

The Attribution Gap: Measuring How Patients Really Find You

Meet Your Speakers



Heather Linder
VP, Brand & Growth Marketing
OU Health
Oklahoma



Rachel Totaro
Director, Digital Strategy
FMOL Health
Louisiana



Clint Paul
Director of Marketing Analytics
Hospital for Special Surgery (HSS)
New York



Kate Levin
SVP, Customer Success
Freshpaint

Moving beyond last-click to measure how patients really find you.

01

The maturity model

The four tiers that define where healthcare marketing teams sit today.

02

The last-click paradox

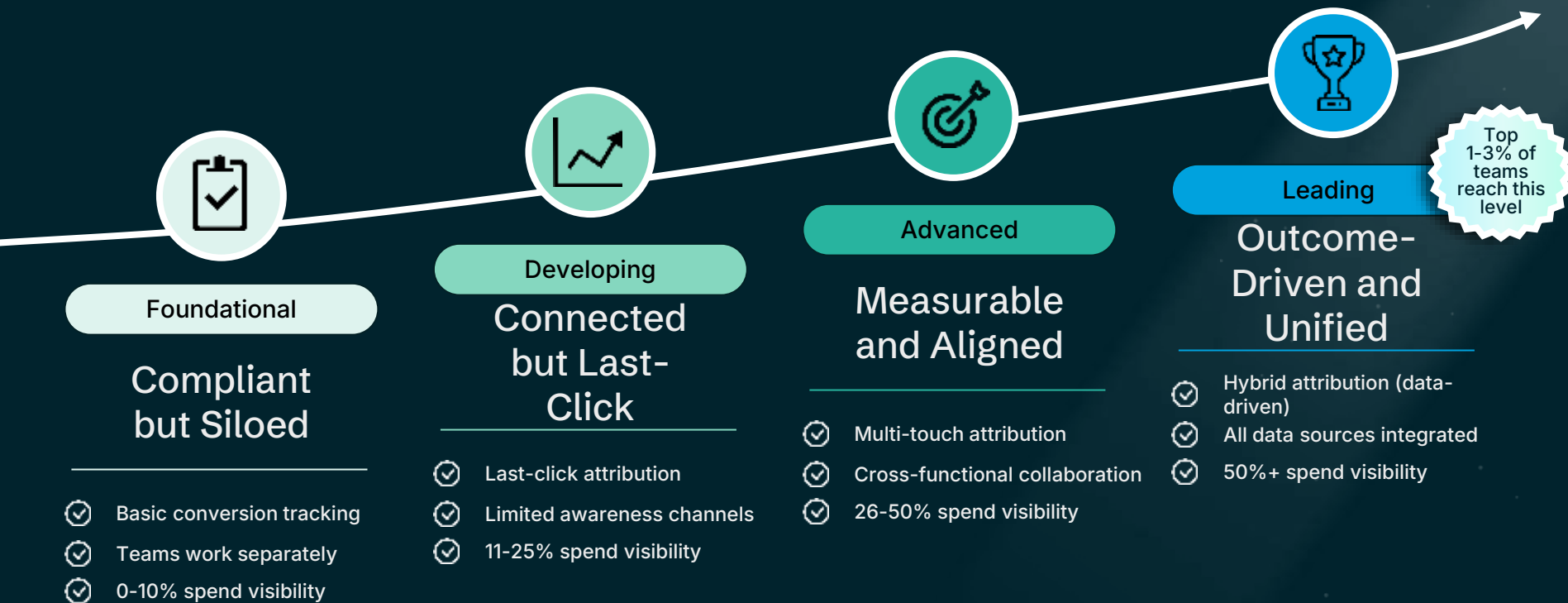
What our survey data finds about the key difference between foundational and leading teams.

