

# CallRail

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## Is my treatment center marketing working?

3 ways to find out



As a treatment center, you stand on the front lines of a national battle fought in secret. According to the 2023 National Survey on Drug Use and Health, more than 48.5 million Americans battled substance abuse in the past year. Nearly half of those people also suffered from a mental health illness. But the stigma attached to mental health and substance abuse still keeps many from reaching out for help.

Ensuring those in need can find and trust your treatment center is essential — not just for your mission, but for the lives you impact. But with digital marketing costs rising and patient privacy requirements becoming more complex, how can you be sure your marketing efforts are truly working?

**This guide is a blueprint for answering three key questions:**



- **How do I know where to spend my money?**
- **What KPIs should I track?**
- **How can I get the most out of my conversations?**



Whether you're focusing on digital advertising, referral networks, or community outreach, knowing which channels have the highest ROI for your marketing dollars is essential to building confidence in your marketing strategies. That's where call tracking, form tracking, and conversation intelligence come in. These tools provide essential insights while supporting compliance with HIPAA and 42 CFR Part 2 regulations. With the right strategy, you can connect more people with life-changing care while maintaining the highest standards of privacy and security.

### **The treatment center difference: HIPAA and 42 CFR Part 2 compliance**

While all healthcare providers must maintain HIPAA compliance, addiction treatment centers face additional privacy requirements under [42 CFR Part 2](#). Treatment centers should look for call tracking and form tracking that supports both regulations by offering:



- **Automatic redaction of protected health information (PHI) in call transcripts and logs**
- **Advanced call log auditing to track and secure patient interactions**
- **End-to-end encryption to prevent unauthorized access**

The US Department of Health and Human Services (HHS) requires providers to sign a [Business Associate Agreement \(BAA\)](#) with any vendor handling PHI on their behalf.

When you partner with CallRail, you're assured that all patient interactions are protected under the highest security and compliance standards. This ensures you can focus on care, and not worry about compliance risks.

