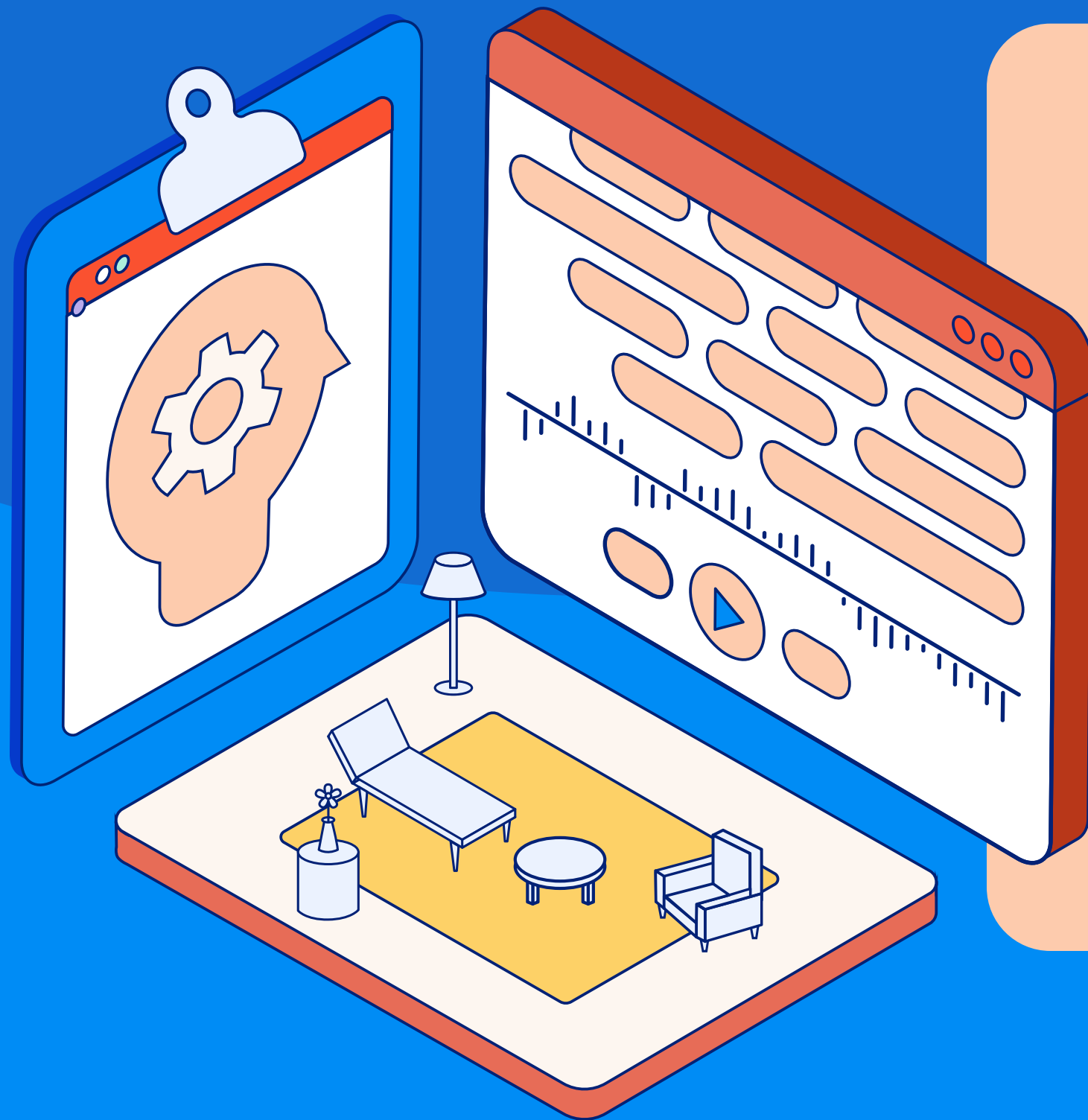
“Optimizing campaigns with CallRail has drastically decreased the cost per click and cost per lead – which is a main focus for us.”

–Steve DiMatteo, senior SEO strategist, Sixth City Marketing

Call Tracking allows behavioral health professionals to focus on patients

When someone calls a behavioral health provider, they are often at a vulnerable point in their life. Being fully present for these calls is essential to building trust and providing the right care. One behavioral health company discovered that with the support of a comprehensive call tracking tool like CallRail, this presence is entirely possible.

CallRail partner [Snapshot Interactive](#), a digital marketing agency, found that CallRail does much more than just track attribution data. With real-time call recording and transcription, practitioners can focus entirely on the patient, without needing to take notes on marketing details.



