HMS
HEALTHCARE MARKETING STRATEGY

Hospital Marketing Audit Checklist

A 64-point scorecard to find what is working, what is leaking enquiries and what to fix first, in one afternoon.

Akhil Dave
Founder, HMS Consultants
Edition 1, 13 November 2026

64

Checks across 8 areas, scored 0 to 2.

Inside this checklist

Why audit, and how to score 3

A Website and conversion 4

B Google profile and local search 5

C Social media and NMC safety 6

D Reputation and patient feedback 7

E Enquiry handling and patient journey 8

F Referral doctors and partners 9

G Content and AI search 10

H Measurement, budget and team 11

Master scorecard 12

How to read your score 13

The 14-day quick wins 14

The 90-day roadmap 15

Your monthly dashboard 16

Get it done with us 17

Sources and disclaimer 18

Why audit before you spend.

Most hospitals add campaigns before fixing the basics: a slow phone line, an outdated Google profile, no record of where enquiries come from. This checklist finds those leaks first.

8
areas, from website to team

64
checks, each a yes, partly or no

3 hrs
for one person with access to the tools

How to run it

- **Check, do not assume.** Open the website, the Google profile and the phone line yourself. Score only what you see.
- **Score 0, 1 or 2.** 2 only if it is fully in place and you can show proof.
- **Invite the owner of each area** to confirm their score. Two people score better than one.
- **Compliance rows** follow the NMC guidelines of 6 October 2026 for hospitals and doctors. Paragraph numbers are shown. Where the text is silent, take the cautious reading.
  Para 4.4

Rx

HMS Prescription

Block three hours this week. Open the website, the Google profile and the front-desk phone before you start scoring.

Area A of 8

Website and conversion

Circle **0** if it is not in place, **1** if partly, **2** if fully and proven.

	Check	Score
A1	Every service page names the condition, the doctor and the department	0 1 2
A2	Each page has one clear action: call, WhatsApp or book, visible without scrolling	0 1 2
A3	Doctor pages show name, qualifications and registration number Para 3.2, Expl. III	0 1 2
A4	Site loads in under 3 seconds on a mobile network	0 1 2
A5	Phone, address and timings match Google and social profiles exactly	0 1 2
A6	Fees or packages, if shown, are factual and current Para 9.3	0 1 2
A7	No testimonials, before-and-after images, offers or superlatives Para 8.1(iii), (v), (x), (ix)	0 1 2
A8	A named owner updates the site every month	0 1 2

Area A total: ___ / 16

Under 8: fix first. 8 to 12: tighten. 13 to 16: protect and measure.

Area B of 8

Google profile and local search

Circle **0** if it is not in place, **1** if partly, **2** if fully and proven.

	Check	Score
B1	Google Business Profile claimed, verified and complete	0 1 2
B2	Primary and secondary categories match your real services	0 1 2
B3	Opening hours, emergency line and holiday hours are current	0 1 2
B4	Services and doctors are listed with factual descriptions Para 3.2	0 1 2
B5	Profile shows recent, real photos of premises (no patient identifiable) Para 6.1 to 6.4	0 1 2
B6	Reviews are answered within 48 hours, in neutral, privacy-safe words Para Expl. V	0 1 2
B7	Name, address and phone are identical on every directory	0 1 2
B8	You search 10 local queries monthly and note where you appear	0 1 2

Area B total: ___ / 16

Under 8: fix first. 8 to 12: tighten. 13 to 16: protect and measure.

Area C of 8

Social media and NMC safety

Circle **0** if it is not in place, **1** if partly, **2** if fully and proven.

	Check	Score
C1	Each channel has a purpose and one owner	0 1 2
C2	Every post carries the doctor's name, qualification and registration Para Expl. III	0 1 2
C3	Content is educational, with no offer, result or call to book Para 5.1; 8.1(x)	0 1 2
C4	No patient faces, names or stories posted for promotion Para 6.2; 7.4; 8.1(v)	0 1 2
C5	No shared patient reviews or thank-you screenshots Para 8.1(xi); Expl. V	0 1 2
C6	Two to four posts a week, planned a month ahead	0 1 2
C7	Comments and messages answered within one working day	0 1 2
C8	Every post is approved by a doctor or compliance lead Para 4.4	0 1 2

Area C total: ___ / 16

Under 8: fix first. 8 to 12: tighten. 13 to 16: protect and measure.

Area D of 8

Reputation and patient feedback

Circle **0** if it is not in place, **1** if partly, **2** if fully and proven.

	Check	Score
D1	Feedback is collected privately at discharge or visit	0 1 2
D2	A named person handles complaints, with a 24-hour first response	0 1 2
D3	Public replies never confirm a person was a patient Para 7.4	0 1 2
D4	Negative themes are reviewed monthly with department heads	0 1 2
D5	No staff or agency posts fake or incentivised reviews Para 8.1(xi)	0 1 2
D6	Ratings are tracked monthly across Google and other platforms	0 1 2
D7	Patient grievance route is visible on the website and at reception	0 1 2
D8	Service fixes made from feedback are logged	0 1 2

Area D total: ___ / 16

Under 8: fix first. 8 to 12: tighten. 13 to 16: protect and measure.

