

• HEALTHCARE MARKETING & AI AUTOMATION

The marketing partner built exclusively for healthcare practices. •

Advertising, automation and landing pages that work as one system, built around a single outcome: booked appointments.

SERVING

US, Europe, Middle East

COMPLIANCE

HIPAA-aligned. GDPR-compliant.

WEBSITE

gritsolhealth.com

Healthcare marketing requires more than marketing skill.

Most agencies treat a clinic the same way they treat a retail store. That approach fails in healthcare, where patient trust, data privacy and regulatory compliance are not optional.

GritSol Health is built specifically for medical practices. Every campaign, every automation and every piece of tracking we build respects HIPAA in the US and GDPR in Europe, because your patients' trust in you depends on it.

WHERE MOST CLINICS LOSE PATIENTS

01

Leads wait hours for a reply

A patient fills out a form and books somewhere else before anyone calls back.

02

Ads run blind

Money is spent without knowing which ad actually led to a booked appointment.

03

Follow-ups never happen

Busy front desks cannot chase every lead, so interested patients go cold.

These are not small gaps. They are the difference between a full schedule and an empty one.



Patient trust



Data privacy



Regulatory
compliance

A complete system built around one outcome: booked appointments.



Patient searches

Meta, Google,
YouTube



Lands on your page

Built to convert



Instant follow-up

Inside your CRM



Appointment booked

On your calendar

01

Strategic advertising

Campaigns planned around how patients actually search for and choose a healthcare provider.

Meta, Google and YouTube ads
Ad creative and copywriting
Pixel, CAPI and conversion tracking

02

Intelligent follow-up automation

Every lead is engaged instantly, inside the systems you already use, so no patient is left waiting.

Built inside your existing CRM
Instant replies by email, SMS or WhatsApp
Reminders that reduce no-shows

03

Conversion-focused landing pages

Every campaign leads to a page engineered to turn interest into a booked appointment, not just a click.

Page design and copy
Built for each campaign and service
Tested and improved every month

04

Professional content production

Patient-facing video that looks professional while taking almost none of your time.

Video scripts written for you
Recorded on your phone in minutes
Professional editing by our team

No lock-in. Full transparency.

You should never lose what you paid to build. Here is exactly who owns what, from day one.

GRITSOL HEALTH

What we own and manage

- Ad campaigns, creative and copy
- Landing pages and tracking setup
- Automations built inside your systems
- Script writing and video editing
- Weekly reporting and optimization

YOUR PRACTICE

What you keep

- ✓ Your existing CRM and patient data
- ✓ Full ownership of your ad accounts
- ✓ Your ad budget, paid directly to the platforms
- ✓ No lock-in and no forced CRM migration

ALL WE NEED FROM YOU

Ad account access

Partner access to your Meta, Google or YouTube accounts.

CRM access

So we can build follow-up inside the system you already use.

A few short videos

Recorded on your phone from our scripts. We handle the rest.

Results, not promises.

We do not ask clinics to take our word for it. Every case study that follows shows real numbers from real practices.

88%

lower cost per booking
in 6 weeks, MVM Health

340

bookings on \$30,637 of
spend, Radiant Beauty
& Health

7 in 10

leads now respond, up
from 2 in 10, Medi-
Weightloss

NO.	CLIENT	SPECIALTY	HEADLINE RESULT
01	Radiant Beauty & Health	Medical aesthetics	\$27 to \$45 per booking
02	MVM Health	Pain management	\$532 → \$63 per booking
03	Medi-Weightloss	Medical weight loss	\$18 per booked lead
04	La Frontera Dental	Dental	\$78 → \$26 per lead
05	Patient Influx System 2.0	Healthcare software	\$321 → \$129 per demo

WHAT EVERY RESULT HAD IN COMMON

Tracking first

CAPI, match quality and CRM events fixed before spend goes up.

Funnels over lead forms

Landing pages bring fewer tire-kickers and more real patients.

One team owns it all

Creative, pages and reporting, working as one system.

Radiant Beauty & Health

A 7-location medical aesthetics group. We fixed tracking so Meta could learn, then scaled bookings on a fixed budget.

340

bookings on \$30,637 of ad spend

SPECIALTY	LOCATIONS	BUDGET	CHANNEL
Medical aesthetics	7 in NY, CT and CA	\$30k to \$45k / mo	Meta

The challenge

Cost per booking was very high. Meta optimized for the deposit step, so it had almost no data to learn from. The pixel was off for HIPAA, and only about 30% of booked patients showed up.

What we built

- CAPI rebuilt in GoHighLevel: Lead on form submit, Schedule on booking
- 31 ad sets launched in stages, with copy rewritten for Meta's medical ad rules
- Show-up system: double-stacked slots and calls 48 hours before each visit

Cost per booking, best ad sets

\$27 to \$45

Net revenue from Meta, one month

69% (\$44,190)

Upsells, same month

\$19,880

THE KEY MOVE

Moving Meta's optimization from the deposit step to the self-booking event, so the algorithm finally had real bookings to learn from.

radiantbeautyandhealth.com

MVM Health

A pain management practice that started with no plan and no system. We built both, then cut the cost of every booking.

