

BY
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Proposal.

PATIENT GROWTH STRATEGY



CARDBOARD CREATIVE



CARDBOARD CREATIVE

INTRODUCTION

Hello.

We specialise in all things digital, whether its web design, digital marketing or content creation. By engaging our team we produce framework solutions for organisations and businesses to help manage, maintain and grow them for the future. It is our aim to partner with all our clients, becoming their facilitator for change in this digital first world.



INTRODUCTION

Leader Greeting.



A CREATIVE COLLECTIVE

Thank you for looking at Patient Growth. We built this service because many good GP surgeries are not being seen. They provide excellent care but are missed online. At the same time, other practices get more attention because they have invested in marketing. That should not be the case.

Healthcare marketing has changed. It is no longer about being loud or clever. It is about trust, access, and timing. We help your practice get found by people who are ready to register. We focus on what works. Search, local presence, and strong content built around real insight.

Our team is diverse in skill. We bring together people with backgrounds in content, advertising, digital strategy, and local community marketing. That mix gives us an edge. It means we think wider, move faster, and build campaigns that are both creative and measured.



01.

Patient Growth.



PATIENT GROWTH SERVICE

What is Included

Patient Growth is a simple, done for you marketing service designed to help GP surgeries increase patient registrations, improve local visibility, and build trust with your community, all without adding extra admin to your team.

We ensure compliance with NHS marketing guidelines to create a direct coherent marketing strategy so that your practise has the strongest awareness in your area.



Google Business Profile Management

We maintain and optimise your GMB listing with updated services, accurate contact details, branded photos, and location keywords; ensuring your practice appears prominently when patients search for a local GP.

Social Media Management

We create and schedule weekly content for your practice's Facebook and Instagram channels. Posts include NHS campaign support, practice updates, health awareness days, and localised messaging to increase engagement.

Search and Map Advertising


We run targeted Google Ads focused on "GP near me" and postcode-based search terms. Campaigns are reviewed bi-weekly for performance and refined based on real-time data.

Reporting and Insights

Each month, you receive a performance report with visibility stats, ad performance, registration trends, and engagement metrics. We use this to adjust and improve the strategy over time.

NHS Alignment

We align your marketing content with key NHS campaigns (e.g. flu season, cancer awareness) to stay relevant and deliver consistent public health messaging in line with national guidance.



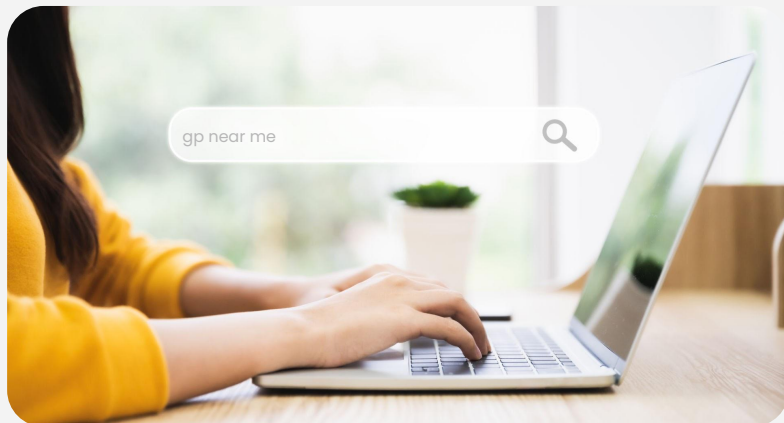
PATIENT GROWTH

Why it Works

BECAUSE IT'S BUILT FOR HOW PATIENTS ACTUALLY SEARCH

Most patients looking for a GP don't go to NHS.uk first — they go to Google. They search phrases like “GP near me” or look on Google Maps. If your surgery doesn't appear near the top, you're missing opportunities every day.

We optimise your Google presence to make sure you appear when and where patients are searching.



BECAUSE VISIBILITY BUILDS TRUST

An up-to-date Google profile with real reviews, photos, and service info creates trust before the patient even walks in. We manage this for you so your listing looks professional, responsive, and NHS-relevant helping patients choose you with confidence.

BECAUSE COMMUNITY CONTENT DRIVES ENGAGEMENT

Patients want to feel part of a local, caring practice, not just a name on a list. Our social media strategy helps you build community connection by sharing:

- Health awareness tips
- Surgery updates
- Seasonal NHS campaign content
- Behind-the-scenes glimpses of your team.