03

How to build better attribution models

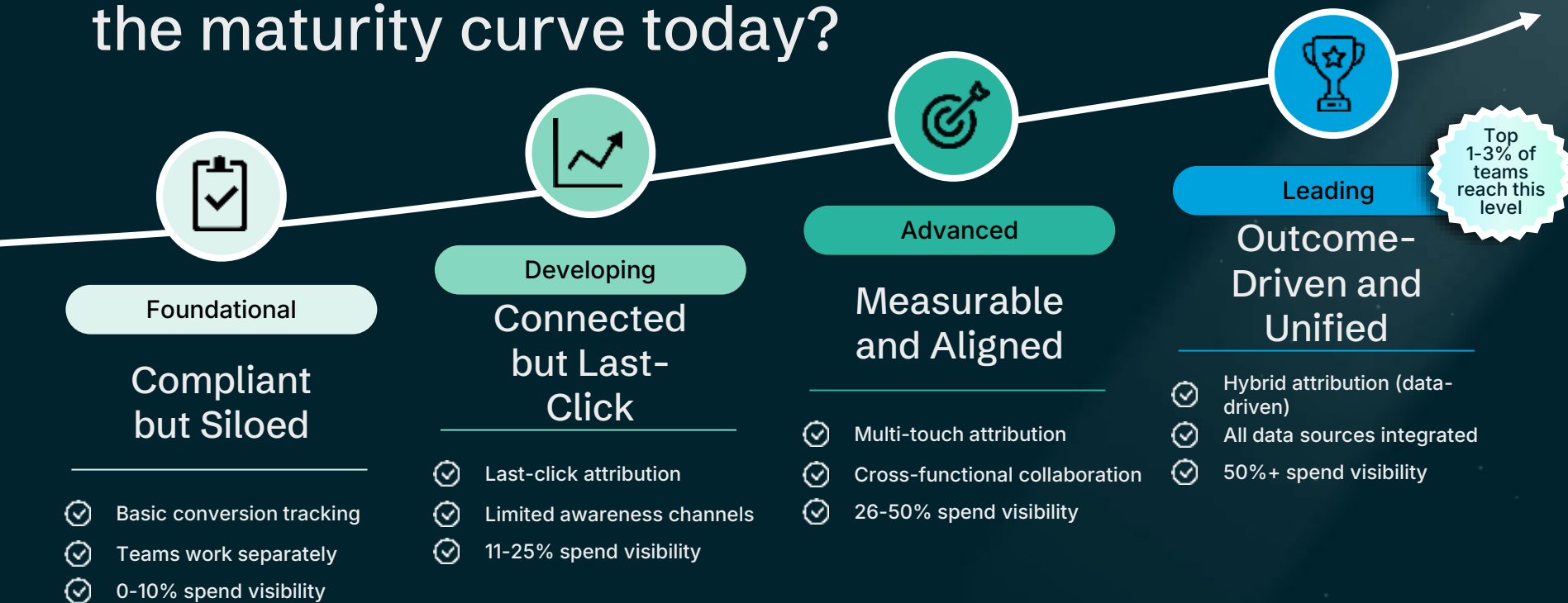
Three organizational moves that get teams from foundational to leading.

Healthcare Marketing Maturity Model



The shift: from tracking activity → to proving impact across the full patient journey.

Poll: Where does your organization sit on the maturity curve today?



The shift: from tracking activity → to proving impact across the full patient journey.

Finding: Healthcare marketers struggle to prove marketing's impact on revenue

49%

Say they can consistently improve ROI, yet...

