# Canada Healthcare Marketing Readiness Worksheet

A practical pre-engagement checklist for clinics, doctors and healthcare groups. Mark each item as Confirmed, Needs work or Not applicable. This worksheet is not a legal certification.

## 01. Service and location

We can list the actual services, location(s), provider(s) and appointment capacity we are willing to promote.

[ ] Confirmed [ ] Needs work [ ] N/A Owner: _____

## 02. Search intent

We understand the questions patients ask for each priority service and community.

[ ] Confirmed [ ] Needs work [ ] N/A Owner: _____

## 03. Page accuracy

Service pages accurately describe eligible care, clinician credentials and the next step.

[ ] Confirmed [ ] Needs work [ ] N/A Owner: _____

## 04. French-language readiness

We have considered Quebec obligations and the actual language needs of each target community.

[ ] Confirmed [ ] Needs work [ ] N/A Owner: _____

## 05. Local discovery

Genuine clinic addresses, categories, hours, practitioner information and contacts are consistent.

[ ] Confirmed [ ] Needs work [ ] N/A Owner: _____

## 06. Healthcare ads

Any paid campaign has checked service eligibility, claims, professional rules and landing pages.

[ ] Confirmed [ ] Needs work [ ] N/A Owner: _____

# Readiness checklist - continued

## 07. Privacy mapping

We know what our analytics, advertising tags, inquiry forms and vendors collect or transmit.

[ ] Confirmed [ ] Needs work [ ] N/A Owner: _____

## 08. Commercial messages

We have examined the purpose, consent records, sender ID and unsubscribe requirements for outreach.

[ ] Confirmed [ ] Needs work [ ] N/A Owner: _____

## 09. Reception operations

Calls, forms and appointment requests reach the right location and trained person.

[ ] Confirmed [ ] Needs work [ ] N/A Owner: _____

## 10. Measurement

We distinguish website visits, qualified inquiries, bookings and attended appointments.

[ ] Confirmed [ ] Needs work [ ] N/A Owner: _____

## 11. Account ownership

The organization can access and control its website, analytics, ad accounts and practice listings.

[ ] Confirmed [ ] Needs work [ ] N/A Owner: _____

## 12. Approval owner

We have an identified clinical or legal owner for sensitive content and privacy decisions.

[ ] Confirmed [ ] Needs work [ ] N/A Owner: _____

## Priority decisions

Most important confirmed problem: _____

First action and owner: _____

What evidence will confirm improvement? _____

Target review date: _____