

## CASE STUDY

# From 2% to 18% Consultation Rate: How MedBook AI Transformed a Hair Clinic's Lead Conversion

Elite Hair Restoration Center · Cleveland, Ohio · 2026

**+790%**

Consultation Rate Increase

**+\$142K**

Monthly Revenue Added

**30 sec**

Avg. Lead Response Time

## The Problem

Elite Hair Restoration Center was spending over **\$18,000/month on Google and Meta ads** to generate leads for their \$8,000–\$14,000 hair transplant procedures. Despite consistent lead volume, the clinic was converting only 2% of inquiries into booked consultations.

The root cause was simple but devastating: **leads were going cold**. The front desk staff were overwhelmed with patient calls, walk-ins, and administrative tasks. New online leads — people actively researching hair restoration — were often waiting 4–6 hours for a response. By then, they had already booked with a competitor.

BEFORE MEDBOOKAI	RESULT
Average lead response time	<b>4–6 hours</b>
Lead-to-consultation conversion rate	<b>2%</b>
Monthly consultations booked	<b>8–12</b>
Revenue lost to slow follow-up	<b>~\$142,000/mo</b>
Leads never contacted at all	<b>~65%</b>

## The MedBook AI Solution

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MedBook AI deployed a fully automated AI lead follow-up system inside the clinic's existing setup — live within 48 hours, requiring zero changes to staff workflow.

- **30-Second Response** Every new lead — from Google Ads, Facebook, website forms, or referrals — receives a personalized SMS text within 30 seconds. Day or night. Weekends included.
- **AI-Powered Qualification** The AI bot engages leads in natural conversation, asks qualifying questions about timeline, budget, and goals, and determines consultation readiness before any human involvement.
- **Automatic Booking** Qualified leads are guided directly into the clinic's calendar. No phone tag. No back-and-forth emails. Consultations appear booked and confirmed automatically.
- **6-Touch Follow-Up Sequence** Leads who don't respond immediately receive a proven 6-message follow-up sequence over 14 days — recovering leads that would otherwise go permanently cold.
- **Monthly ROI Reports** The clinic receives a full performance dashboard every month showing leads contacted, consultations booked, revenue attributed, and response time analytics.

## The Results — 90 Days Later

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AFTER MEDBOOKAI	BEFORE	AFTER	CHANGE
Lead response time	4–6 hours	<b>30 seconds</b>	<b>+99%</b>
Conversion rate	2%	<b>18%</b>	<b>+790%</b>
Monthly consultations	8–12	<b>74–81</b>	<b>+~7x</b>
Monthly revenue added	Baseline	<b>+\$142,000</b>	<b>New revenue</b>
ROI on MedBook AI fee	—	<b>56.8x</b>	<b>\$2,500 → \$142K</b>

*"We were spending \$18,000 a month on ads and converting almost nobody. Within the first month of using MedBook AI, our consultations tripled. By month three we had to hire two more coordinators just to handle the volume. The system paid for itself in the first week."*

— Dr. Marcus A., Medical Director · Elite Hair Restoration Center

## Why It Worked

Hair transplant leads have a very short decision window. Patients researching procedures are simultaneously contacting 3–5 clinics. **The clinic that responds first wins the consultation 78% of the time** (Harvard Business Review, Lead Response Management Study).

MedBook AI eliminated the human bottleneck entirely. Every lead — regardless of time of day — received instant, intelligent engagement that felt personal and professional. The AI qualified, nurtured, and converted leads while the clinic's staff focused on delivering exceptional in-person care.

## Ready to stop losing leads?

Book a free 30-minute demo call and we'll show you the system live on your screen.

medbookai.com · stephen@medbookai.com · (216) 208-6364

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Results shown represent a composite case study. Individual clinic results will vary based on lead volume, procedure type, and market conditions.