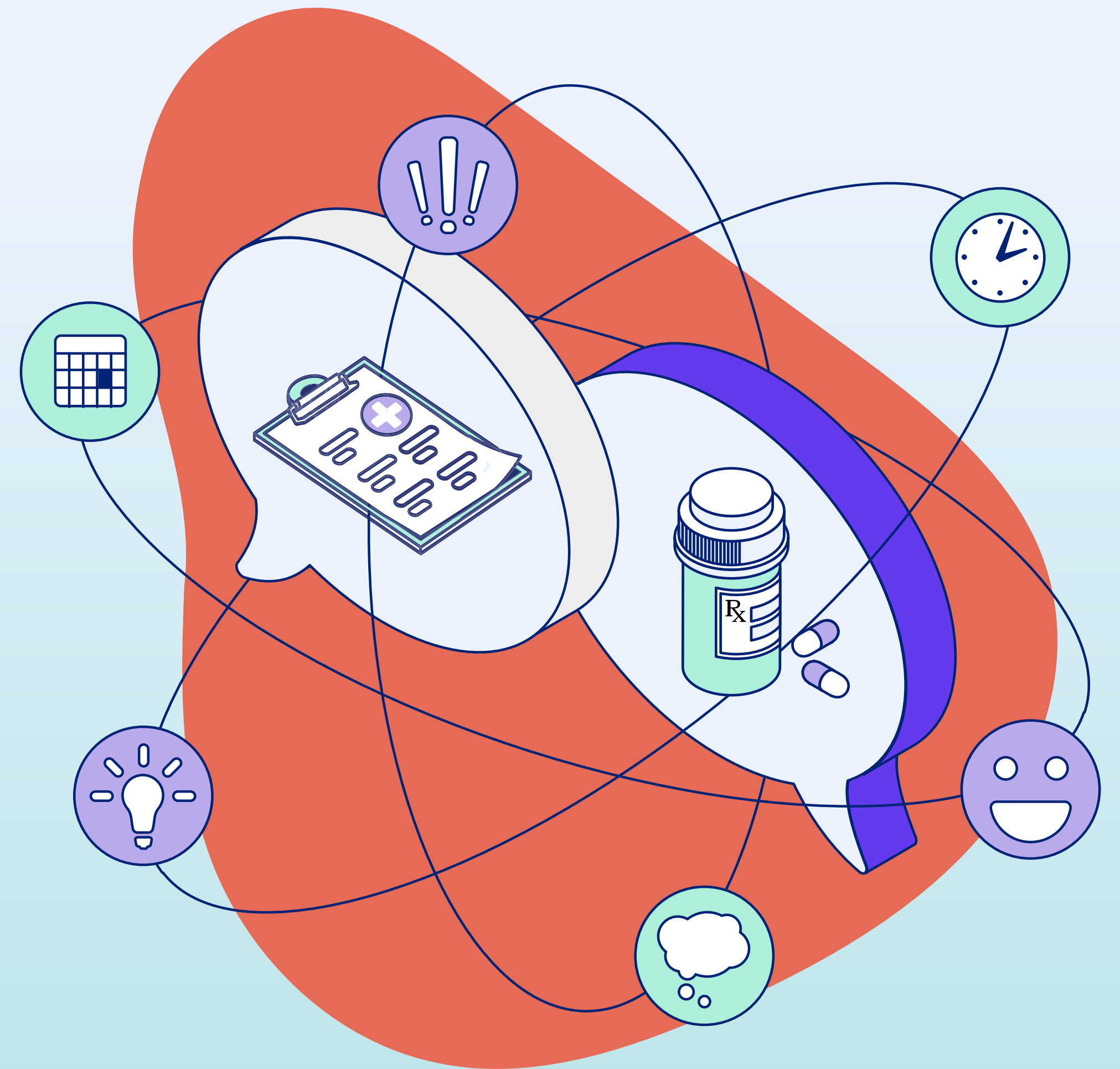


# How do I know where to spend my money?

There's no denying it — your treatment center exists to provide hope and healing. But to reach the people who need you most, your marketing needs to be both effective and efficient. With mental health ad costs rising — Google Ads averaging \$29.20 per conversion and \$3.74 per click, and Facebook Ads at \$1.58 per click — understanding which channels truly connect with prospective patients is critical to making the most of your budget.

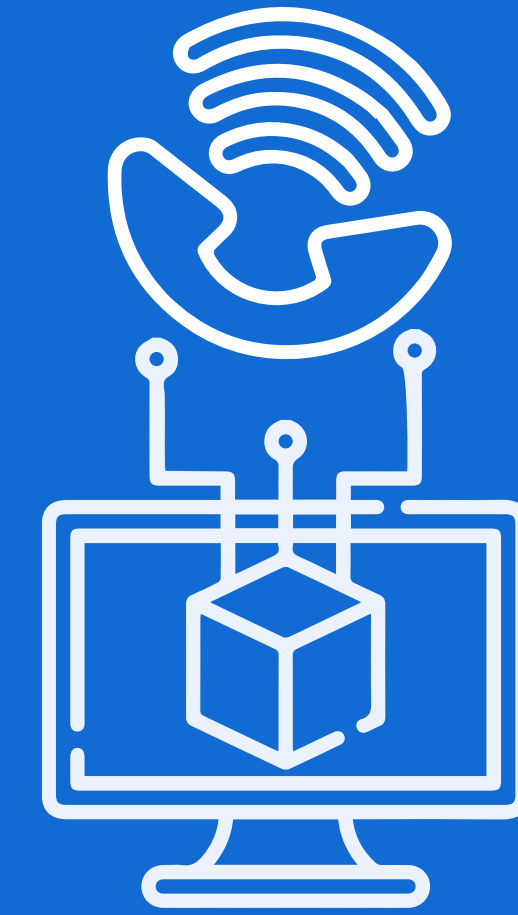
To do this, you'll have to find out where your leads are coming from. With lead tracking, your marketing team can see the entire journey of the potential patient, from first touch to last and everywhere in between.

Call tracking, form tracking, and conversation analytics are tools that capture the data and insights you need from your marketing activities, so you can compare and contrast what tactics and channels are driving the most leads. Here are three of the most powerful tools for collecting the data you need to track leads successfully and ultimately determine CAC.



