UK Healthcare Marketing Readiness Checklist

A practical, non-scoring worksheet for private clinics, hospitals and healthcare groups. Complete internally; do not include patient-identifiable information.

Service and audience

[ ] Confirm which services, locations and appointment types are active

[ ] Verify eligibility for private consultations, referrals and virtual care

[ ] Identify the actual UK catchment and practitioner or facility owner

[ ] Check named clinician credentials and clinical content responsibility

Search and local discovery

[ ] Audit main service and real-location pages for clarity and indexing

[ ] Verify Google Business Profile eligibility and the actual premises

[ ] Identify local searches by service, city and appointment intent

[ ] Avoid duplicate city pages for services or sites that do not exist

Clinical content and advertising

[ ] Review treatment indications, risks and clinical claims with authorised staff

[ ] Check CAP/ASA requirements and any specialty-specific restrictions

[ ] Check Google Ads eligibility and certification for proposed services

[ ] Confirm publication permissions for patient stories and images

Immediate blockers or facts to verify: _____

Responsible owner: _____ Decision date: _____

Patient Enquiry & Measurement Review

Check the patient journey and record one clear next action. Use organisational evidence, never invented forecast values.

Patient website journey

[ ] Mobile service descriptions and contact options are readable

[ ] Prices, referral rules, clinician availability and locations are accurate

[ ] Enquiry routes reach the right trained staff

[ ] Accessibility and urgent-care information are appropriate

Privacy and tracking

[ ] Document UK GDPR/PECR storage and access technologies

[ ] Identify legal basis and Article 9 condition when special-category data are processed

[ ] Review any ad tags or third-party data destinations

[ ] Check consent, exceptions and preference controls with authorised advisers

Reporting and next step

[ ] Agree what constitutes a qualified enquiry

[ ] Separate inquiries, bookings and attended visits

[ ] Account for patient capacity and referral restrictions

[ ] Choose one useful fix and assign an owner/retest date

First action: _____

Owner: _____ Evidence to review: _____ Retest date: _____

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