

Resource of the Week | Clear to Launch Healthcare Marketing

MULTI-LOCATION GROWTH ROAD MAP

**A step-by-step guide to scaling your healthcare practice
across multiple locations.**



WHAT'S INSIDE THIS ROAD MAP

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1 KNOW WHEN EXPANSION ACTUALLY MAKES SENSE

- Expand because the business is ready, not just because growth sounds exciting
- Ensure strong patient demand, healthy cash flow, and operational consistency first
- If the first location still depends heavily on the owner, it is not time yet
- The right time to grow is when the current business can support the next one

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BUILD THE FIRST LOCATION TO SCALE

- Create repeatable systems for scheduling, communication, hiring, and onboarding
- Document reporting and marketing workflows so nothing lives in one person's head
- A scalable practice produces predictable results without reinventing the wheel
- Fix operational gaps before replicating them across new locations

3

CHOOSE THE RIGHT EXPANSION MODEL

- Options include new builds, acquisitions, partnerships, or satellite offices
- Evaluate available capital, leadership strength, speed goals, and risk tolerance
- Each growth path carries different levels of risk and complexity
- Choose the structure first instead of assuming one model fits every practice

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USE DATA TO CHOOSE THE NEXT MARKET

- Analyze demographics, household income, population growth, and competition density
- Factor in drive times and local procedure demand for real market potential
- Entering the wrong market creates expensive problems marketing alone cannot fix
- Good expansion decisions start with strong market intelligence, not intuition

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STANDARDIZE THE BRAND ACROSS LOCATIONS

- Patients should have a consistent impression at every office they visit
- Align website experience, messaging, visual identity, and service standards
- Consistency builds trust and strengthens the group as a unified brand
- A collection of offices is not a brand, intentional alignment is

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CREATE A SCALABLE MARKETING SYSTEM

- Balance central brand control with local market relevance for each office
- Use consistent branding, trackable lead sources, and location-specific campaigns
- Build clear reporting so every marketing dollar is measured and accountable
- Without structure, marketing becomes fragmented and much harder to scale

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DEVELOP LEADERSHIP BEFORE YOU EXPAND

- The owner cannot be the only person making decisions across every office
- Build strong leaders in operations, office management, and clinical oversight
- Expansion works when people can carry responsibility without constant oversight
- Develop leadership capacity before adding more organizational complexity

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PROTECT CULTURE AS THE PRACTICE GROWS

- Culture weakens fast when expectations are not clearly defined across teams
- Be intentional about communication, accountability, and team development
- Protecting culture directly affects patient experience and long-term retention
- What felt natural in one office must be codified to survive expansion

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TRACK LOCATION-LEVEL KPIS

- Measure each location individually to spot strengths and problems early
- Track new patients, collections, production, case acceptance, and profitability
- Total group numbers can hide underperforming offices, drill down by location
- Good reporting creates visibility for faster, smarter decisions

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GROW IN PHASES

- Launch, stabilize, measure, and improve each location before the next move
- A phased approach reduces risk and builds organizational learning
- Rushed growth stretches teams, systems, and finances too thin
- Smart practices scale in a way that strengthens the business at every stage

READY TO LAUNCH?

Clear to Launch helps practices grow through smarter marketing, stronger systems, and clear direction.



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