## Call tracking software

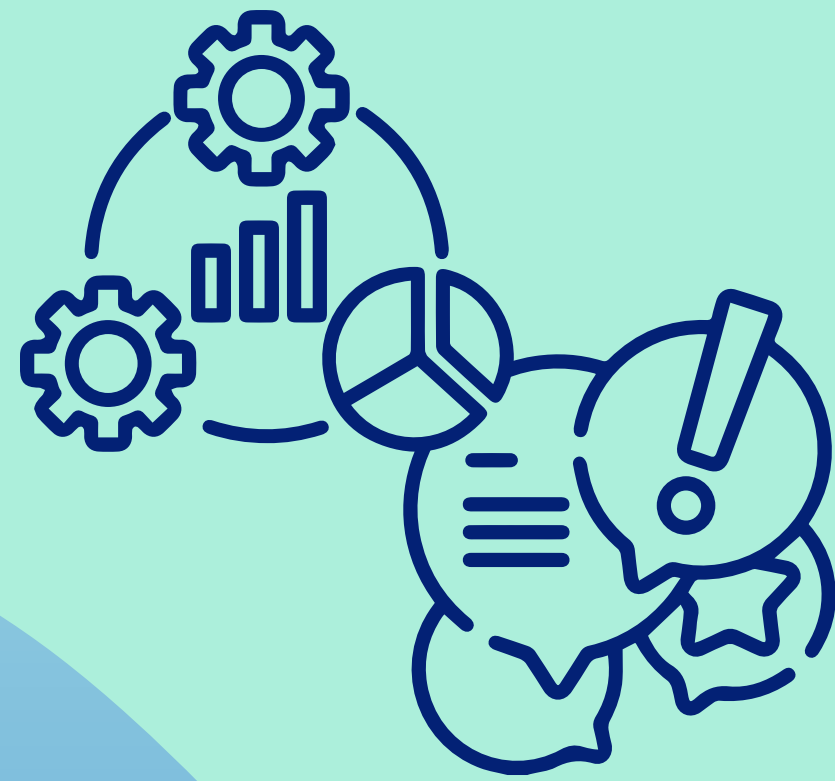
Call tracking software uses unique, dedicated phone numbers for your different marketing channels or keywords to easily see which marketing efforts generate the most interest (and ultimately, leads). Each unique number routes back to your main admissions line, keeping things simple for your staff while simultaneously tracking your leads. Since treatment centers depend on phone calls for admissions, call tracking is a must-have.



## Form tracking software

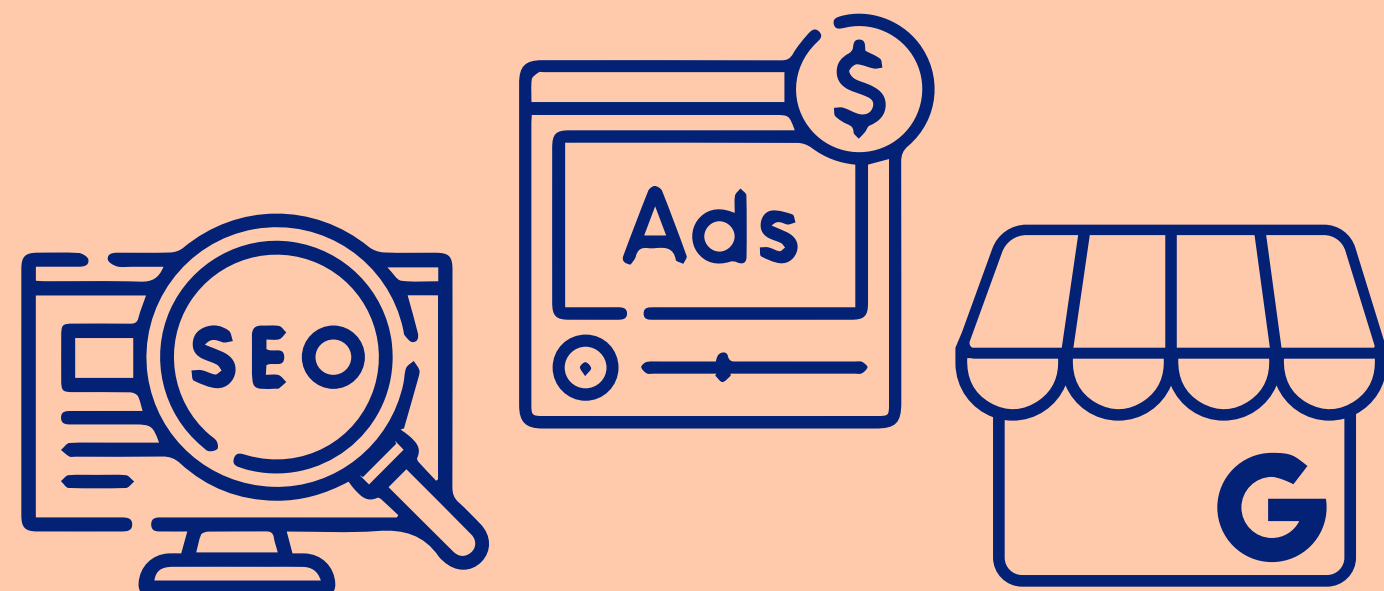
Form tracking software helps you identify where your website leads are coming from. Together with call tracking, form tracking paints a clearer picture of your potential patient's journey by connecting the dots between their online and offline interactions with your center.





## Conversation analytics software

Conversation analytics software records and transcribes calls with potential patients using AI-powered tools to identify frequently spoken and targeted keywords. This data helps you evaluate which marketing strategies are most effective, gain insights into admissions team performance, and understand the needs of those seeking treatment. Additionally, it can highlight training opportunities and reveal demand for programs you may not currently offer. Treatment centers should prioritize privacy-compliant analytics, using redaction to protect sensitive information.



