

# Chiropractic New Patient Growth Scorecard

Assess your Internal, External, and Digital growth systems, then watch your score add up.



## What this scorecard measures

This fillable scorecard helps you evaluate the strength of your practice across four growth areas: Internal Systems, External Systems, Digital Systems, and Scale Readiness. Complete every statement, review your totals, and use the final page to understand where your marketing currently ranks.

### Internal

Conversion to care  
Retention, referrals,  
reactivations, follow-up

### External

Community presence,  
partnerships, events,  
and local outreach

### Digital

Website, search, GBP,  
content, and  
digital conversion

### Scale Ready

Capacity, process,  
metrics, and ability  
to absorb growth

## Response scale

Select one score for each statement. Your section totals and overall score auto-calculate as you go.

1

Not in place  
at all

2

Weak or  
inconsistent

3

Somewhat  
in place

4

Strong

5

Very strong and  
consistent

## Practice snapshot

These fields are optional, but they make the scorecard more useful when you review it later or bring it to a call.

Name

Practice name

Email

Phone

Website

City / State

Primary growth goal for the next 12 months

Rate each statement from 1 to 5.

Statement	1	2	3	4	5
We consistently convert new patient interest into scheduled appointments.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
We have a strong process for converting first visits into active care plans.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Patients stay in care long enough to complete meaningful care and get results.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
We have a clear retention process, not just hope that patients stay.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
We actively and consistently generate referrals from existing patients.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Our team knows how and when to ask for referrals naturally and effectively.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
We consistently reactivate inactive or past patients.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
We have a real follow-up system for patients who drop off or disappear.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The patient experience from first contact through ongoing care feels intentional and high quality.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Our team follows up with leads, missed appointments, and inactive patients consistently.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

## Section total

Your subtotal will calculate automatically as you make selections.

/ 50

Rate each statement from 1 to 5.

Statement	1	2	3	4	5
We actively participate in our local community in ways that create awareness and trust.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
We use workshops, screenings, talks, events, or local activations to generate attention.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
We have referral relationships or strategic partnerships that generate patients.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
We are intentional about building relationships with local businesses, gyms, schools, or providers.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
People in our community are aware of our practice beyond just current patients.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
We have a consistent external marketing presence, not just random outreach.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
We have systems for turning community relationships into actual patient opportunities.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Our external efforts are measured and repeated, not just one-off experiments.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

## Section total

Your subtotal will calculate automatically as you make selections.

/ 40

Rate each statement from 1 to 5.

Statement	1	2	3	4	5
Our website clearly communicates what makes our practice different and why someone should choose us.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Our website is built to convert visitors into action, not just provide information.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Our practice is visible in Google search and map results when local prospects look for care.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Our Google Business Profile actively contributes to new patient generation.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
We have a consistent paid advertising strategy or system for generating demand.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Our digital marketing produces qualified opportunities, not just clicks or traffic.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Our content and social presence help build trust and authority in our market.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Our digital presence makes patients feel confident before they ever contact us.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Digital leads are followed up with quickly and consistently.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
We have a strong process for converting online interest into actual appointments.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

## Section total

Your subtotal will calculate automatically as you make selections.

/ 50

Rate each statement from 1 to 5.

Statement	1	2	3	4	5
Our team could handle more new patients without chaos or service breakdown.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Our schedule and operations are set up to support additional patient volume.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
We have repeatable systems for patient communication, follow-up, and experience.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Growth in the practice would feel manageable, not overwhelming.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
We track the key numbers that actually matter to growth.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
We know where patients are coming from and where opportunities are being lost.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

## Section total

Your subtotal will calculate automatically as you make selections.

/ 30

Your subtotals and overall score auto-calculate as you complete the scorecard.  
Use this page as a quick summary before you schedule your Growth Strategy Call.

## Your score snapshot

Internal Growth Systems  / 50

External Growth Systems  / 40

Digital Growth Systems  / 50

Scale Readiness  / 30

**Overall Growth Score**  / 170

## How to read your score

- 140-170**      **Scale-ready**  
You likely have a strong overall growth system and may be ready to accelerate more
- 110-139**      **Growth-capable**  
You have a solid base, but one or two system weaknesses are limiting consistency and scale.
- 75-109**        **Growth-constrained**  
Meaningful gaps in one or more growth systems are suppressing performance.
- 40-74**         **Foundationally weak**  
Your practice is underbuilt in several critical areas. More demand alone will not solve it.
- Below 40**      **Critical breakdown**  
Your growth challenge is structural, not tactical. Foundational systems need attention first.

## Next step

Bring this completed scorecard to a Growth Strategy Call so we can review what your score is saying, where your systems are the strongest and where they need attention.

Tip: save your completed PDF before your call.