REGIONAL GROWTH STRATEGY

Bakersfield, CA Pediatric Market

Data-Driven Acquisition, Retention, and Capacity Alignment Plan

Presented By:

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EXECUTIVE SUMMARY

Drive sustainable regional growth by integrating patient acquisition, retention optimization, and clinic capacity alignment across the Bakersfield market.

+18%	+7%	+85%	-12%
New Patient Growth	Retention Improvement	Target Fill Rate	CPA Reduction Goal

This strategy positions marketing as a measurable revenue and operational performance engine — not a standalone promotional function.

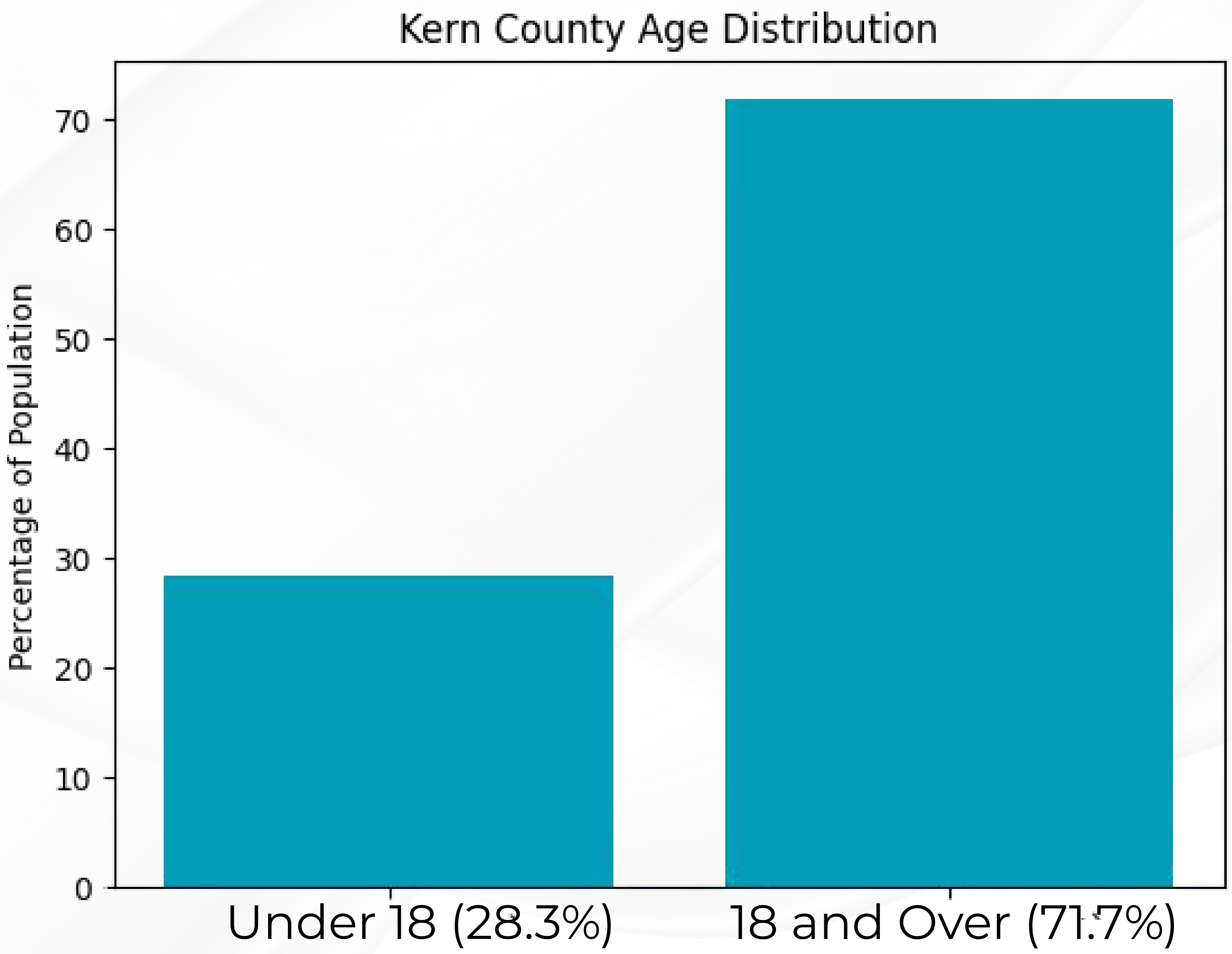
PEDIATRIC MARKET DEMAND

Market Size & Age Profile

- Bakersfield population ~408,000
- Approximately 28.3% under age 18
- Median age ~31.9

