US Healthcare Marketing Readiness Checklist

Use this worksheet to identify evidence, approvals and operational questions before investing in healthcare search, paid media or website changes. It is an assessment aid, not a legal compliance certificate or patient-acquisition forecast.

Service and geography

[ ] Our top clinical services are verified as currently offered.

[ ] We have a current list of genuine facility addresses, phone numbers and hours.

[ ] We know which states, cities and travel areas correspond to those services.

[ ] A named internal contact can verify insurance and appointment information.

Search and patient experience

[ ] Each priority service has a useful patient-facing landing page.

[ ] Eligible business listings describe actual operational locations.

[ ] Mobile calls, appointment requests and directions are tested.

[ ] Our website explains provider credentials and genuine service availability.

Privacy and clinical governance

[ ] Our team has checked what analytics and third-party tools collect.

[ ] Clinical claims and endorsements have a documented approval owner.

[ ] Relevant state board and platform advertising rules have been reviewed.

[ ] Accessibility, language needs and secure contact routing are considered.

Measurement and next actions

[ ] We distinguish clicks from qualified inquiries and bookings.

[ ] A reporting owner has access to approved analytics and conversion evidence.

[ ] We have a realistic budget and service-line or location priority.

[ ] We know which decisions require legal, clinical or privacy approval.

First three actions and owner

Priority	Action / evidence required	Owner / review date
1	_____	_____
2	_____	_____
3	_____	_____

Source references: HHS.gov HIPAA online tracking guidance; FTC health-product claims guidance; Google Business Profile guidelines; Google Ads healthcare policy. Check current applicable federal and state requirements for the specific organization.