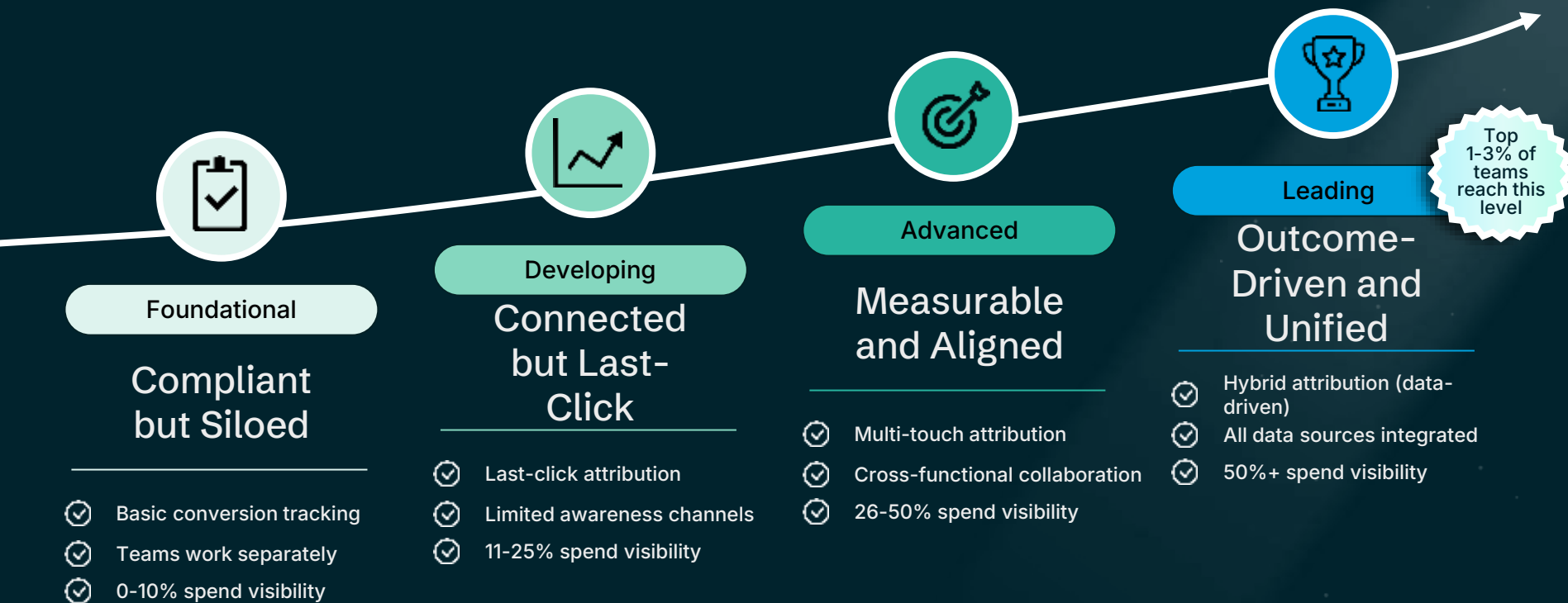
only 1%

Can connect more than half of marketing spend with patient conversions

One reason proving revenue is so difficult: The true drivers of patient acquisition are often masked.

Example: DSP channels are more likely to start the patient journey, yet Google is credited for most of those conversions.

Panelist Journeys



The shift: from tracking activity → to proving impact across the full patient journey.

4 Questions to Advance Your Attribution Strategy



1

Who are our
patients before
they convert?



2

How do they
move through
the journey?



3

Which
channels
influence
that journey?

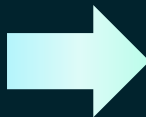


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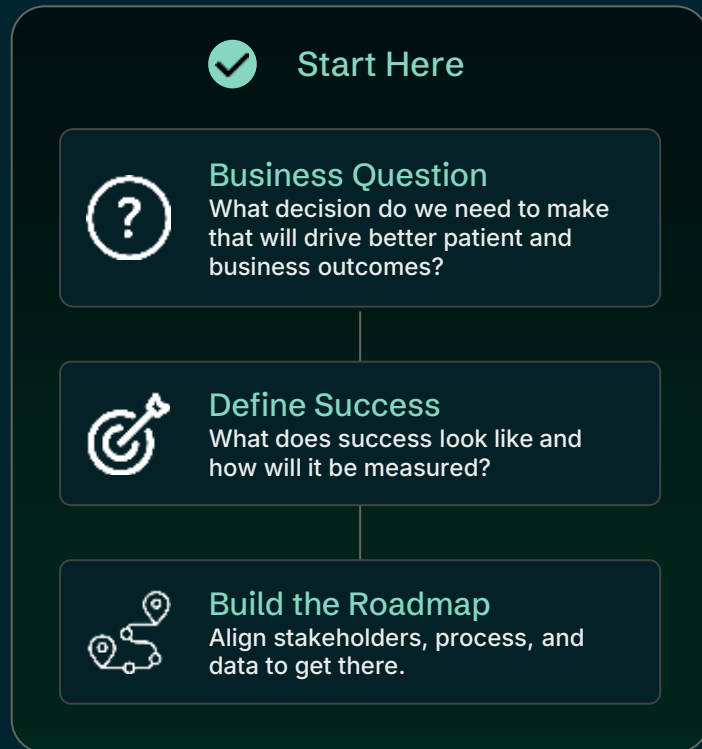
How do we use
those insights to
make better
decisions?