88%

lower cost per booking
in 6 weeks

SPECIALTY

Pain management

LOCATION

United States

TIMEFRAME

6 weeks

CHANNEL

Meta

The challenge

The practice had no marketing plan and no system in place. Native lead forms brought in poor-quality patients, and cost per lead was high.

What we built

- A full plan, walked through with the client step by step
- Ads for local pain services, sent to a landing page instead of lead forms
- Event Match Quality raised to 8.3 on the appointment scheduled event

Cost per booking

\$532 → \$63

Event Match Quality

8.3 / 10

Lead quality

Higher

THE KEY MOVE

Replacing native lead forms with a landing page. Fewer casual sign-ups, more patients who actually booked.

mvmhealth.com

Medi-Weightloss

A three-location medical weight loss clinic. We turned leads who never answered into patients who book and show up.

\$18

per booked lead, at its lowest

SPECIALTY

Medical weight loss

LOCATIONS

3 in Connecticut

SERVICES

GLP-1 programs

CHANNELS

Meta, Google

The challenge

The account ran on lead forms and struggled with lead quality and show-up rates. 8 out of every 10 leads never responded.

What we built

- Account rebuilt using lessons from our earlier healthcare work
- Proper tracking set up before scaling spend
- Better lead filtering and faster follow-up

Leads who respond, out of 10

2 → 7

Non-response rate

80% → 30%

Lead quality and show-ups

Both up

THE KEY MOVE

Tracking and lead filtering first, so ad spend went to people who were ready to book.

medi-weightloss.com

La Frontera Dental

A dental practice with low lead volume and no tracking. We built the system behind the ads, then let the numbers speak.

67%

lower cost per lead

SPECIALTY

Dental

LOCATION

United States

SETUP

CRM, CAPI, funnel

CHANNEL

Meta

The challenge

Lead volume was low. The practice ran Facebook lead forms with no tracking behind them, and each lead cost \$78.

What we built

- A CRM set up with automated follow-up workflows
- CAPI installed for clean conversion data
- Video scripts for the team to record, run through a funnel instead of lead forms

Cost per lead

\$78 → \$26

Lead volume

Increased

Lead quality

Qualified

THE KEY MOVE

Video from the practice's own team, sent through a tracked funnel so every lead could be followed up automatically.

lafrontera.com

Patient Influx System 2.0

CRM software built for healthcare businesses, selling to a very niche audience. We cut the cost of every demo booked.

60%

lower cost per demo booked

INDUSTRY	AUDIENCE	PRICE POINT	CHANNEL
Healthcare software	Healthcare businesses	From \$400 / mo	Meta

The challenge

A very narrow audience made every demo expensive. At \$321 per demo, the numbers did not work for a product starting at \$400 a month.

What we built

- Pixel and tracking fixed
- A high volume of creatives produced and tested
- Budget shifted to video, the clear winner

Cost per demo

\$321 → \$129

Winning format

Video

New sign-ups

Consistent

THE KEY MOVE

Letting testing decide. Video beat every other format, so the budget followed it.

Everything included. One monthly fee.

Hired separately, these services typically cost over \$4,000 a month. With GritSol Health, they come as one managed system.

WHAT IS INCLUDED	TYPICAL MONTHLY COST
Paid ads management (Meta, Google, YouTube)	\$1,000
Ad creative design	\$500
Ad copywriting	\$300
Video scripting and editing	\$600
Landing page design, copy and optimization	\$500
Tracking setup (Pixel, CAPI, Google Tag)	\$300
CRM automation build and management	\$600
Weekly reporting and strategy calls	\$300
Total if hired separately	\$4,100 / month

GRITSOL HEALTH

\$1,350

/ month

You save \$2,750 every month

Everything above, managed as one system.

Ad spend is paid directly by you to Meta, Google or YouTube and is not included in the monthly fee. Typical costs reflect common freelance and agency rates for each service.

A clear path from first call to full patient pipeline.

01

Strategy call

We assess your practice, your current patient acquisition gaps and your goals.

02

System build

We build your campaigns, automations and landing pages around a single objective: booked appointments at the lowest possible cost.

03

Managed growth

We manage, report and optimize continuously, with full transparency on performance every week.

Weekly report

Cost per booked appointment, in plain language.

Monthly strategy call

What worked, what changes next and why.

Ongoing optimization

Fresh creative and automation tweaks as data comes in.

Built to protect your practice and your patients



HIPAA-aligned (US)

Every system follows HIPAA guidelines. Patient data is never mishandled.



GDPR-compliant (Europe)

Privacy is designed in as a requirement, not an afterthought.



We never work with competitors

One practice per specialty in your area, only you.



Healthcare ad policy experts

We know Meta and Google health ad rules, so your accounts stay safe.



Ready for more booked appointments?

Book a free 30-minute strategy call. No pressure, just a clear look at what this could do for your practice.

Book a free strategy call →

meet.brevo.com/gritsol-free-strategy-call

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GritSol | Health

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