

# *The Patient Experience*

## **GAP REPORT**

**7 Hidden Breakpoints That Are Costing Clinics Thousands in Lost Follow-Up Revenue – And How Top Clinics Fix Them to Drive Predictable Growth**



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# *Ready for Growth?*

***Dear Clinic Leader,***

What if I told you that your biggest growth opportunity isn't in getting more new patients but in fixing the hidden breaks in your patient experience that are causing current patients to quietly drift away?

After studying hundreds of clinics serving women, I've identified seven specific breakpoints in the patient journey where emotional disconnect occurs. These gaps aren't obvious. You won't see them in your financial statements. But they are silently costing your clinic thousands of dollars every month in lost rebookings, referrals, and long-term care revenue.

This report will help you identify exactly where those breaks are happening in your clinic, and what to do about them.

By the end, you will have a clear picture of your strongest opportunities for growth and what's required to transition from a visit-based clinic into a journey-based clinic with predictable monthly revenue.

**Let's get started.**

Mialisa

# How to Use This Report

**This is not theory  
this is diagnostic.**

*For each of the 7 patient experience gaps:*

- *Read the description*
- *Ask yourself the diagnostic questions*
- *If you answer “no” or “not consistently” to any of them, that gap is costing you revenue*



Clinics with 3 or more gaps experience unpredictable revenue, patient drop-off, and a constant need to market harder just to keep up.

Clinics that close these gaps generate loyalty, referrals, and recurring revenue without chasing new patients constantly.

# THE 7 PATIENT EXPERIENCE GAPS

## GAP 1

### *The Awareness Gap*

What's happening:

Patients are seeing your clinic, but not emotionally identifying with your message.

Cost: Missed connections = missed appointments

Psychological Insight:

Women respond not to features, but to identity resonance. She must see herself in your messaging.

Ask Yourself:

- Does my clinic's messaging call out the specific transformation my ideal patient desires?
- Or are we leading with generic services that could apply to anyone?

**Fix Preview:**

***Top clinics speak directly to the emotional identity of their ideal patient not just their symptoms.***

## GAP 2

### *The Trust Formation Gap*

What's happening:

Your online brand presence (website, reviews, social media, email) is not building immediate emotional trust.

Psychology:

Patients decide who they emotionally feel safe with long before they step in the door.

Ask Yourself:

- Would someone feel cared for by simply scrolling through our Instagram or website?
- Do we highlight human connection not just services?

***Fix Preview:***

***Trust is not built in your first visit it's built in your first impression.***

## GAP 3

### *Pre-Visit Anxiety Gap*

What's happening:

Patients book... then experience anxiety, uncertainty, or lack of confidence leading up to the first visit.

Cost:

Appointment cancellations, no-shows, and emotional disconnection.

Ask Yourself:

- Do patients receive personalized confirmation and preparation info?
- Or do they book and hear nothing until arrival?

***Fix Preview:***

***The patient experience begins the moment she books, not when she arrives.***

## GAP 4

### *The First Visit Connection Gap*

What's happening:

Patients feel processed, rushed, or overwhelmed during the first visit.

Psychological Impact:

Oxytocin (trust hormone) is not activated → emotional loyalty is not formed.

Ask Yourself:

- Do patients feel heard, seen, and validated?
- Are first visits structured for connection rather than just intake?

***Fix Preview:***

***You don't get a second chance to make a safety impression.***

## GAP 5

### *Care Continuity Gap*

What's happening:

Patients are treated for a single issue instead of guided through a care journey.

Cost:

They think: "I'll come back if I need to" — not "I'm on a path."

Ask Yourself:

- Do we clearly map the next steps and future milestones?
- Or do we leave it up to the patient to decide?

***Fix Preview:***

***Clinics with mapped journeys produce more consistent revenue without extra marketing.***

## GAP 6

### *Between-Visit Silence Gap*

What's happening:

No communication between visits = emotional connection fades.

Psychology:

Patients don't forget you because they're busy. They disconnect because they stop feeling cared for.

Ask Yourself:

- Do we check in emotionally — not just mechanically?
- Are automated systems in place to nurture trust between visits?

**Fix Preview:**

***Loyalty is not built in your visits it's built between them.***

## GAP 7

### *Advocacy & Reactivation Gap*

What's happening:

Patients who were satisfied don't refer or return when new issues arise.

Cost:

Lost lifetime value and lost organic growth.

Ask Yourself:

- Do we intentionally re-engage past patients?
- Are we activating advocacy through story, community, or recognition?