Strategic Significance

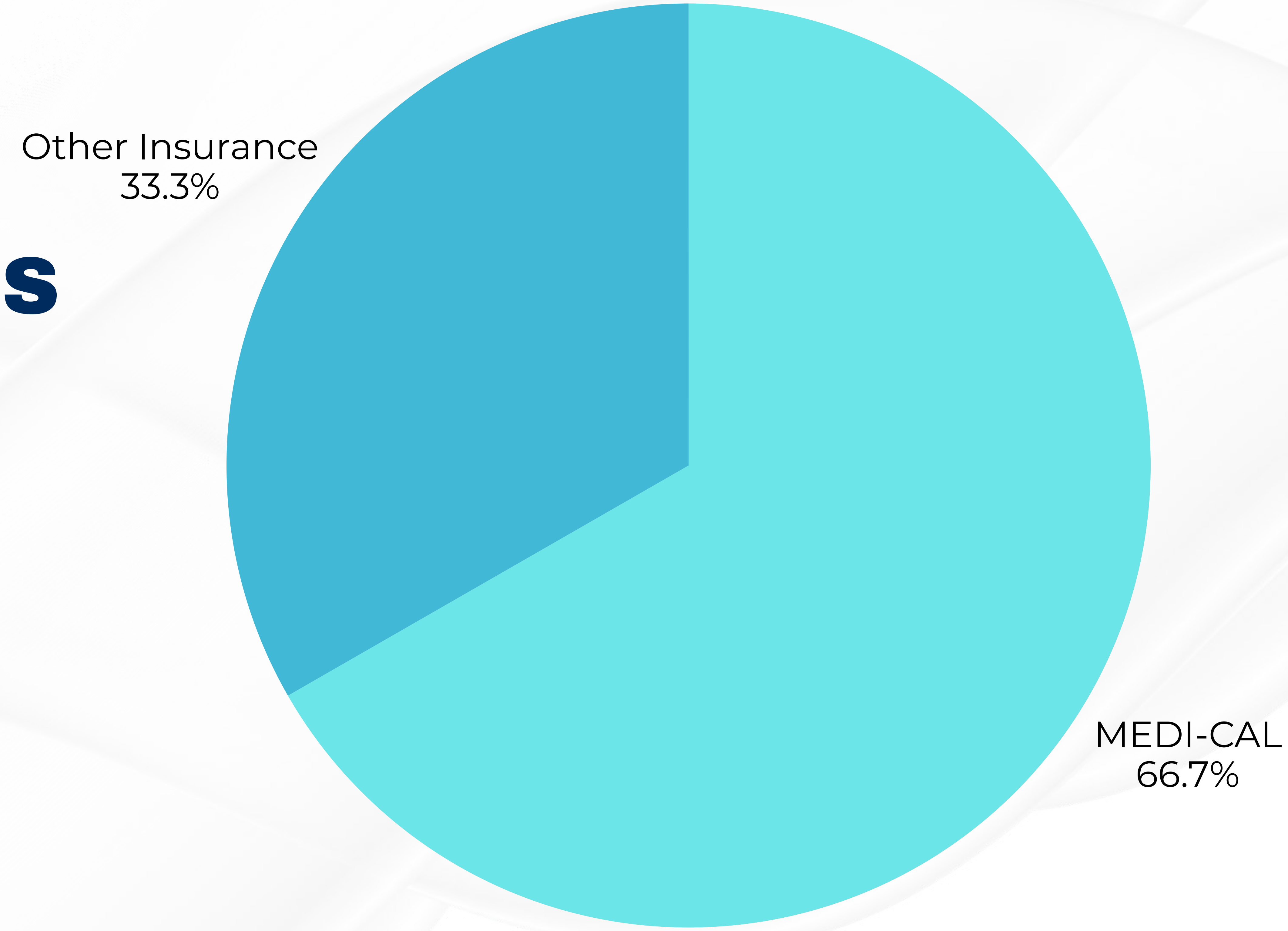
- Strong pediatric demand base
- Young family concentration supports sustained growth
- Long-term lifecycle opportunity within pediatric primary care



The Bakersfield market provides a stable and scalable pediatric patient base.