1. Start with the business outcome.

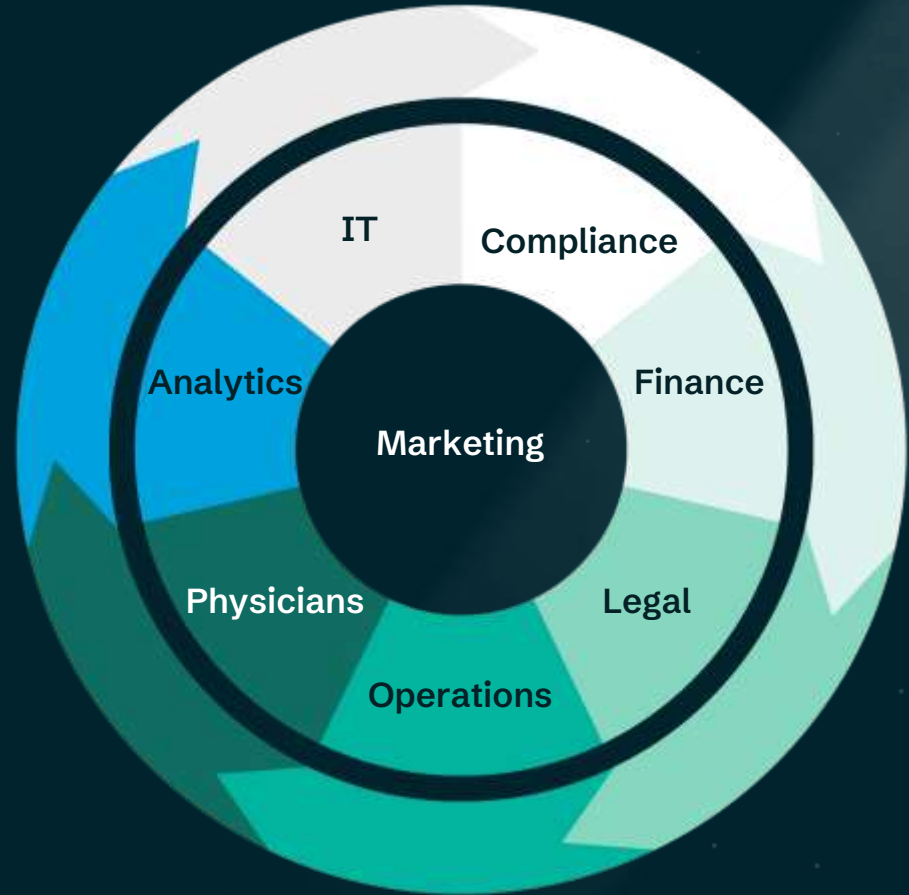
❌ Don't Start Here



✅ Start Here



2. Build the relationships that make better measurement possible.



3. Build Measurement that's Meaningful



Clicks

Surface-level activities



Journeys

Understanding how patients find and choose you



Visits

The actions that drive bookings and attended appointments



Growth

Downstream revenue and business outcomes



Strategy

Smarter investments and better ROI.

What better attribution revealed.

Three teams. Three surprises.

"Anonymous intent signals and propensity data were influencing specialty-line demand long before we could connect them to downstream outcomes."



