



Dental Clinic Revenue Leak Checklist

Tick each statement that is true in your clinic today - not "we plan to." Every unticked box is a place where revenue you already earned quietly leaks away. Fillable: tick the boxes right in this PDF, or print it.

1 - Missed Calls & New Enquiries

- Every call is answered live - including lunch hours, evenings and Sundays
- Every missed call gets a call-back or WhatsApp reply the same day, logged
- WhatsApp / Instagram / website enquiries get a first reply within 5 minutes
- After-hours enquiries never wait until morning - someone owns them

2 - Lead Follow-Up

- Every enquiry from every channel lands in one list with a status
- "I'll think about it" triggers a planned follow-up sequence - not silence
- Follow-up messages are written per treatment (an implant lead is not a cleaning lead)
- We know last month's enquiry-to-booked conversion rate

3 - No-Shows & Appointments

- Every booking gets a confirmation and a day-before reminder
- Patients can reschedule in one reply - no phone-tag
- Every no-show gets a rebooking attempt within the same week
- Cancelled slots get refilled from a waitlist instead of sitting empty

4 - Recall & After-Treatment Care

- Patients due for recall are contacted every week - automatically, not "when free"
- Recall messages are personal ("Dr. recommends..."), never bulk promo blasts
- Treatment plans that stall get a follow-up within two weeks
- Every major treatment has a care plan: day-1 check-in, care tips, one-month review

5 - Dormant Patients

- We know exactly how many patients haven't visited in 12+ months
- Dormant patients get a genuine re-invitation at least every quarter
- Returning patients hear "your records are still here - no starting over"
- We stop after two unanswered touches - the patient list is never spammed

6 - Measurement

- Missed calls are counted weekly, straight from the phone log
- Enquiries-to-bookings is tracked weekly, per channel
- We know our average first-treatment value
- Ad spend is judged on booked patients - not on leads or clicks

Count your ticks. 20-24: a tight ship - growth spend will actually compound. · 12-19: real money is leaking every month; fix the leaks before buying more ads. · Under 12: your growth problem isn't marketing - it's leaks.

Want every unticked box measured, in rupees, for your clinic?

Free Revenue Leak Audit: aumai.co.in/growth-audit

More guides & calculators: aumai.co.in/growth

See the fix live - WhatsApp our demo clinic: +91 80071 89868