

Patient Bridge

Google Analytics GA4 Integration

Customers can now track a patient's online booking journey as an end to end e-commerce transaction via their Google Analytics accounts. This feature tracks the online booking from the customer's website through the booking in R4+ and Sensei Cloud.

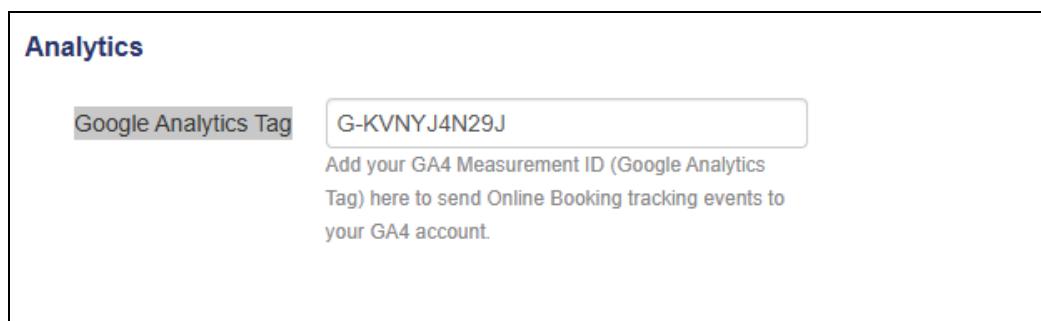
A completed transaction is when the appointment is entered into the DPMS. This is unique to the Patient Bridge feature and enables customers to better prioritise their Google Ad marketing budgets; customers can make a potential savings of up to 30% on their paid search expenditure. Customers can also gain a better insight into the treatments and services patients are searching for and booking.

When configured, the tracking is active across every online booking journey and is reported back to the customer's Google Analytics automatically. A customer must have the Patient Portal integration to use this feature.

Configuring a Customer's GA4 Measurement Tag

To configure the measurement tab in Patient Bridge:

- 1 Navigate to the Patient Portal with Patient Bridge.
- 2 Click **Edit Practice Branding**.
- 3 Enter the **Measurement ID** in the **Google Analytics Tag** field.



When the tag has been entered and saved, the feature is activated automatically.

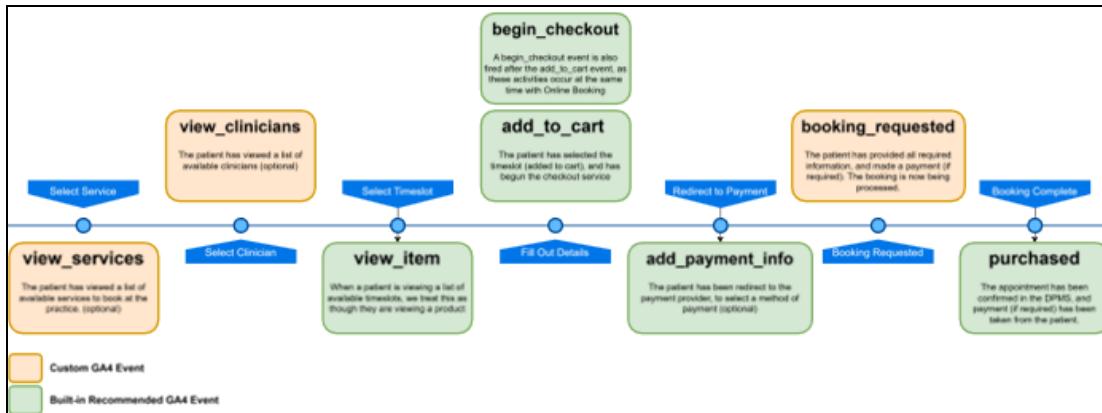
Tracking Feature

The GA4 is integrated to track the online booking journey as a series of Events that are then mapped as an E-commerce journey within Google Analytics. The Events are the different stages of the online booking journey; for example, searching for availability, choosing a booking slot, making a payment, and so on.



Typical Booking Workflow

The following diagram represents a typical booking workflow and shows which GA4 events will be emitted at each stage of the patient journey:



Supported GA4 Events

Patient Bridge uses the e-commerce/online sales related events to provide insights into the online booking journey. The following list of built-in and custom Google Analytics events will be integrated into the booking workflow:

- **view_services**—A custom event that indicates the patient has viewed a list of available services.
- **view_clinicians**—A custom event that indicates the patient has viewed a list of available clinicians for a particular service.
- **view_item**—A built-in GA4 event that indicates the patient is viewing availability for a particular service. This is treated as if the patient is viewing a product in an e-commerce setting.
- **add_to_cart + begin_checkout**—Two built-in GA4 events that are emitted at the same time when a patient selects the timeslot they want and begins either to:
 - Fill out the patient information (Customer Website Journey)
OR
 - Confirm the appointment date/time in the confirmation modal (Non-Customer Website Journey bookings)
- **add_payment_info**—A built-in GA4 event that indicates the patient has been redirected to a payment provider to select a payment method for the appointment. This event will only be emitted if payment is required for the booking.
- **booking_request**—A custom event that indicates that the patient has provided all the required information, including payment authorisation, if required. The booking is now requested and will be processed. This is the end of the interactive phase with the patient in a browser session.
- **purchased**—A built-in GA4 event that indicates the booking is now complete and the appointment is in the DPMS system. If payment was required, then this event also indicates that payment has been taken. If payment was not required, then a purchase with a value of £0.00 will be sent to GA4.

Server-Side Tracking

Server-Side tracking is required to support the final stage of the booking process. Because the patient is no longer present and has typically closed the browser session by the time the booking is confirmed, the booking system emits the final purchase event to confirm the appointment has been booked.