To give you a better idea of what these tools can do in real life, let's look at a hypothetical example.

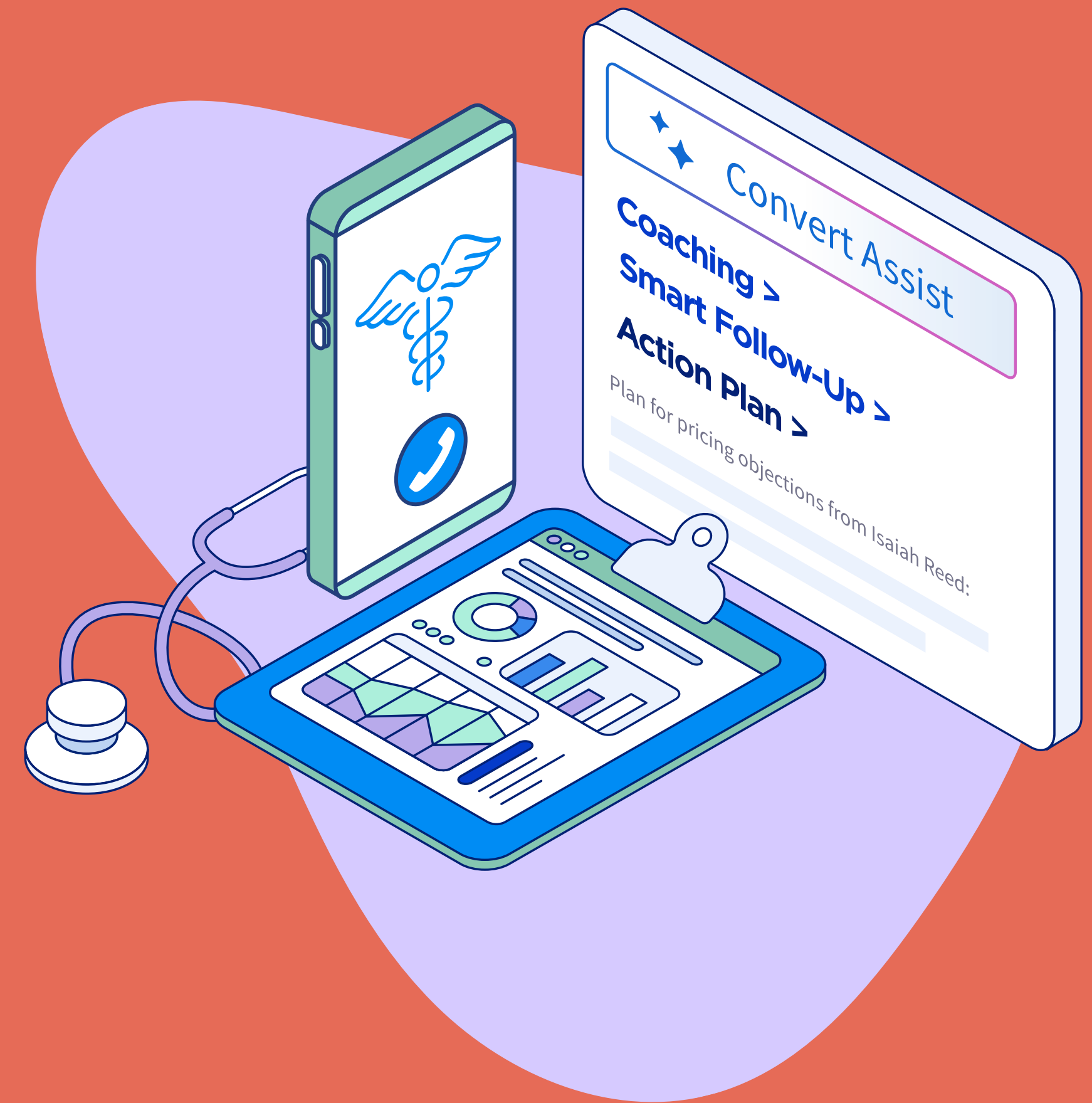
### **Recovery Center ABC operates three different ad campaigns:**

- **A Facebook social media campaign featuring recovery stories**
- **A Google Ads campaign targeting specific treatment types**
- **An SEO-optimized website with recovery resources**

Recovery Center ABC decides to track its leads to learn which tactics are the most successful. Using call summaries, their marketing team can use keywords to determine where their most valuable leads are coming from and identify the most sought-after programs. By and large, their SEO-optimized website was the last step before leads called or filled out a form. Their Google Ads campaign was moderately successful, but needed optimization. Their social media campaign built awareness, but rarely converted directly to admissions.