Area E of 8

Enquiry handling and patient journey

Circle **0** if it is not in place, **1** if partly, **2** if fully and proven.

	Check	Score
E1	Calls are answered within 5 rings during working hours	0 1 2
E2	WhatsApp enquiries get a reply within 15 minutes in working hours	0 1 2
E3	Missed calls are called back the same day	0 1 2
E4	Front desk uses a standard script and records the source of every enquiry	0 1 2
E5	Appointment booking takes under 3 steps	0 1 2
E6	Reminders are sent before and follow-up after each visit	0 1 2
E7	Enquiries are logged in one sheet or CRM, not in memory	0 1 2
E8	Conversion from enquiry to appointment is reviewed weekly	0 1 2

Area E total: ___ / 16

Under 8: fix first. 8 to 12: tighten. 13 to 16: protect and measure.

Area F of 8

Referral doctors and partners

Circle **0** if it is not in place, **1** if partly, **2** if fully and proven.

	Check	Score
F1	A list of top 20 referring doctors exists, with their last referral date	0 1 2
F2	Each referrer receives a timely clinical summary where permitted Para 7.4	0 1 2
F3	Doctor-to-doctor CME or case meetings run each quarter Para 5.1; 8.2(iii)	0 1 2
F4	A named relationship owner for each key referrer	0 1 2
F5	No payment or gift tied to individual patient referrals Para 8.1(vii), (viii)	0 1 2
F6	Corporates, TPAs and camps are mapped and reviewed	0 1 2
F7	Referral numbers are tracked monthly, privately	0 1 2
F8	A one-page referrer information sheet is kept current	0 1 2

Area F total: ___ / 16

Under 8: fix first. 8 to 12: tighten. 13 to 16: protect and measure.

Area G of 8

Content and AI search

Circle **0** if it is not in place, **1** if partly, **2** if fully and proven.

	Check	Score
G1	A page per department answers real patient questions, in plain words Para 5.1	0 1 2
G2	Content is reviewed by the treating doctor before publishing Para 4.4	0 1 2
G3	Each page has author, review date and a disclaimer Para 3.2	0 1 2
G4	Short videos and talks are cut from public-health sessions Para 8.2(iii)	0 1 2
G5	Same facts about the hospital appear on site, Google and directories	0 1 2
G6	You test 10 patient questions in AI tools each quarter and note the answers	0 1 2
G7	AI-written drafts are rewritten and checked, never published raw Para 7.2	0 1 2
G8	A 90-day content calendar is approved	0 1 2

Area G total: ___ / 16

Under 8: fix first. 8 to 12: tighten. 13 to 16: protect and measure.

Area H of 8

Measurement, budget and team

Circle **0** if it is not in place, **1** if partly, **2** if fully and proven.

	Check	Score
H1	Monthly report: enquiries, appointments, source, cost per appointment	0 1 2
H2	Marketing spend is tracked by channel	0 1 2
H3	Ad campaigns follow NMC rules and the agency has signed the rules Para 4.4; 8.1(xi)	0 1 2
H4	No agency is paid per patient lead Para 8.1(vii), (viii)	0 1 2
H5	One person owns marketing and one doctor owns compliance	0 1 2
H6	Analytics, Search Console and call tracking are set up	0 1 2
H7	A written 90-day marketing plan exists with owners and dates	0 1 2
H8	Marketing is reviewed with leadership each month	0 1 2

Area H total: ___ / 16

Under 8: fix first. 8 to 12: tighten. 13 to 16: protect and measure.

Master scorecard.

Copy each area total here. Add them up for your hospital score out of 128.

	Area	Score
A	Website and conversion	____ / 16
B	Google profile and local search	____ / 16
C	Social media and NMC safety	____ / 16
D	Reputation and patient feedback	____ / 16
E	Enquiry handling and patient journey	____ / 16
F	Referral doctors and partners	____ / 16
G	Content and AI search	____ / 16
H	Measurement, budget and team	____ / 16

Total: _____ / 128

Convert: total divided by 128, times 100 = your marketing health percentage.

Date of audit: _____ Audited by: _____ Next audit: 90 days later.

How to read your score.

Below 50%
Foundation first. Do not buy ads yet.

50 to 79%
Tighten and measure. Fix every zero.

80%+
Scale what works. Re-audit in 90 days.

Where to start, by lowest area

Lowest area	First move
A Website	One action per page, doctor credentials on every doctor page.
B Google	Complete the profile, correct hours, answer every review.
C Social media	Add the disclosure block, remove patient stories and offers.
D Reputation	Name a complaint owner and a 24-hour response rule.
E Enquiries	Standard script, same-day callbacks, one enquiry log.
F Referrals	List your top 20 referrers and assign an owner for each.
G Content	One educational page per department, reviewed by the doctor.
H Measurement	Start the monthly report. Without it, nothing else improves.