A dedicated, hosted Google Tag Manager Server-Side container has been implemented to facilitate this. To support this, the Online Booking process captures the client_id of the patient's browser session and associates it with the online booking. When the booking is complete, the back-end service uses the client_id to emit the purchase event to the Server Side Google Tag Container. This associates the purchase event with the patient.

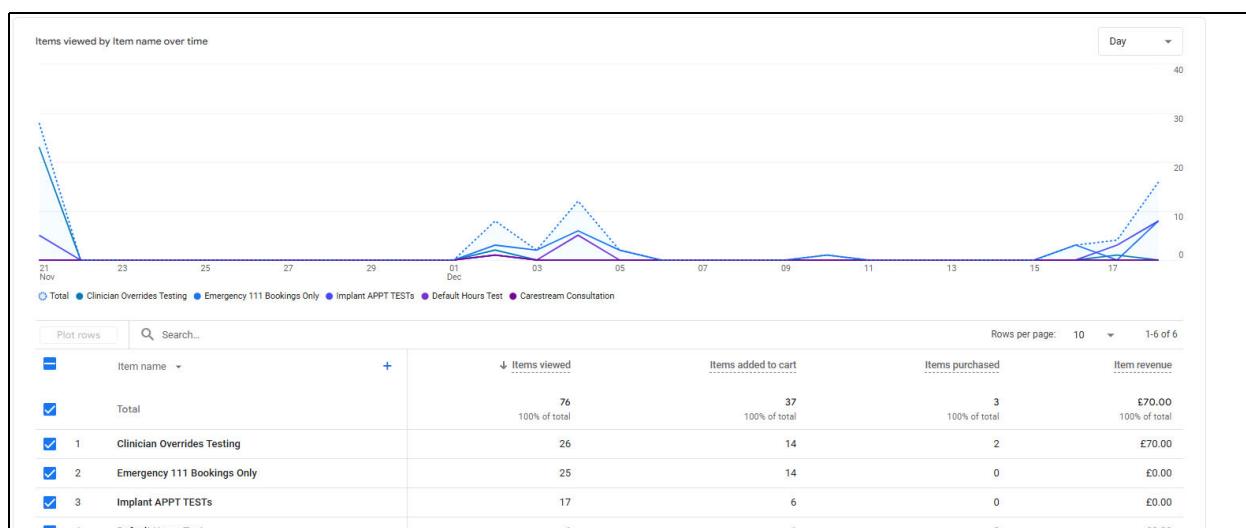
Examples of Google Analytics Reporting

The following reports are provided by default within Google Analytics:

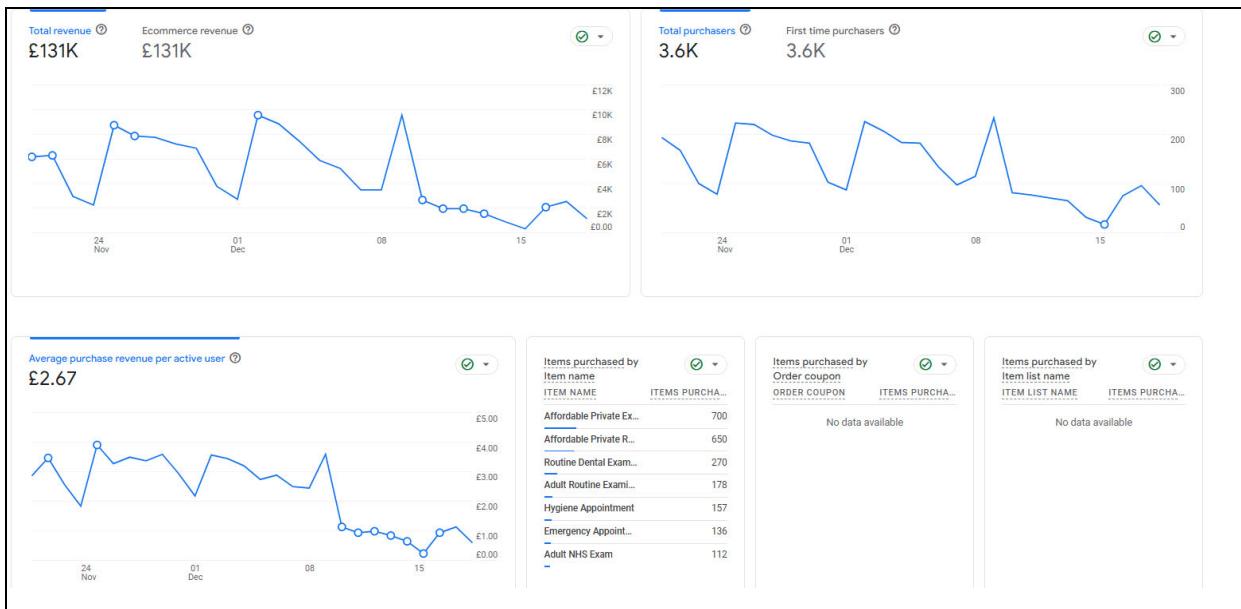
Sales - Purchase Journey—This report shows the bar chart tracking the Abandonment Rate of each stage of the Booking/Purchase Journey along with the device types used when completing the sessions.



Ecommerce Purchases—This report tracks the different online booking services that have been used, including a sum of the total revenue of prepayments attached to any of the services.



Sales Overview—This report is an overview of all the E-commerce activity that has been tracked.



Leads - Audiences—This report presents an overview of user types using the online booking service.



User Acquisition—This report tracks the source of the user traffic. This is useful to know from where the user traffic is being generated; for example, social media, paid search, organic search, and so on.