Rachel Totaro



"Patients don't book after one or two visits — they engage across 16+ sessions, and educational content matters much earlier than we assumed."



Clint Paul



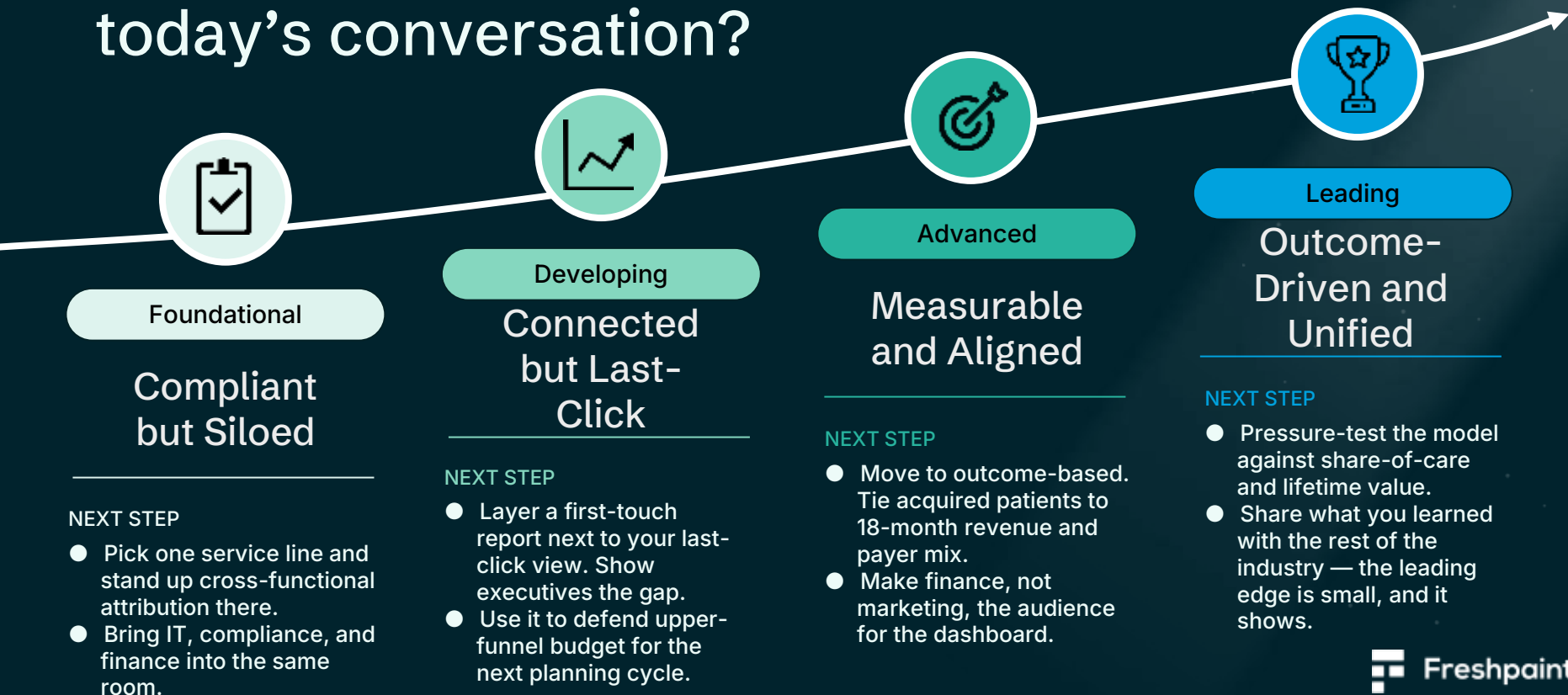
"The biggest opportunity wasn't optimizing the bottom of the funnel; it was identifying the right patients earlier through propensity and risk modeling."



Heather Linder



Poll: Your next step, after today's conversation?



Q&A

Drop your questions in the Q and A pane.

READ THE FULL REPORT

The State of Healthcare
Marketing 2026

info.freshpaint.io/the-state-of-healthcare-marketing