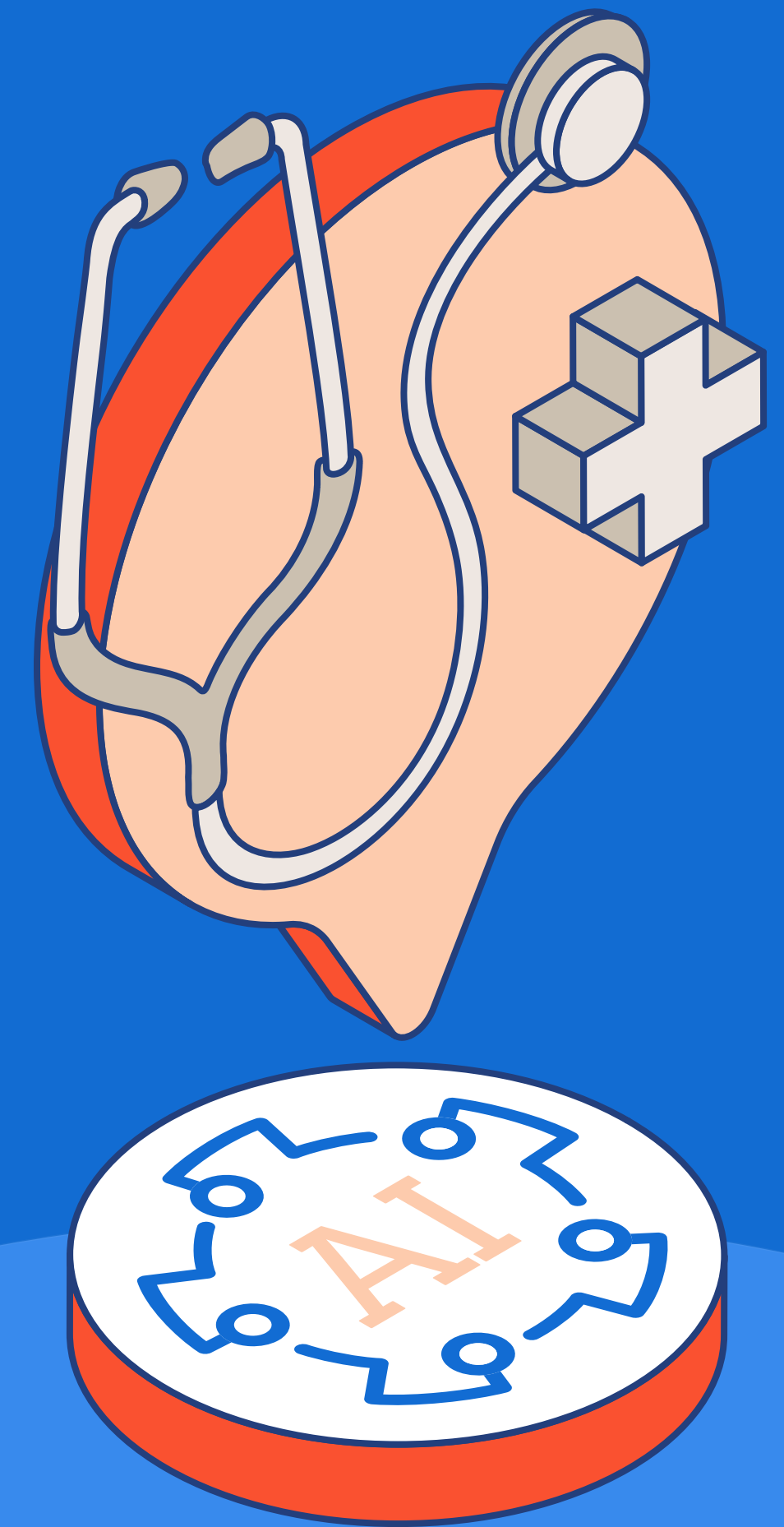
While the provider is fully engaged in assessing the needs of their potential patient, CallRail works in the background, analyzing the marketing aspects of the call. Using [automation rules](#), Snapshot leverages Conversation Intelligence to identify specific keywords, automatically classifying and analyzing calls to pinpoint the most qualified leads. This gives her the time and space to provide the best service to an incoming patient, while not missing out on key business details.

“This can be entirely automated so that my client can be on the phone, a hundred percent present, and afterward go in and see what the sentiment overall was, even though she probably has a great idea too,” says Shaun Whitmore, Director of Digital at Snapshot.

Unlock the power of data-driven marketing for your practice

Healthcare is a diverse industry, with each sector having unique challenges and needs. But one constant remains: data is critical. Understanding how patients find your practice is the key to evaluating the success of your marketing efforts. CallRail's powerful insights help you lower your cost per lead, optimize your ad spend, and provide valuable support for your front office staff.

Discover the power of CallRail's advanced AI-driven Call Tracking.
Start your free trial today and see how it can transform your marketing strategy and drive results.



CallRail