



(Sample) BUSINESS PERFORMANCE AUDIT

Medical Center | <https://www.xxxxx.xxx> | Audited: XXXXXX, Prepared by: Gene Malfetano

EXECUTIVE SUMMARY

Medical Center is a XXXXXX-bed XXXXXXXX community hospital with XXX+ physicians across XX+ specialties, serving XXXXXX+ suburban residents with a median household income of \$XXX,XXX. The hospital has genuine clinical strengths — XXXXXXXX partnership, XXXXXXXX certification, and a XXXXXXXX volume claim — but its digital presence functions as a geographic brochure, not a patient acquisition engine. The single most important finding: **the hospital mediates no desire that would cause a patient to choose it over local competitor Hospital, which holds U.S. News rankings, XXXXXX Awards, and XXXXXXXX.** Every marketing asset — headline, CTAs, social proof, physician directory — XXXXXXXX while competitors offer XXXXXXXX. Conservative estimate of revenue left behind: **\$5.3M–\$13.96M/year** across all findings.

FINDING 1 — THE GROWTH BOTTLENECK

Root cause: The hospital's digital presence treats every service line identically — a patient researching knee replacement and a patient researching cancer care hit the same generic "Make an appointment" endpoint, with no specialty-specific intake pathway, no XXXXXXXX, and no XXXXXXXX.

Evidence: Website crawl confirms 10+ service lines (Cardiology, Oncology, Orthopedics, Spine, Weight Loss Surgery, Women's Care, etc.) all funnel to the same generic CTA. No specialty landing pages exist. No online scheduling by service line. The ONE exception — "24/7 online XXXXXXXX scheduling" — proves the model works for one service but has not been replicated across any other service line. Competitor offers provider-specific search with portal-linked scheduling.

Revenue impact: \$2.2M–\$8.4M/year [BENCHMARK-BASED]

Formula: \$200M–\$280M estimated net patient revenue × 15–25% digital acquisition channel × 8–12% friction-based abandonment rate × weighted average patient value

Priority: 10/10

(Rest of findings blocked out in this sample)

FINDING 2 — WHERE LEADS ARE LEAKING

Root cause:

Evidence

Revenue impact

Priority: 9/10

FINDING 3 — WHY PROSPECTS AREN'T CONVERTING

Root cause:

Evidence:

Revenue impact:

Priority: 9/10

FINDING 4 — MARGIN BLEEDS

Root cause:

Evidence:

- XXXXXX (\$XXX-\$XXX/yr):
- XXXXXX (\$XXX-\$XXX/yr):
- XXXXXX (\$XXX-\$XXX/yr
- XXXXXX (\$XXX-\$XXX/yr):
- XXXXXX dead end (\$XXX-\$XXX/yr

Financial impact: \$756,000-\$1,764,000/year [BENCHMARK-BASED]

Priority: 7/10

FINDING 5 — BUYER PSYCHOLOGY GAP

The belief gap:

The trigger events (when they start looking):

Avatar	Trigger Event	What They Search
Vigilant Parent		
Reluctant Researcher		
Anxious Caregiver		
Invisible Sufferer		

The language to use: "XXXXXX" · "XXXXXX" · "XXXXXX — not a XXXXXX"

The universal permission structure:

Priority: 8/10

FINDING 6 — COMPETITIVE POSITIONING GAP

Where competitors are winning:

- **Competitor 1** wins on XXXXXX
- **Competitor 2** wins on XXXXXX
- **Competitor 3** wins on XXXXXX
- **Competitor 4** wins on XXXXXX

Where Medical Center has genuine differentiation:

XXXXXX Institute —
 "We care for XXXXXX"
 XXXXXX certification
 24/7 XXXXXX

What desire territory is open:

1. XXXXXX —
2. XXXXXX —
3. XXXXXX —

Priority: 9/10

REVENUE LEFT BEHIND

Finding	Conservative	Full Activation
F1: Growth Bottleneck	\$2,200,000	\$8,400,000
F2: Lead Leakage	\$1,350,000	\$1,800,000
F3: Conversion Failure	\$1,000,000	\$2,000,000
F4: Margin Bleeds	\$756,000	\$1,764,000
TOTAL	\$5,306,000/year	\$13,964,000/year

Note: Findings 5 and 6 are strategic/positioning findings that amplify Findings 1–4 when addressed. Their revenue impact is captured within the other estimates.

PRIORITIZED FIX LIST

Ranked by: (Revenue Impact × Speed to Implement)

- 1. Build — \$2.2M–\$8.4M
impact — 4–6 weeks
- . Elevate XXXXXX — \$500K–\$1.5M impact — 1–
2 weeks
- 3. Launch — \$120K–\$300K impact — 1–2
weeks
- 4. Replace — \$90K–\$300K impact
— 1 day
- 5. Build — \$1.35M–\$1.8M impact
— 4–8 weeks

RECOMMENDED NEXT STEPS

Tier 2 — Offer & Conversion Overhaul: Addresses Findings 1, 3, and 6.

Tier 3 — AI Implementation:

Quick wins you can do this week:

Monday:

Tuesday:

Wednesday:

AUDIT CONFIDENCE

Finding	Confidence	Basis
F1: Growth Bottleneck	HIGH	
F2: Lead Leakage	HIGH	
F3: Conversion Failure	HIGH	
F4: Margin Bleeds	MEDIUM	
F5: Buyer Psychology	HIGH	
F6: Competitive Position	HIGH	

Overall confidence: HIGH

Contact: Gene Malfetano +1 (914) 263-6140

CEO, Rocket Business Solutions

gene@rocketbizsolutions.com