With this data, the marketing team can reconfigure the marketing budget, allot more money for fresh SEO-optimized content, rewrite their Google Ads copy, and shift social media to organic content only. As they divert more money into higher ROI channels, their PAC costs decrease while admissions increase. Plus, with every successful recovery story, the chances of alumni referrals are higher.

As this example highlights, reconfiguring your marketing channels is just one way to lower your PAC. Other ways could include increasing your Google reviews or earning more referrals from healthcare providers. **Call recordings and summaries** allow you to identify areas of improvement for your staff using auto-redacted transcripts to keep your patients' PHI safe and secure. This could lead to better reviews and more referrals.





## What KPIs should I track?

Now that you know the most impactful channels for your center, it's time to use them effectively. To start, it's important to establish benchmarks of success or key performance indicators (KPIs). KPIs create standards by which you can measure your marketing's efficacy.

### The most important marketing KPIs to track are:



**Revenue**



**Patient  
lifetime value  
(PLV)**



**Number of  
qualified  
leads**



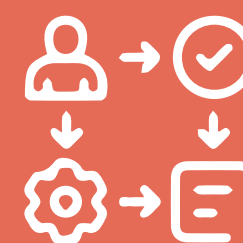
**PLV to PAC  
ratio**



**Cost per  
lead (CPL)**



**Lead  
generation  
rate**



**Patient  
acquisition  
cost (PAC)**



**Lead  
conversion  
rate**



**Cost per click  
(CPC) vs. organic  
traffic**



Once benchmarks are set, creating a routine monitoring system is essential. With this in place, you'll know when one tactic is or isn't working in a specific channel, and you can adjust along the way. Benchmarks also offer the opportunity to try new tactics. Perhaps your email campaign isn't earning the same amount of clicks to your website as a previous campaign. Knowing it's underperforming compared to previous campaigns, you can try out new messaging to see if it resonates better with those seeking treatment.

Of course, not every lead is a good one. Your KPIs can also show you the quality of your leads by showing how much you are spending to attract them and how much revenue they bring to your center over time. Once you know which type of leads have the highest length of stay or lowest CPL, you can target specific keywords that correlate to appropriate clinical matches using call tracking.

Tracking PLV can help you quantify how effective each program is — are you looking at multiple readmissions? Are patients loyal after a single treatment round, or do they look elsewhere? Are outpatient programs more or less effective than inpatient programs? What type of after-care could you market to program graduates? This type of data can create new revenue streams to increase PLV and decrease PAC.



# How can I get the most out of my conversations?

As a marketing manager, you focus on finding the best ways to drive more patients, but you're also in a unique position — you're a witness to the admissions process in action. Every phone call is an interaction between your center and potential patients. It can be a treasure trove of information about what they need, how your team responds, and what you can do to improve. Let's look at three ways to use the data provided by call tracking.