PAYER MIX & REVENUE DYNAMICS

- 66.7% of children in Kern County are enrolled in Medi-Cal
- Higher public coverage concentration than many California markets
- Significant implications for retention, compliance, and reimbursement dynamics



Retention and preventive care engagement are critical in publicly insured populations to stabilize revenue and support value-based care expansion.

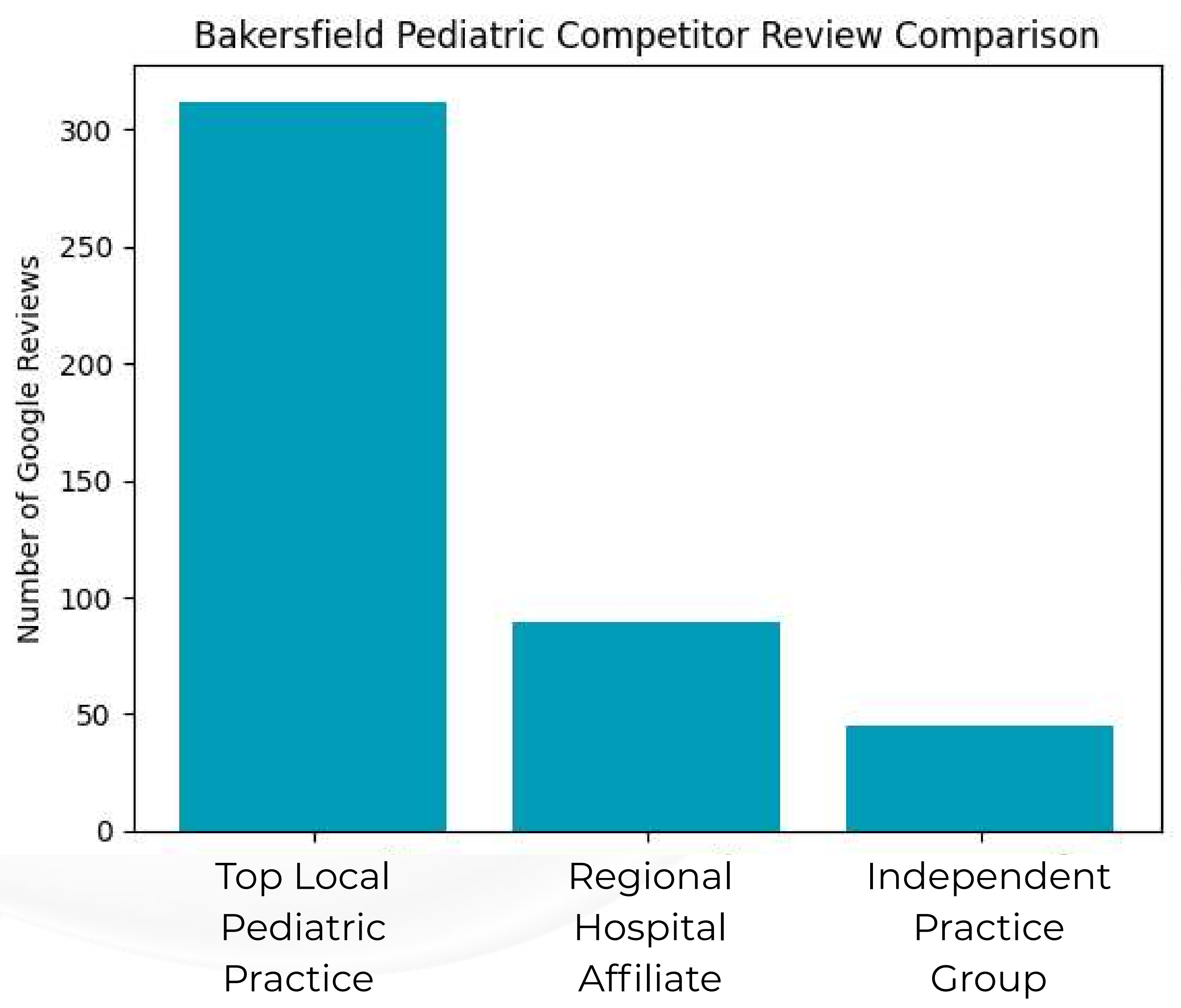
COMPETITIVE VISIBILITY OPPORTUNITY

MARKET OBSERVATIONS

- Pediatric provider landscape is fragmented
- Significant variance in review volume and online presence
- Limited localized SEO ownership among competitors

ACQUISITION IMPLICATIONS

- Reputation strength influences parent decision-making
- High-intent search terms present measurable growth opportunity
- Bilingual digital optimization can differentiate in this market



Digital visibility and reputation equity represent controllable acquisition levers in the Bakersfield pediatric market.

