

— FOR CLINIC OWNERS AND MANAGERS

The clinic enquiry checklist.

38 checks to make sure every person who asks about a treatment gets a fast, clear answer, and a reason to book.

TIME

One week of observation

FOR

Owners, managers, coordinators

EDITION

October 2026

— HOW TO USE IT

Look at your clinic the way a patient does.

Premium clinics rarely lack interest. They lose people in the gap between an enquiry and a reply: a message read late, a form nobody checks, an answer that asks for the photos it could have asked for at the start.

Go through the checklist with the person who answers your enquiries. Tick an item only when it is true today, not when it is planned. Where you are unsure, test it: send an enquiry yourself, from a phone, outside opening hours.

Day 1	Read the list together and tick what you know is true.
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Days 2-6	Test the items you were unsure about, on each channel.
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Day 7	Count your ticks, pick the three gaps that cost you the most, and give each one an owner and a date.
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01 Every door patients knock on

Most clinics have more doors than they think, and at least one that nobody watches closely.

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- ☐ **We have a written list of every channel an enquiry can arrive through.**
Forms, WhatsApp, Instagram and Facebook messages, calls, email, marketplaces, partners.
 - ☐ **Each channel has one named person responsible for it.**
"Everyone" usually means no one at 9 pm.
 - ☐ **Instagram and Facebook comments asking about a treatment get a reply too.**
A public question left unanswered is seen by everyone who scrolls past.
 - ☐ **Missed calls are called back the same day.**
Many patients call once and then try the next clinic.
 - ☐ **Enquiries from partners and referrers are tracked like the others.**
They are often the warmest, and the easiest to lose in a personal inbox.
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02 One list for every enquiry

It does not need to be complicated. It needs to be the one place your coordinators trust.

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- ☐ **Every enquiry becomes a record in one shared place, whatever the channel.**
 - ☐ **Each record shows the source, the treatment of interest and who is handling it.**
 - ☐ **We can see at a glance which enquiries have not had a reply yet.**
If finding them takes a search, some will be missed.
 - ☐ **A coordinator going on holiday does not take their open conversations with them.**
Personal phones and inboxes are where enquiries go quiet.
 - ☐ **Duplicate enquiries from the same person are recognised as one.**
Patients often write on WhatsApp and fill the form the same day.
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03

Reply speed

The number you choose is your own. What matters is that it is written down and visible.

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- ☐ We have a written reply target for opening hours.
 - ☐ We have a written reply target for evenings, weekends and holidays.
Patients abroad write in their own time zone.
 - ☐ Outside hours, people get an immediate message saying when they will hear from a person.
 - ☐ We measure the real time to first reply, per channel, at least once a month.
Measure it; don't estimate it.
 - ☐ Someone looks at that number every week.
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04

The first reply itself

Fast is not enough. The first reply should move the conversation forward.

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- ☐ The first reply answers the question that was actually asked.
 - ☐ It asks for what you need to give a real answer (photos, goals, dates) in one message.
Asking in three rounds triples the chance of silence.
 - ☐ It comes from a named person, not "the team".
 - ☐ It is written in the patient's language.
 - ☐ It ends with one clear next step: a consultation, a call or a form.
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05 The next step on your website

Every treatment page should make the next step obvious, on a phone, in a few seconds.

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- ☐ Every treatment page has a consultation or quote request on the page itself.
Not only a link to a separate contact page.
 - ☐ Where photos are needed, the form lets people upload them.
Otherwise every quote needs a second round of messages.
 - ☐ The form asks only what you need for the first reply.
Each extra field is a reason to stop.
 - ☐ WhatsApp, phone and email are visible on every page.
Some patients will not fill a form; give them another door.
 - ☐ The form and buttons work comfortably on a phone.
Test it on yours: most enquiries start there.
 - ☐ Common questions are answered on the page: preparation, recovery, what to expect.
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06 Follow-up and reminders

Many people ask, then hesitate. A thoughtful follow-up is a service, not pressure.

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- ☐ People who asked but did not book get at least one follow-up.
 - ☐ Each follow-up adds something useful: an answer, an option, a date.
Never just "any news?".
 - ☐ Patients receive a reminder before their appointment.
 - ☐ Rescheduling is easy, and does not require a long phone call.
A patient who cannot reschedule simply does not come.
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07

Follow the whole path, not just the clicks

Advertising dashboards report clicks and leads. A clinic needs to see what happens after.

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- ☐ We count enquiries, consultations and bookings side by side.
 - ☐ We know where each booking came from: which channel, which campaign.
 - ☐ We review the numbers together, once a month.
 - ☐ Advertising decisions are based on bookings, not only on clicks.
Clicks alone do not tell you which campaign brings patients.
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08

Privacy and trust

Marketing and enquiry tools hold contact details and interest, not medical records.

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- ☐ Clinical information stays in the clinical system, not in chats or spreadsheets.
 - ☐ Only the people who need it can see enquiry details.
 - ☐ Patients are told clearly how their details will be used.
 - ☐ Photos received by WhatsApp or email are moved to the right place and not kept on personal phones.
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— YOUR SCORE

Count your ticks.

32–38

Strong. Your team answers well; look for the one or two channels that lag behind the others.

20–31

Solid base, real gaps. Pick the three items that touch the most enquiries and fix those first.

Under 20

Enquiries are slipping through. Start with sections 1 to 3: one list, one owner per channel, one reply target.

This score is a starting point for your own team, not a benchmark. The useful part is the list of gaps it gives you.

Your three priorities

GAP	OWNER	DATE
1		
2		
3		



— A VIEW FROM OUTSIDE

Want us to run the check for you?

We offer clinics a free enquiry check. We contact your clinic the way a patient would, through your website form, WhatsApp and Instagram, then send you a 3-minute video of what we saw and what we would improve first. No cost and no obligation.

- Time to first reply on each channel
- What the first reply said, and what it missed
- How the website looks on a phone at the moment of asking
- The three changes we would make first

Ask for your free check

qafza.dev/en/contact



Qafza designs and builds websites, enquiry and booking flows, and CRMs for premium clinics, and measures enquiries, consultations and bookings with them once it is live.