BECAUSE PERFORMANCE ADS DELIVER MEASURABLE GROWTH

We don't waste budget on vague marketing. Our targeted Google Search and Map ads are:

- Geo-focused within your catchment area
- Designed to capture people *ready to register*
- Fully measurable: we track clicks, conversions, and costs

This means you get direct results, not just impressions.

BECAUSE IT'S HANDS-OFF FOR YOU

We know surgeries are busy and stretched. Our system is designed to require very little input from your team. We handle the strategy, content, updates, and reporting; so you can focus on patient care while your practice grows in the background.



CARDBOARD CREATIVE

CASE STUDY

What we can achieve

Over the past 12 months, we've partnered with Wembley Park Drive Medical Centre to implement our full Patient Growth framework – combining local search optimisation, targeted advertising, and a consistent social media strategy. The results have been transformative. Here's a snapshot of the measurable impact we've delivered in just one year.

5.5x

GROWTH

Wembley Park Medical Centre saw a growth of 6600 patients from april '24 to '25 compared to 1,200 from the year before.

Our hyperlocal search ads and GMB visibility campaign drastically improved the new patient flow.

GOOGLE MAPS VISIBILITY INCREASE

430%

Profile views surged through daily optimisation and keyword-focused targeting.

Consistency in GMB Photo Updates, NHS Keywords, review replies. The CQC guidance is clear on reviews and ensuring consistent response is part of our package.

SOCIAL MEDIA ENGAGEMENT UP

6x

Monthly content plan helped connect with the local community.

Consistent posting ensures good brand recollection for new potential patients, it keeps your core community informed and gives a great opportunity to share the core NHS messaging through a third party platform.

PAID SEARCH CTR

8.1%

Our ads on Google Search and Maps hit an average click-through rate of 8.1%. That's almost three times the healthcare average of 2 to 3%.

We focused on postcode targeting, used simple NHS-style language, and refined weekly based on what worked.

CASE STUDY

Patient Registration Trends

We compared the patient registration growth of local GP practices over a 13-month period, from April 2024 to May 2025. While most practices saw minimal change or decline, Wembley Park GP recorded a significant increase of 5,479 new patients, growing by 31%. This outperformance highlights the measurable impact of the Patient Growth marketing framework in a real-world, competitive environment.

| Practice | Start (Apr 2024) | End (May 2025) | Growth Multiplier | Total Change |
|---------------------------|------------------|----------------|-------------------|--------------|
| Wembley Park GP | 17632 | 23111 | + 30% | + 5479 |
| Pathfinder | 91724 | 91230 | - 1% | - 494 |
| The Law Group | 17025 | 16976 | 0% | - 49 |
| The Wembley Practice | 17494 | 16036 | - 8% | - 1458 |
| Premiere Medical Centre | 14007 | 14799 | + 6% | + 792 |
| Harrow Road | 15264 | 15542 | + 2% | + 278 |
| Chalkhill Family Practice | 7343 | 7013 | - 4% | - 330 |



INVESTMENT

Your Investment.

The Patient Growth service is built around four essential areas that support sustained practice growth. Each component has been designed to improve patient acquisition, strengthen your digital presence, and maintain professional standards across all public-facing channels. The following overview outlines the core elements included in your monthly service.

AD CAMPAIGN SETUP

We build and manage hyperlocal Google Search and Map ad campaigns tailored to your practice's catchment area. This includes strategy, keyword research, ad copywriting, A/B testing, and monthly optimisation. Our aim is to maximise patient acquisition at the lowest possible cost per click.

SOCIAL MEDIA AND GOOGLE MY BUSINESS (GMB) PRESENCE

We take care of your practice's public facing digital presence including your Google Business Profile and social media channels (Facebook and Instagram). This includes profile updates, branded visuals, review prompts, and weekly posts aligned with NHS campaigns and local messages. It helps keep your practice discoverable, active, and trusted by your community.

COMMUNITY MANAGEMENT

We monitor and support your digital reputation by encouraging and responding to patient feedback where appropriate. We also track engagement across platforms and make adjustments based on what's working. This builds credibility and keeps your patient-facing communication consistent and professional according to CQC guidelines.

GOOGLE AD SPEND

This is the monthly media budget paid directly to Google. It funds the ad campaigns that drive new patient registrations. Spend levels are agreed with you in advance and adjusted depending on your growth targets and catchment size. We provide monthly reports to track performance and cost-efficiency.



INVESTMENT

Pricing Table.