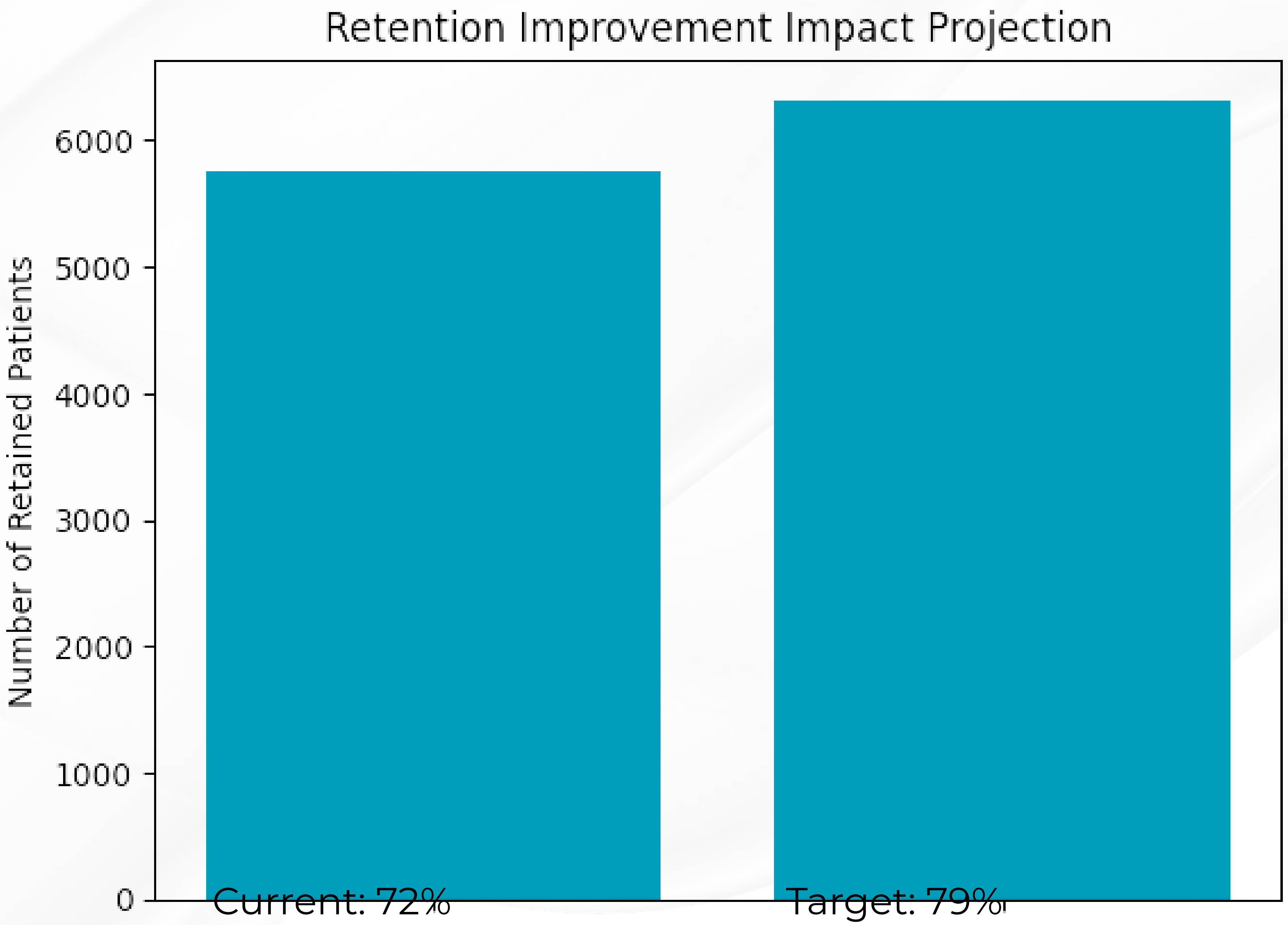
RETENTION AS A REVENUE ENGINE (YEAR 1 IMPACT)

Assumptions

- 8,000 active pediatric patients
- Current retention: 72%
- Target retention: 79%
- Average annual revenue per patient: $850

Business Impact

- +560 additional retained patients
- ~$476,000 incremental annual revenue



Retention improvement functions as a direct revenue stabilization and growth lever.

