LONGEVITY
CLINIC MARKETING.COM

The Longevity Clinic Playbook

EVERY PATIENT COUNTS

How to answer every patient, earn honest reviews and bring past patients back, without adding staff

The step-by-step plan for clinics that care about their patients

7 FIXES • 90 DAYS

Scripts you can copy · **Checklists** for your team · **Rules** that keep you safe

From the team at Longevity Clinic Marketing and Spannr, the longevity clinic directory

START HERE

Your patients already trust you. Make sure the next ones can find you.

You got into longevity medicine to help people live longer and better. This playbook is about the part nobody trained you for: making sure every person who reaches out actually gets taken care of.

Our team works only with longevity, hormone and precision health clinics. We also run Spannr, the longevity clinic directory, so we see how clinics across the country show up online, and what the busy ones do differently.

Here's the pattern we see again and again. Most clinics don't have a demand problem. They have a **follow-through** problem. A call goes to voicemail at 6:15 PM. A web form waits until Monday. A happy patient never gets asked for a review. A patient you helped two years ago never hears from you again. None of that is anyone's fault. It's just what happens when a great team is busy taking care of the people in front of them.

The good news: every one of those leaks has a simple fix. This playbook walks you through all seven, in the order we'd do them.

What's inside

1 **Answer every patient**
2 **Get found on Google**
3 **Earn honest reviews**
4 **Reply without risking HIPAA**
5 **Show your patients' stories**
6 **Bring past patients back**
7 **Know your numbers**
✓ **Your 90-day plan**

How to use it

- **Read it once, all the way through.** It takes about 20 minutes.
- **Hand each part to the right person.** Your front desk owns Parts 1, 3 and 4. Your manager owns 2, 6 and 7.
- **Follow the 90-day plan on page 10.** One month at a time. Don't try to do it all this week.

This playbook is marketing education, not legal or medical advice. Rules change, and every state is different, so check anything about privacy, consent or advertising with your own attorney or compliance lead.

PART 1

01

Answer every patient, day or night.

The most expensive moment in your clinic is a ringing phone nobody can pick up. That caller wanted your help, and most of them won't try twice.

15%
of callers leave a voicemail when nobody answers. The rest just hang up.
Quo, analysis of 18M+ missed calls

48%
of online appointments are booked between 5 PM and 9 AM, when most front desks are closed.
Zocdoc booking data

35%
of callers to medical practices weren't likely to come back after that first call.
MGMA, 1,875 mystery-shopper calls

Speed matters just as much. Harvard Business Review found businesses that reached out within an hour were about **7 times** as likely to have a real conversation with a lead as those that waited longer. And calling back tomorrow often doesn't work: Pew Research found **8 in 10** Americans don't answer calls from unknown numbers.

The fix

- [ ] **Turn on missed-call text-back.** Any call your team can't get to gets a friendly text in seconds, with a way to book.
- [ ] **Cover after hours, lunch and busy lines.** An AI front desk or answering service that can actually book, not just take a message.
- [ ] **Reply to every web form in under 5 minutes,** nights and weekends included. A real reply with a booking link, not "we got your message."
- [ ] **Call your own clinic at 6 PM tonight.** Hear exactly what a new patient hears. Then fix it.

MISSED-CALL TEXT, COPY AND PASTE

Hi, this is [Clinic Name]. Sorry we missed your call. We'd love to help. Reply here with your question, or grab a time that works for you: [booking link]

WEB FORM REPLY, WITHIN 5 MINUTES

Hi [First Name], thanks for reaching out to [Clinic Name]. Our team got your message. Here's a link to book a time that works for you: [booking link]. Or just reply here with any questions.

Only text people who reached out to you or agreed to hear from you by text, and always include a way to opt out. Never put health details in a text.

PART 2

02

Get found by the people already looking for you.

When someone searches "hormone therapy near me" or "longevity clinic near me," your Google Business Profile is the first thing they see, often before your website.

At one longevity clinic we work with, finishing a half-done Google profile took calls from Google from **8 to 57 a month** in three months. Same clinic, same doctors. People could just finally find them.

Your Google Business Profile checklist

- ☐ **Primary category** that matches your main service, plus every secondary category that fits.
- ☐ **Every service listed**, with a short plain-English description of each.
- ☐ **A description** that says who you help and how, in your patients' words. Use most of the 750 characters.
- ☐ **Hours that are right**, including holidays.
- ☐ **Booking link and chat** turned on, so people can act right from Google.
- ☐ **Real photos**: your team, your space, your front door, your parking. Add a few new ones every month.
- ☐ **A post every week**: an event, a new service, a seasonal tip.
- ☐ **Same name, address and phone** everywhere: your website, Healthgrades, Spannr and every other directory.
- ☐ **Your website's location pages** link to the profile, and the profile links back.
- ☐ **Search your service plus "near me"** on your phone. Note where you show up, and check again monthly.