We offer three simple options to suit practices at different stages of their growth journey. Whether you're looking to establish a digital presence, actively grow your patient list, or invest in long-term brand building, there's a package that fits. Most of our clients choose the **Core** package, it provides everything needed to attract new patients and stay visible, without adding pressure to your team.

ESSENTIALS

£1,450

- One time audit GMB Profile.
- 4 social media posts per month.
- Basic google ads setup.
- Monthly reporting of summary metrics.
- Google Ad budget not included.

CORE

£2,450

- Weekly updates, and photo scheduling of GMB.
- 8 posts per month on social media content
- Full campaign setup and monthly optimisation of Google Ads.
- £400 google ad spend per month included.
- Community management and light response.
- Monthly review call and performance report.
- Content and Strategy planning quarterly check in.

PLUS

£3,500

- All core features.
- Brand aligned SMM and GMB asset designs.
- Multi ad campaign setup on Google Ads + A/B testing.
- £600 google ad spend per month included.
- Full response community management and sentiment analysis.
- One full brand overhaul.
- Photo & Video capture session every 6 months





INVESTMENT

Additional Workstreams.

This details one-off payments for specialised tasks like creating brand guidelines, aimed at enhancing your brand consistency, engagement, and long-term growth.

All prices are quoted excluding VAT.



BRAND REJUVENATION

Starting at **£1,500**

Production of a dedicated brand guidelines inc. Logo Design, Font and colour Palette selection, art direction.

This brand guidelines will also include, application of the brand, potential branded apparel and stationary.

We recommend revisiting this work every 36 months.

PHOTO & VIDEO CONTENT

Starting at **£600**

Capture and curation of photos, videos and written copy. Available through our dedicated portal. This will create a bank of new collateral for the new digital footprint that aligns with the new art direction.

We recommend revisiting this work every 6-12 months.





ABOUT US

Why Choose Us?

We help GP surgeries grow by making them easier to find and more trusted online. Our service is built for NHS practices. It gets results, keeps things simple, and saves your team time. We know this decision matters. Here's why we believe we're the right partner.



PROVEN RESULTS IN GENERAL PRACTICE

We don't talk in theory. We talk in numbers. One of our client surgeries in North London grew by more than 5,000 patients in under 12 months.

The strategy worked because it focused on the right things; search visibility, clear messaging, and strong local engagement. The system is repeatable. You could be next.

MADE FOR SURGERIES

We've built this service around how practices operate. We understand the pressure on staff, the rules around patient communication, and the need for clarity and trust.

Nothing we do puts your reputation at risk. Everything is practical, safe, and aligned with NHS standards.

FULLY MANAGED, LOW EFFORT FOR YOUR TEAM

You don't need to manage us. We take ownership of the process from day one, building campaigns, writing posts, updating your Google profile, and sharing reports.

You'll get updates and reviews each month, but we won't need hand-holding. You stay focused on patients. We'll handle the rest.

STRAIGHTFORWARD, RELIABLE, AND ACCOUNTABLE

We believe in being easy to work with. You'll always know what's happening, what it's costing, and what results you're getting.

We agree targets, deliver on time, and keep the process clear. No vague reporting. No locked-in contracts beyond the agreed term. Just a focused service with clear outcomes.

Terms & Conditions

Commitment & Term

- The Patient Growth service has a minimum commitment of 3 months from the service start date.
- After the initial term, the agreement continues on a rolling monthly basis.
- Cancellation is permitted with 30 days' written notice after the 3-month term.
- Early cancellation within the initial 3 months will result in the full term being billed.

Payments

- Monthly invoices are issued in advance.
- Payment terms are 14 days from the date of invoice.
- Google Ad Spend is paid directly by the client or passed through at cost if managed by Cardboard Creative.

Service Scope

- The monthly fee covers all services listed in the pricing breakdown.
- Additional services not included in the core package may be quoted separately.
- Examples include website development, video production, or non-standard campaign work.

Reporting & Client Responsibilities

- A performance report will be provided each month.
- Monthly review calls will be booked in advance to discuss results, performance, and any required changes.
- Clients are expected to provide timely sign-off on content, posts, and campaign approvals to avoid delays.
- One nominated partner or manager must act as the main point of contact throughout the contract term to ensure consistent communication and efficient delivery.

Data Access & Privacy

- The client agrees to provide access to necessary accounts (Google Business, Ads, Social Media).
- Cardboard Creative complies with all relevant UK data protection laws, including UK GDPR.
- All data remains confidential and is used solely for the delivery of the agreed service.





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THANK YOU

Let's Box This Off.

Is it time to talk about the finer details?

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