## USE CALL RECORDING FOR QUALITY ASSURANCE AND FUTURE TRAINING MATERIAL



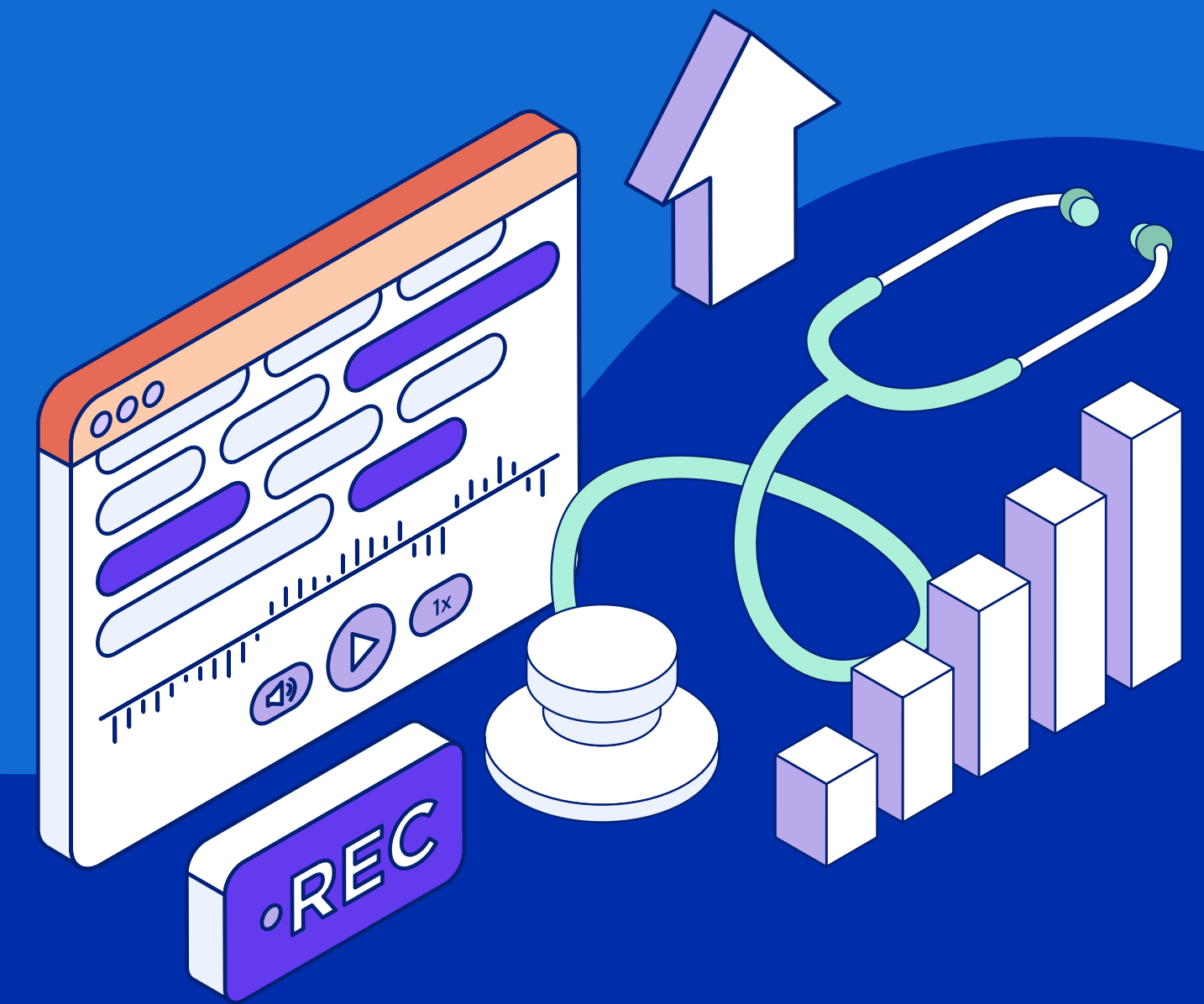
At the most basic level, call recording helps you keep a word-for-word record of each call. CallRail's [Call Tracking](#) and [Conversation Intelligence](#)<sup>®</sup> solutions, which track and record calls, go the extra mile to keep those conversations private. Call recordings are only accessible to approved personnel. Additionally, third parties cannot access calls, so all calls are secure and private at all times.

But call recordings go further than helping you remember precisely what was said. Call recordings can:

- **Help direct patients to the most suitable programs, i.e., in-patient vs outpatient**
- **Provide information essential for insurance verification**
- **Establish diagnostic baselines for faster triage**
- **Identify barriers to treatment — are there common objections your team needs help addressing?**
- **Identify pain points from other contact methods — is the information they called about hard to find on your website?**
- **Help ensure your team provides empathetic crisis intervention when needed**
- **Serve as training material for future admissions calls**