WHY IT MATTERS MORE EVERY YEAR

In rater8's 2026 survey, **47%** of patients said they've used AI tools like ChatGPT to research providers. Those tools pull from your Google profile, your reviews and directories like Spannr. If your information is thin or doesn't match across sites, AI can't recommend you with confidence.

One rule

Keep it honest. Use your real business name with no keywords stuffed in, list only services you actually offer, and use real photos. Google suspends profiles that cut corners, and getting reinstated can take weeks.

PART 3

03

Earn honest reviews, from every patient.

Your happiest patients are your best marketing. Most would gladly leave a review. They just never get asked.

75%
of patients won't book with a provider rated under 4 stars. 44% won't go under 4.5.
rater8 2026 Patient Choice Report

55%
have walked away from a provider because of what they read in online reviews.
rater8 2026 Patient Choice Report

68%
say they'd likely leave a review if their own doctor asked.
rater8 2026 Patient Choice Report

The system

- [ ] **Ask every patient, every time,** not just the ones you think are happy. Google requires it, and it's the honest way.
- [ ] **Ask at the right moment:** by text or email 1 to 2 hours after the visit, with one friendly reminder 3 days later. Then stop.
- [ ] **Make it one tap.** Send the direct link to your Google review form, not your homepage.
- [ ] **Give everyone a private feedback option too,** right next to the Google link, so you hear about problems fast.

REVIEW REQUEST, TEXT OR EMAIL

Hi [First Name], thanks for coming in today. If you have a minute, we'd really value an honest review. It helps other people find care like yours: [Google review link]. Want to tell us something privately instead? You can do that here: [feedback link].

AT CHECKOUT, FRONT DESK

"It was great seeing you today. We'll send you a quick text later asking how we did. Honest feedback really helps us, and it helps other people find us."

Never do these. They can get reviews removed.

- ✕ **Review gating:** sending only happy patients to Google.
- ✕ **Incentives** of any kind: discounts, gift cards, drawings.
- ✕ **Staff, family or self reviews.**
- ✕ **Asking for "5 stars"** or telling people what to write.

PART 4

04

Reply to every review, without risking HIPAA.

Replies matter. In rater8's 2026 survey, 66% of patients said seeing a provider respond to reviews affects whether they trust them. But a reply is also where well-meaning clinics get into real trouble.

A REAL CASE

In 2022, a California dental practice paid **$23,000** to settle with the HHS Office for Civil Rights after replying to online reviews with patients' names, treatment and insurance details. The patients had posted the reviews themselves. Replying with their information was still a HIPAA violation.

The golden rules

- ☐ **Never confirm someone is a patient.** Not even "thanks for visiting us." Speak about your clinic, not about them.
- ☐ **Never mention a treatment, visit, date, result or detail,** even if the reviewer mentioned it first.
- ☐ **Reply to every review within 2 business days,** good or bad.
- ☐ **Take problems offline.** Invite them to call your practice manager directly.
- ☐ **Never argue, and never threaten.** Pressuring someone to remove a review can also break the FTC's review rules.

POSITIVE REVIEW REPLY

Thank you so much for taking the time to share this. Our whole team works hard to make every visit feel personal, and kind words like these mean a lot to us.

NEGATIVE REVIEW REPLY

Thank you for your feedback. We take every concern seriously and would like the chance to make this right. Please call our practice manager, [Name], at [phone] so we can talk directly.

NEUTRAL OR UNCLEAR REVIEW REPLY

Thanks for sharing your thoughts. We're always working to improve, and we'd welcome the chance to hear more. You can reach our team anytime at [phone].

Notice what's missing: no names, no "your visit," no "your treatment," no "we're sorry you didn't see results." That's on purpose. When in doubt, say less.

PART 5

05

Show your patients' stories, the right way.

A new patient choosing a longevity clinic is making a big decision. Real stories from people like them make it easier to say yes.

Where to share reviews

- [ ] **Your website:** a reviews section on your homepage and on each service page.
- [ ] **Your Google profile:** it already shows them. Keep the flow of new ones steady.
- [ ] **Email and social:** a short quote now and then, in your newsletter or posts.
- [ ] **In the clinic:** a framed note or screen in the waiting room.

Before you use a patient's words, name, face or story

- [ ] **Get written permission first.** For patients, that usually means a signed HIPAA authorization. Ask your compliance lead for the right form.
- [ ] **Show reviews honestly.** Don't hide bad ones or present only the best as if they're all you get. The FTC's review rule covers that.
- [ ] **Keep results real.** No before-and-after claims you can't back up, and add "results vary" where it applies.

The 3-question video testimonial

Ask a long-time patient who loves your clinic if they'd record 60 to 90 seconds on their phone, or with you after a visit. Get their written permission first. Then just ask:

- "What was going on before you found us?"
- "What's it like working with our team?"
- "What would you tell a friend who's thinking about it?"

Good light, a quiet room and a phone held sideways are all you need. Real beats polished every time.

PART 6

06

Bring past patients back, personally.