Fix leaks before you add water.

An enquiry lost at the front desk costs more than any ad can win back.

Rx

HMS Prescription

Circle your two lowest areas. Those are your 14-day quick wins.

The 14-day quick wins.

Nine moves that cost almost nothing and fix the most common leaks.

Day 1-2	Claim and complete the Google profile. Correct hours, phone, categories.
Day 3	Write the doctor disclosure block. Add it to every doctor page and profile.
Day 4-5	Remove testimonials, offers, patient photos and superlatives from site and social.
Day 6	Set a front-desk script and a same-day callback rule.
Day 7	Start one enquiry log: date, source, outcome.
Day 8-9	Reply to every unanswered Google review, privacy-safe.
Day 10-11	List your top 20 referring doctors. Assign owners.
Day 12-13	Draft one educational page per department, reviewed by the doctor.
Day 14	Run the first monthly report. Book the 90-day review.

Rx

HMS Prescription

Put the 14 days in your team calendar today, with one owner for each line.

The 90-day roadmap.

30 **Days 1 to 30: Fix the basics**
Quick wins done. Website, Google profile, compliance clean-up and the enquiry log in place. First monthly report.

60 **Days 31 to 60: Build the engine**
Department pages published. Two to four educational posts a week. Referrer meetings booked. Complaint and feedback loop running.

90 **Days 61 to 90: Measure and scale**
Re-audit. Compare scores. Put budget behind the two channels with the lowest cost per appointment.

Owners

Role	Responsible for
Marketing owner	The plan, the monthly report, the agency
Compliance doctor	Approving every post and page (Para 4.4)
Front-desk lead	Calls, WhatsApp, enquiry log, callbacks
Patient-experience lead	Feedback, complaints and review replies
Medical director	Referrer relationships and monthly review

Rx

HMS Prescription

Name the five owners in writing this week. A task with no name does not happen.

Your monthly dashboard.

One page, filled on the first of each month. Keep it private and do not publish it. Patient numbers must never appear in public marketing (Para 8.1(iii)).

Number	Where from	Last	This
Enquiries received	Enquiry log	____	____
Appointments booked	Enquiry log	____	____
Enquiry to appointment %	Calculated	____	____
Missed calls called back same day %	Phone system	____	____
Google profile views and calls	Google profile	____	____
Website visits to service pages	Analytics	____	____
Average rating and new reviews	Google	____	____
Referrals from top 20 doctors	Referral log	____	____
Marketing spend and cost per appointment	Finance	____	____

Three questions every month

Which channel gave appointments at the lowest cost? Where did enquiries drop off? What will we fix before next month?

Rx

HMS Prescription

Create the dashboard in a shared sheet today. Fill the first column from last month's records.

Get it done with us

Want HMS to run this audit for you?

The HMS Hospital Marketing Audit scores your hospital across these areas using your real data, and returns a written report with a 90-day plan, ranked by impact and effort.

Hospital Marketing Audit	**hmsconsultants.in/services/hospital-marketing-audit**
Call or WhatsApp	**+91 81550 04010**
Email	**info@hmsconsultants.in**
Website	**hmsconsultants.in**

About the author

Akhil Dave is an ethical healthcare marketing strategist, consultant and mentor with 25+ years in healthcare marketing, including senior hospital roles. He is the founder of HMS Consultants, and is known as The White Shirt Man.

HMS Consultants is a healthcare marketing consultancy, not a law firm. The compliance rows are not legal advice.

> **Knowing is Knowing, Doing is Doing™**

Sources and disclaimer.

Primary text

NMC Ethics and Medical Registration Board, Public Notice No. R-13014/01/2024-Ethics, 6 October 2026: *Guidelines on Ethical Advertising and Public Communication by Hospitals/Medical Institutions and Registered Medical Practitioners*. Paragraph numbers in the compliance rows refer to it. The text was read from the copy published by Medical Dialogues.
medicaldialogues.in/pdf_upload/2026/10/07/nmc-guidelines-on-ethical-advertising-and-public-communication-478642.pdf

Related HMS guides

NMC Compliance Guide for Doctors (HMS eBook). Doctor Personal Brand Playbook (HMS eBook). hmsconsultants.in/blog

How to use this checklist

The 64 checks are HMS's practical standards, drawn from its hospital marketing work. They are not NMC requirements, apart from rows that cite a paragraph. Where the guidelines are silent, HMS suggests the cautious reading.

Disclaimer

This checklist is general information for hospitals and doctors. It is not legal advice, and HMS Consultants is not a law firm. The NMC may issue clarifications. Take legal advice on your specific content and arrangements. Edition 1, 13 November 2026.

© 2026 HMS Advisors Pvt Ltd. All rights reserved. hmsconsultants.in