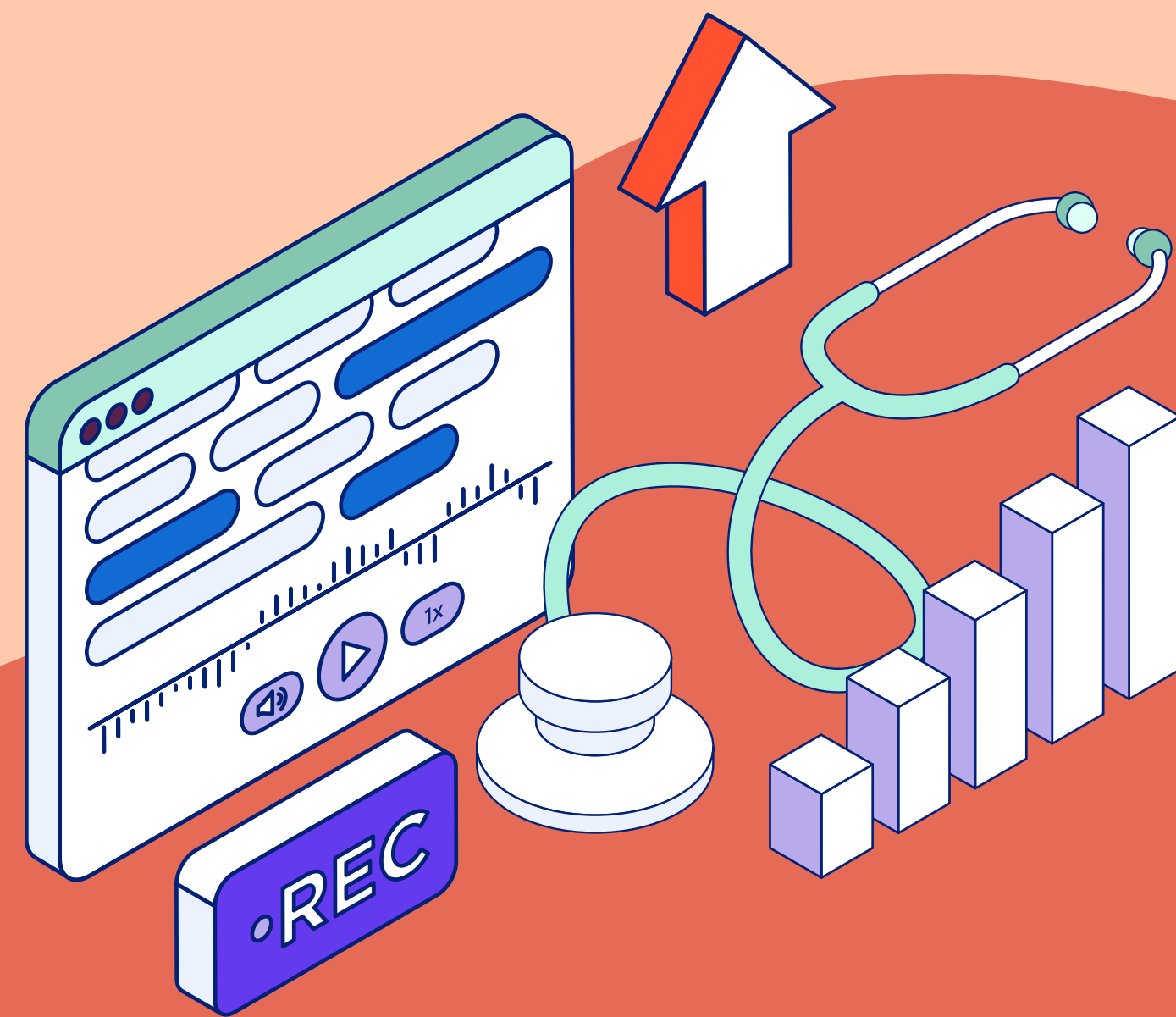
For example, a call recording provides insights to leadership about their admissions team interactions. If a team member does an excellent job handling a crisis call, leadership can use the redacted transcript as an example for other admissions staff on how to respond effectively. In non-crisis situations, they may also use this data to identify keywords associated with qualified leads.

In a crisis-driven field like mental health and addiction treatment, ensuring that staff handle calls with empathy and urgency is essential. Integrating CallRail's AI-powered coaching can help your team create a more compassionate, empathetic reception experience, while keeping patient PHI secure through auto-redaction, automatic log-offs, and encryption.



"The CallRail conversation coaching feedback, when it's auto-generated, often touches on the same kinds of things that I'll be prepared to deliver to our team members — and in some cases, will pick up on things I might have missed. That's extremely powerful."

– Tom Gonzales, Operations Strategist at [Ohana Dental Implant Centers](#)