Your patient list is full of people who trusted you once and then life got busy. A personal check-in is often all it takes, and it's care, not a sales pitch.

Keeping patients is worth more than you think. Research from Bain & Company, published in Harvard Business Review, found that raising customer retention by just 5% can lift profits by 25% to 95%.

Who to reach out to

- [ ] **Patients who haven't booked in 6+ months.**
- [ ] **People who inquired but never booked,** in the last 12 months.
- [ ] **Members who paused** or didn't renew.

The 3-touch check-in

WHEN	CHANNEL	MESSAGE
Day 1	Email	Hi [First Name], it's [Doctor Name] at [Clinic Name]. It's been a while and we've been thinking about you. We'd love to see how you're doing. Here's a link to book a time: [booking link].
Day 4	Text, if they opted in	Hi [First Name], it's [Clinic Name]. Just checking in. If now's a good time to reconnect, you can book here: [link]. Reply STOP to opt out.
Day 10	Email	Share one helpful thing: a new service, an educational article or an event. End with an open door: "We're here whenever you're ready."

- [ ] **Stop the moment they reply, book or opt out.** Nobody likes being chased.
- [ ] **Keep health details out of texts and emails.** "Checking in" works. "Time for your next hormone panel" doesn't.
- [ ] **Track every booking back to the message that caused it,** so you know what's working.

PART 7

07

Know your numbers, in 10 minutes a week.

You can't fix what you can't see. Fill this in every Monday, or have your manager do it. After a month, you'll know exactly where patients slip away.

WEEKLY SCORECARD	GOAL	WK 1	WK 2	WK 3	WK 4
Missed calls From your phone system	Going down				
Missed calls that got a text back	100%				
Average reply time to web forms	Under 5 min				
New inquiries Calls, forms, chats	Going up				
Consults booked And where each one came from	Going up				
Review requests sent	Every patient				
New Google reviews	3 to 5+				
Google star rating	4.5+				
Past patients rebooked	Going up				

The one question to ask about every number

"Where did this patient come from, and how fast did we answer?" When your team can answer that for every booked consult, you'll stop guessing about marketing and start doing more of what works.

YOUR 90-DAY PLAN

One month at a time.

Don't do it all this week. Each month builds on the last. Check things off as you go.

1 Month 1: Stop the leaks

- [ ] Call your own clinic after hours and fill out your own web form. Write down what happens.
- [ ] Turn on missed-call text-back and after-hours coverage that can book.
- [ ] Set a 5-minute reply standard for web forms, nights and weekends included.
- [ ] Finish every part of your Google Business Profile (Part 2 checklist).
- [ ] Start the weekly scorecard (Part 7).

2 Month 2: Build trust

- [ ] Start asking every patient for a review, automatically, 1 to 2 hours after each visit.
- [ ] Train your front desk on the checkout script and the reply rules (Parts 3 and 4).
- [ ] Reply to every existing review you haven't answered yet, using the templates.
- [ ] Fix your name, address and phone on every directory so they match.

3 Month 3: Bring them back

- [ ] Pull your list of patients who haven't booked in 6+ months and start the 3-touch check-in (Part 6).
- [ ] Add reviews to your website and record your first video testimonial, with written permission.
- [ ] Post on your Google profile every week.
- [ ] Look at 3 months of scorecards. Double down on what's working.

QUICK REFERENCE

The rules, on one page.

Pin this up next to your front desk. It's the short version of what keeps your clinic, your reviews and your patients safe.

RULE	WHAT IT MEANS FOR YOU
Google review policy	Ask every patient the same way. No incentives of any kind for reviews. Don't discourage negative reviews or only ask happy patients. Don't review yourself or ask staff to.
FTC Consumer Review Rule In effect since Oct. 21, 2024	No fake reviews. No incentives tied to positive (or negative) reviews. Don't suppress negative reviews or use threats or intimidation to get one removed. Don't present only your best reviews as if they're all of them.
HIPAA	Never confirm someone is a patient or share any health details in public replies, posts or ads. Get written authorization before using a patient's name, photo or story.
Texting consent	Only text people who reached out to you or agreed to get texts, include opt-out instructions, and honor STOP right away. Marketing texts need written consent.

Sources

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LONGEVITY
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WANT OUR TEAM TO DO THIS FOR YOU?

Find the patients your clinic is losing. Then win them back.

Book a Revenue Leak Review. Our team looks at how patients reach you, how fast they hear back, what your reviews tell them and how many past patients never came back. Then we hand you your top 3 fixes, ranked by what they're worth.

Yours to keep, whether we work together or not.

Get My Top 3 Fixes

longevityclinicmarketing.com/book-a-call

Who you'd be working with

Longevity Clinic Marketing is built only for longevity, hormone and precision health clinics. Our founder, Brent Wallace, has 25 years in marketing strategy, runs Spannr, the longevity clinic directory, and hosts The Longevity Loop podcast. He's also a longevity health coach who lives the protocols your patients pay for, so our team speaks your patients' language.