**Fix Preview:**



***Your happiest patients are your greatest growth channel if you activate them.***

# Your Patient

## EXPERIENCE SCORECARD

How many of these gaps are affecting your clinic right now?  
 For each of the 7 areas, write:

-  **Yes** – We have this consistently in place and executed with excellence
-  **Partially** – We sometimes do this, but it is not consistent or systemized
-  **No** – We do not currently have this in place

Patient Journey Stage	Gap Name			
1. Awareness	Awareness Gap			
2. Interest & Discovery	Trust Formation Gap			
3. Pre-Visit Experience	Pre-Visit Anxiety Gap			
4. First Visit	First Visit Connection Gap			
5. Care Plan & Transformation	Care Continuity Gap			
6. Between Visit Experience	Between-Visit Silence Gap			
7. Loyalty & Reactivation	Advocacy & Reactivation Gap			

# Interpretation:

## EXPERIENCE SCORECARD

### 0–1 Gaps:

#### ✔ Growth-Ready Clinic

You are well-positioned for scaling and strategic automation. Minor adjustments could significantly boost profitability.

### 2–4 Gaps:

#### ⚠ Inconsistent Growth Clinic

You are likely experiencing unpredictable revenue, fluctuating patient return rates, and marketing pressure to constantly attract new patients.

### 5–7 Gaps:

#### ✘ Silent Revenue Loss Risk

Your clinic is losing patients and revenue every single month that you likely never realized you were losing.

This is not a marketing problem it is an experience system problem that can be fixed quickly with the right framework in place.



**Important:** *These issues do not resolve themselves over time. In fact, untreated experience gaps compound, leading to lower retention, reduced referrals, and increased patient acquisition costs.*

## YOUR NEXT STEP

# *The Solution*

If you found 2 or more gaps, your clinic is currently operating in “reaction mode.”

### **This means:**

- You are working harder than you should be
- You are depending too heavily on constant marketing
- You are unintentionally leaving money on the table every month

### *The good news?*

*All of these gaps are fixable, and they can be transformed into a revenue-producing system within 30 days.*

# Introducing the *Clinic Growth Formula*™

## IMPLEMENTATION PROGRAM

A Done-For-You System to Build Your Own Patient Journey Growth Loop™ When we work together, my team and I will:

- Map your full patient journey based on your specialty & ideal patient
- Identify all emotional and operational breakpoints
- Build your automation, messaging, and experience triggers
- Activate loyalty, reactivation, and referral systems
- Turn your patient journey into predictable recurring revenue without needing to post daily or chase leads

**This is not marketing coaching. This is an implementation.**  
For clinics who are ready to grow sustainably while delivering exceptional patient care.



*If you are ready to create a clinic that patients never want to leave... Click here to learn more and apply for a Growth Implementation Call. Let's build your Patient Journey Growth Loop™ and unlock the next level of your clinic's potential.*

# About the Creator

## ABOUT MIALISA GARNES

Founder, Wellness Growth Agency |  
Creator of The Clinic Growth Formula™



For the past several years, I've helped clinics, wellness practices, and women's health providers grow their patient volume, increase retention, and create patient experiences that lead to long-term loyalty and referrals without sacrificing care or authenticity.

### **My work is grounded in one core belief:**

When women feel seen, understood, and supported they stay.

When clinics intentionally design patient journeys that activate trust and emotional safety, growth becomes predictable, referrals increase naturally, and patient outcomes improve.

I created The Clinic Growth Formula™ after working behind the scenes with multiple clinics and realizing that most were losing patients not because of clinical quality but because of hidden experience gaps in their journey.

These gaps weren't visible in the numbers, but they were deeply felt by patients.

I've seen firsthand:

- The difference between a clinic that patients tolerate... vs. a clinic patients love and advocate for
- How automated care systems can make patients feel more connected than ever
- The ripple effect of building long-term care relationships rather than one-time visits

Through this work, I've helped clinics move from unpredictable months to consistent recurring revenue by implementing systems that prioritize both human connection and strategic automation.

*My mission is simple:  
To help clinics serving women grow  
sustainably, build loyalty-driven businesses,  
and become the clinics their patients never  
want to leave.*

## READY TO TRANSFORM *Your Clinic?*

If this report revealed hidden growth gaps in your patient experience, I invite you to explore how The Clinic Growth Formula™ can help you implement your Patient Journey Growth Loop™ in your clinic.

You don't have to figure this out alone.

The system already exists, and it's ready to be built for you.