GrowAxis

GROWTH PLAYBOOK · HEALTHCARE

Digital marketing for clinics and doctors that fills the calendar. *Within the rules.*

GrowAxis runs digital marketing for clinics, doctors and healthcare companies in the UAE, Saudi Arabia and Egypt: SEO for the searches patients make, ads within the health advertising rules, booking pages, and follow-up so enquiries become appointments. It runs as GrowDigital, with GrowCX for patient messages, and is measured on booked patients rather than clicks.

GROWDIGITAL
Patients who book

GROWCX
Patient service

GROWAI
Bookings at any hour

GROWBD
B2B healthcare sales

A sample deployment of the four GrowAxis engines, not a client case study.

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Healthcare growth playbook

Built for clinics and healthcare companies that...

01

...get calls and messages that never become bookings

02

...need ads that follow health advertising rules

03

...want patients to find you when they search “near me”

The four engines in this sector

Digital marketing fills the calendar; the other engines make sure patients are answered, come back and refer others. Start with the one that closes your biggest leak.

GrowDigital	**Patients who book**	Cost per booked patient · Booked appointments
GrowCX	**Patient service**	First response time · CSAT · Reviews
GrowAI	**Bookings at any hour**	Bookings handled by AI · Hours saved a week
GrowBD	**B2B healthcare sales**	Pipeline value · Qualified meetings a month

How to use this playbook

1. Mark the leaks above that you recognise.
2. Read what each engine runs (page 3) and what goes live in the first 30 days (page 4).
3. Answer the self-check (page 6). The free assessment then sets which engine goes first.

Four engines, one patient journey. *From search to the next visit.*

GROWDIGITAL

Patients who book

- Local SEO and Google Business Profiles for each clinic, treatment and doctor, in English and Arabic.
- Google and Meta campaigns planned around the health advertising rules in your country.
- Booking pages with every form, call and WhatsApp message tracked to the campaign that brought it.

MEASURED BY

Cost per booked patient | Booked appointments

GROWCX

Patient service

- Calls and WhatsApp messages answered in Arabic and English, with reminders before appointments and follow-ups after.
- Reviews requested from satisfied patients, and complaints handled privately.
- Patient satisfaction tracked by clinic and by doctor.

MEASURED BY

First response time | CSAT | Reviews

GROWAI

Bookings at any hour

- An assistant that answers routine questions and books appointments from approved information. It never gives medical advice.
- Reminders, rebooking and recalls automated.
- Demand forecasts by clinic and specialty, for staffing and campaigns.

MEASURED BY

Bookings handled by AI | Hours saved a week

GROWBD

B2B healthcare sales

- Corporate health plans, insurers and referral partners in one pipeline.
- Sales for medical devices, labs and health tech selling to clinics and hospitals.
- Outreach to companies for employee health programmes.

MEASURED BY

Pipeline value | Qualified meetings a month

What healthcare digital marketing includes

01	**Local SEO**	Your website and Google Business Profile set up for the searches patients make: the treatment, the area and “near me”, in English and Arabic.
02	**Ads within the rules**	Google and Meta campaigns planned around the approvals and rules health advertising needs in your country.
03	**Booking and enquiry flow**	Landing pages, forms, WhatsApp and calls tracked in one place, so no enquiry is missed.
04	**Patient follow-up**	Reminders, follow-ups and answers to routine questions, in Arabic and English. Part of GrowCX.
05	**Reviews**	A steady way to ask satisfied patients for reviews, and to answer the rest.
06	**Reporting**	Enquiries, booked appointments and cost per booked patient, by channel.

04 · The 90-day plan

Weeks 1–2

Preparation

The growth assessment, access to your accounts and CRM, today’s numbers as the baseline, and the KPIs we will be measured on.

Weeks 3–4

Planning & onboarding

The first engine set up with your team: process, tools, tracking and people. Live by day 30.

Weeks 5–8

Execution & optimisation

The engine runs, with weekly check-ins. Spend and effort move to what converts.

Weeks 9–12

Review & scale

A monthly review against the KPIs. Then widen the scope, add the next engine, or hand more to your team.

05 · How it runs

It runs inside GrowDigital and goes live within 30 days. Your team keeps every clinical decision and approves every medical claim; we run the channels, the tracking and the follow-up, with a weekly check-in and a monthly review.

MEASURED BY

Booked appointments | Cost per booked patient | Enquiry-to-booking rate | Reviews

How patients choose a clinic now. *In search and in AI answers.*

Patients search for the treatment, the doctor and the area, read reviews on Google Maps, and now ask AI assistants which clinic to choose. Clear pages on each treatment, doctor and branch, and a steady flow of reviews, decide whether you are named.

SEARCHES TO WIN

- [treatment] clinic near me
- best [specialty] doctor in [area]
- [treatment] price in [city]
- عيادة [التخصص] في [المنطقة]

QUESTIONS BUYERS ASK AI ASSISTANTS

- Which dental clinics in [area] are open on Fridays?
- Who is the best dermatologist in [city] for acne?
- How much does [treatment] cost in [city]?

What we do first for search and AI answers

1. Map each search and AI question above to the page that should answer it, in each language your buyers use.
2. Write those pages to answer plainly: who it is for, what it costs, where you work and the proof.
3. Add structured data and an llms.txt file, and keep your company facts the same everywhere.
4. Get listed and reviewed on the directories and sites that AI answers quote.
5. Report each month on rankings, mentions in AI answers and the leads they bring.

More: www.growaxis.net/services/seo and www.growaxis.net/services/geo

07 · SELF-CHECK

Eight questions to answer this week.

Each “no” is a place to start.

- [ ] Do you know your cost per booked patient for each channel?
- [ ] Does every call and WhatsApp message get an answer the same day?
- [ ] Do patients get a reminder before every appointment?
- [ ] Does each treatment and doctor have its own page, in English and Arabic?
- [ ] Is every ad approved under the health advertising rules before it runs?
- [ ] Do you ask satisfied patients for reviews, and answer the others?
- [ ] Can a patient book outside clinic hours?
- [ ] Can AI assistants describe your clinic and its treatments correctly?

08 · THE NEXT STEP

Find out where patients are lost.

30 minutes. We look at how patients find you and where enquiries drop off, then map what to fix first. No pitch.

Book the free 30-minute growth assessment: www.growaxis.net/services/healthcare-digital-marketing

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ABOUT GROWAXIS

GrowAxis is a Commercial Growth Partner for tech startups and SMEs. It installs four engines, for business development (GrowBD), digital marketing (GrowDigital), customer experience (GrowCX) and AI (GrowAI), with the client’s own team, live within 30 days. The team works from Cairo, in English and Arabic.