## UNCOVER VALUABLE KEYWORDS



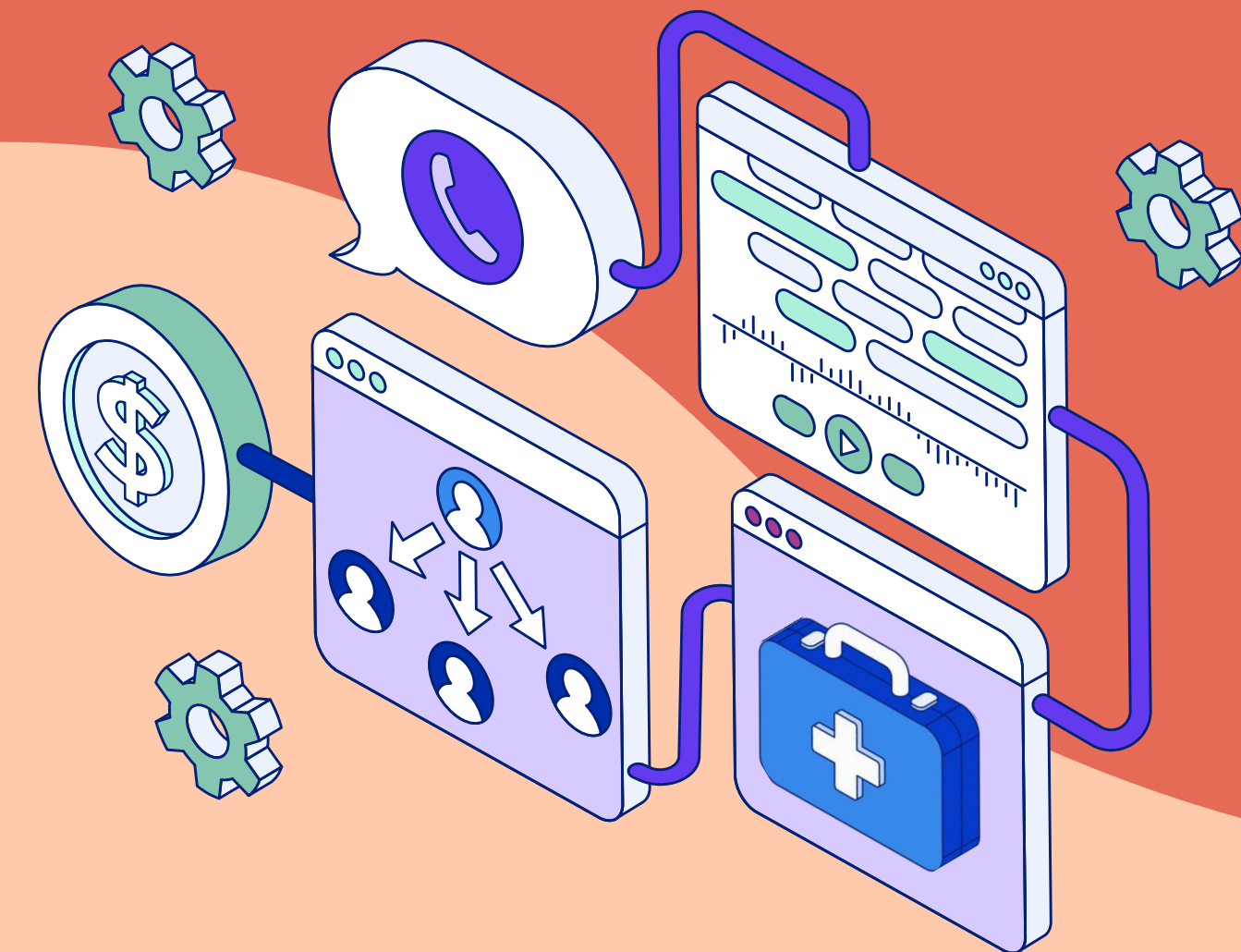
Phone conversations can also reveal the keywords that potential patients use. Using a redacted call summary, you can use CallRail's Premium Conversation Intelligence™ to spot repeated phrases that can be used in PPC and SEO strategies. Or, if you have a keyword strategy in place, leadership can instruct staff to use conversational techniques designed to elicit those keywords, providing evidence of their exposure to other ads or collateral materials.

Repeated keywords that aren't part of your strategy may also reveal opportunities. If many callers ask about a particular service, like intensive outpatient (IOP) treatment, it may indicate that expanding your IOP program could generate revenue. Identifying in-demand services can help your center grow and respond to community needs without costly market research.

## IMPROVE CONVERSIONS

To better meet key performance indicators like lowering patient acquisition costs (PAC), improving occupancy levels, and increasing length of stay, AI-powered tools like conversation intelligence can optimize the follow-up process and enhance patient interactions, offering a strategic advantage to the provider incorporating them. For instance, you can analyze call data and then generate actionable next steps for follow-up. This efficiency in re-engagement helps reduce the cost of acquiring new patients by converting more leads into admissions.

Smart follow-up, with tools like [CallRail's Convert Assist](#), further supports these goals by using AI to automatically draft personalized follow-up messages based on each conversation. This ensures timely and relevant communication, which not only enhances outcomes but also encourages ongoing engagement. By aligning your marketing with patient needs, you can connect more people with the right treatment options while increasing marketing efficiency.



Even missed calls can prove valuable with the right follow-up actions. If a prospective patient calls and doesn't connect with a staff member, 89% of callers will likely move on to the next provider on their list. Using call automation, treatment centers can send a text message acknowledging the call and promising a follow-up call from a staff member, nudging the door open for a missed call to become a patient. For a patient in a crisis, even this small connection point may prove pivotal.

Avoid missed calls completely by using advanced call flows that route calls to available staff members. Every time your staff can connect in person, it increases the potential for patient conversion and ultimately helps more people get the care they need.

# Does your marketing have the right approach for success?

As a treatment center, you serve a highly vulnerable patient population — many of whom are reaching out in a moment of crisis. Understanding what drives engagement and builds trust is key to ensuring that your outreach is both effective and compassionate.

By combining HIPAA- and 42 CFR Part 2-supportive call tracking, form tracking, and AI-powered conversation intelligence, your team gains more than just valuable attribution data — you gain deeper insights that allow you to anticipate patient needs and provide better service.

Developed exclusively for the unique needs of healthcare providers, [CallRail's Healthcare Plan](#) helps track your calls and forms, while generating conversation insights to improve your marketing ROI, without sacrificing the safety of your most sensitive information.

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