

De Novo Launch Framework

The 90-day pre-opening system that ensures every new location opens with a patient pipeline, not an empty appointment calendar.

<h2 style="margin: 0;">90 Days</h2> <p style="margin: 0;">Pre-opening lead time required</p>	<h2 style="margin: 0;">More Efficient</h2> <p style="margin: 0;">Patient acquisition - lower blended CAC, higher production</p>	<h2 style="margin: 0;">Measurable</h2> <p style="margin: 0;">Performance across locations with clear capital allocation visibility</p>	<h2 style="margin: 0;">Launch Week</h2> <p style="margin: 0;">De Novos exceed pre-opening targets</p>
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THE 90-DAY PRE-OPENING TIMELINE

Phase 1: Weeks 1-4 90 Days Out	Phase 2: Weeks 5-8 60 Days Out	Phase 3: Weeks 9-12 30 Days Out	Opening Week Day 1	Months 2-3 Post-Opening
<p><i>Goal: Build the digital foundation and launch OOH advertising before digital demand generation begins.</i></p> <ul style="list-style-type: none"> › Claim & fully optimize Google Business Profile › Build location-specific web page with local SEO › Establish social media with consistent brand presence › Begin local citation building <ul style="list-style-type: none"> ›› Launch Out-of-Home (OOH) advertising: billboards and transit placements in the trade area to prime brand awareness before digital begins › Complete first-mover digital foundation before any competitor can claim the new address 	<p><i>Goal: Extend upper-funnel reach via CTV, Radio, and digital. Convert awareness to committed appointments.</i></p> <ul style="list-style-type: none"> › Launch hyper-local digital advertising (Google, Meta, Programmatic) <ul style="list-style-type: none"> ›› Activate CTV advertising: streaming placements targeting trade area households in high-attention viewing environments ›› Launch Radio (AM/FM and streaming audio) to reach commuter and in-home audiences beyond digital › Activate community outreach: employers, civic orgs, providers › Deploy pre-registration offers & priority scheduling › Begin email & SMS nurture for pre-registrants › Build pre-registration list: target 20+ committed appointments before opening day 	<p><i>Goal: Shift from awareness to conversion. Open with a filled calendar.</i></p> <ul style="list-style-type: none"> › Optimize landing pages for direct booking › Test & confirm scheduling, call tracking, follow-up sequences › Refine offer messaging from Weeks 5-8 conversion data › Pre-seed review strategy: identify first reviewers › Confirm calendar is partially booked before opening 	<p><i>Goal: Coordinate all channels simultaneously at peak intensity.</i></p> <ul style="list-style-type: none"> › Elevate paid search to capture all local trade area volume › Social content drives urgency for new patient scheduling › Local PR outreach generates community coverage › Activate review generation from pre-registrants › Full-funnel coordination ensures no demand falls through 	<p><i>Goal: Convert first visits into relationships. Build the always-on engine.</i></p> <ul style="list-style-type: none"> › Launch reappointment campaigns for first-visit patients › Deploy feedback & review request sequences › Analyze channels: identify highest-yield sources › Reallocate media to top-performing channels › Shift from launch mode to sustained acquisition: always-on campaigns, optimized by channel yield

THE 5 NON-NEGOTIABLE LAUNCH INFRASTRUCTURE COMPONENTS

1 Attribution Infrastructure

Call tracking, conversion tracking, UTM structure & location-level dashboard. All in place before the first campaign dollar is spent.

2 Conversion Infrastructure

A location-specific landing page, online booking, call tracking, and an offer sequence that moves prospects from awareness to appointment.

3 Multi-Channel Media

OOH (90 days out) · CTV · Radio (60 days out) · Paid Search · Paid Social · Programmatic · Local SEO · Email/SMS · Direct Mail. Coordinated multi-channel media (including upper-funnel traditional and streaming channels) consistently outperforms single-channel approaches, compounding acquisition efficiency across the launch period.

4 Local SEO & First-Mover Authority

Google Business Profile, citation building & location content: all begun 90 days out. Early SEO establishment compounds through the launch period.

5 Standardized Launch Playbook

Not reinvented each time. Your best-performing location launch becomes the documented template applied consistently to every subsequent opening.

"The best new location launches start 90 days before opening day. The ones that struggle start on opening day."

— Scott Schindele, Vice President Client Services Agency Creative

Ready to build your De Novo launch system?

Schedule a call to walk through your next location opening.

Scott Schindele, Vice President Client Services

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