

4 ways to stop wasting ad spend: Convert more patients with Voice Assist

Voice Assist turns every missed call into a captured lead and new opportunity, providing a HIPAA-supported, secure patient engagement solution for healthcare providers.

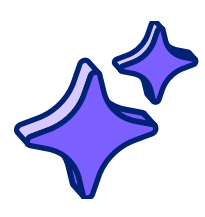
Follow along to see how Voice Assist improves targeting, reduces your cost per lead (CPL), increases return on ad spend (ROAS), and improves rankings across local service ads (LSA) and pay-per-click ads (PPC).

1

Lower your CPL and increase ROAS

Every missed call is wasted ad spend.

Voice Assist ensures you get value from every click by capturing and qualifying leads the moment they call.



Healthcare providers miss up to **32%** of new-patient calls — costing thousands in lost revenue monthly.

- ✓ Capture 100% of inbound leads from your ads, even after hours
- ✓ Instantly increase your ROAS by turning first-time callers into patients
- ✓ Qualify leads on the first call & cut retargeting costs

2

Rank higher on LSAs and PPC ads

Answer speed impacts your ad rankings.

On platforms like Google, faster response times lead to better ad placements. Voice Assist helps you win more high-intent leads by ensuring every call gets answered quickly — day or night.

- ✓ Beat competitors with 24/7 availability
- ✓ Guarantee the fastest connection by routing calls to Voice Assist
- ✓ Win more top-of-page placements and high-intent leads



Radiant Health Co.

✓ **GOOGLE GUARANTEED**

4.9 ★★★★★ (467)



Typically replies within 30 minutes

123.555.CARE

Message

3

Expand your reach

Don't limit your ads to office hours.

Your patients are searching at all hours, and your ads should be too. With Voice Assist answering after hours, you can capture more leads and lower your costs by advertising when competition is lower.

- ✓ Run ads 24/7 and capture leads even when you're closed
- ✓ Advertise in off-peak hours to reduce your CPL
- ✓ Find new audiences and drive more conversions

Feel your best with Radiant



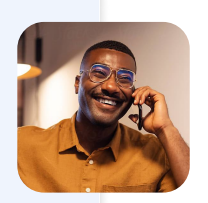
Call 123-555-CARE



Sarah J.
Mar 22, 2025, 3:39am
Knoxville, TN



Charlotte R.
Jan 4, 2025, 7:30pm
Marietta, GA



John Smith
Aug 19, 2025, 11:32pm
Atlanta, GA

4

Build better audiences and smarter targeting

Use call intelligence to make your ads more efficient.

Voice Assist sends call outcomes and conversion signals straight to Google Ads — helping you target smarter and reach the right patients faster.

- ✓ Send conversion signals back to Google Ads
- ✓ Use full attribution data to build high-quality lookalike audiences.
- ✓ Continuously refine targeting and improve campaign performance



John Smith
Aug 19, 2025, 11:32am
Atlanta, GA

✓ New lead

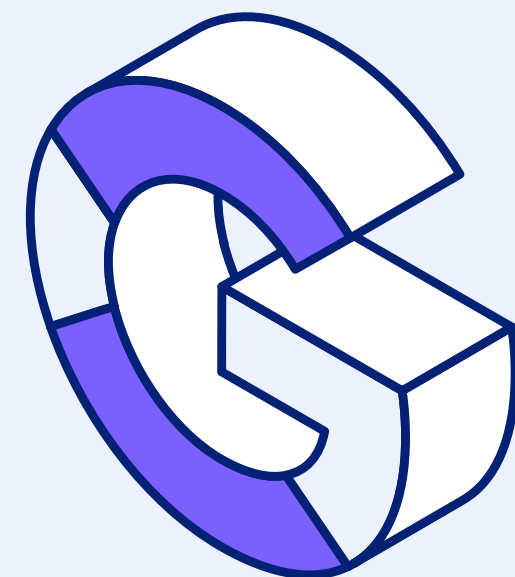


Charlotte R.
Jan 4, 2025, 7:30pm
Marietta, GA

✓ New lead



Sarah J.
Mar 22, 2025, 3:39am
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Make your marketing dollars work harder

Your paid ads are designed to make the phone ring — Voice Assist ensures you never miss the chance to convert. In addition, Voice Assist supports HIPAA-compliance, keeping patient conversations secure and confidential. Stop letting missed calls drain your budget and hurt your ROI.

Try Voice Assist free for 14 days.