3-YEAR COMPOUNDED RETENTION IMPACT

Multi-Year Financial Modeling

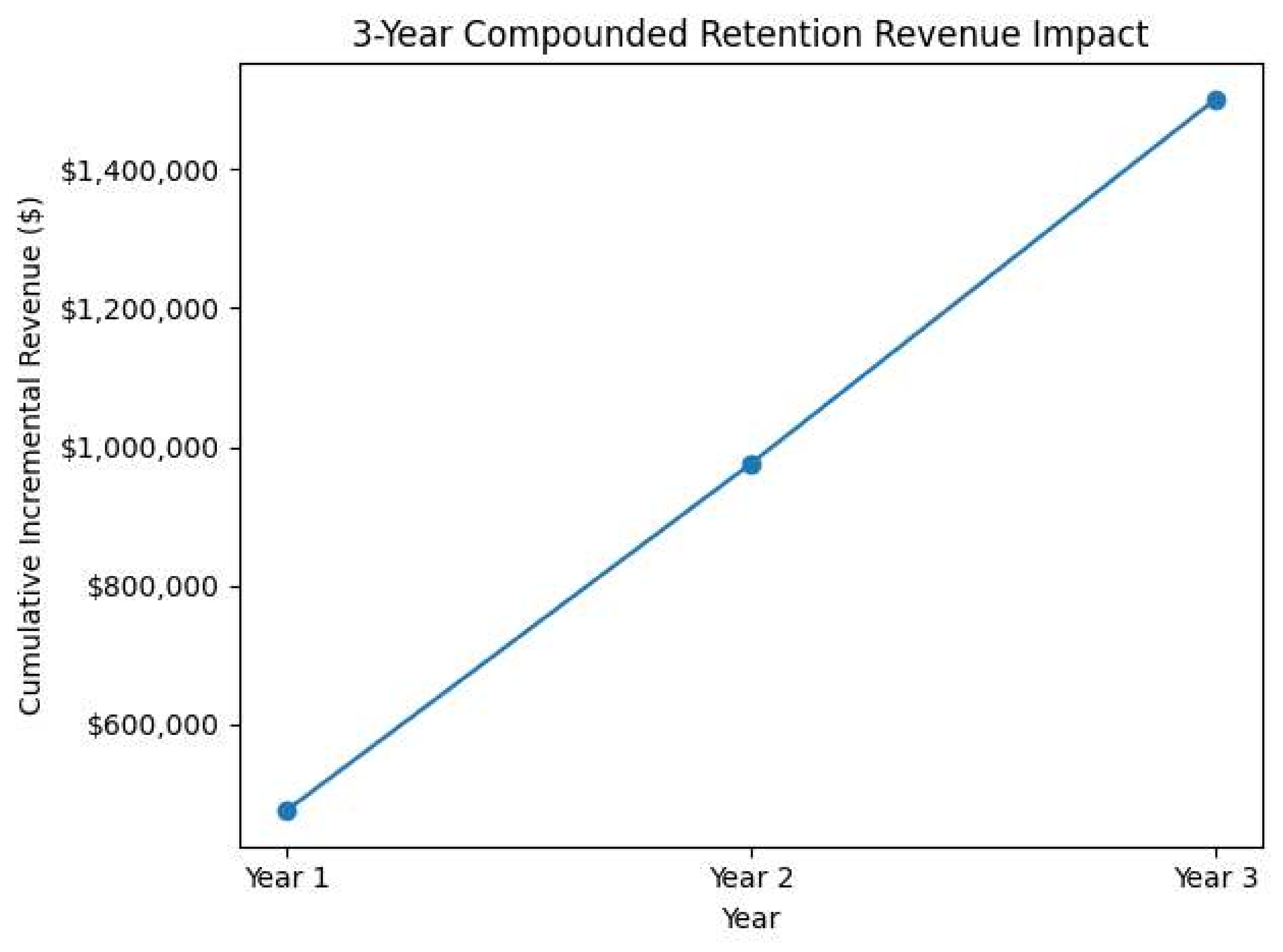
Assumptions:

- Retention improvement: 72% → 79%
- 5% annual patient base growth
- $850 average annual revenue per patient

Projected Financial Impact

Year 1: $476,000
Year 2: $499,800
Year 3: $524,790

3-Year Cumulative Impact: ~$1.5M



Lifecycle optimization compounds over time, driving sustained enterprise value creation.

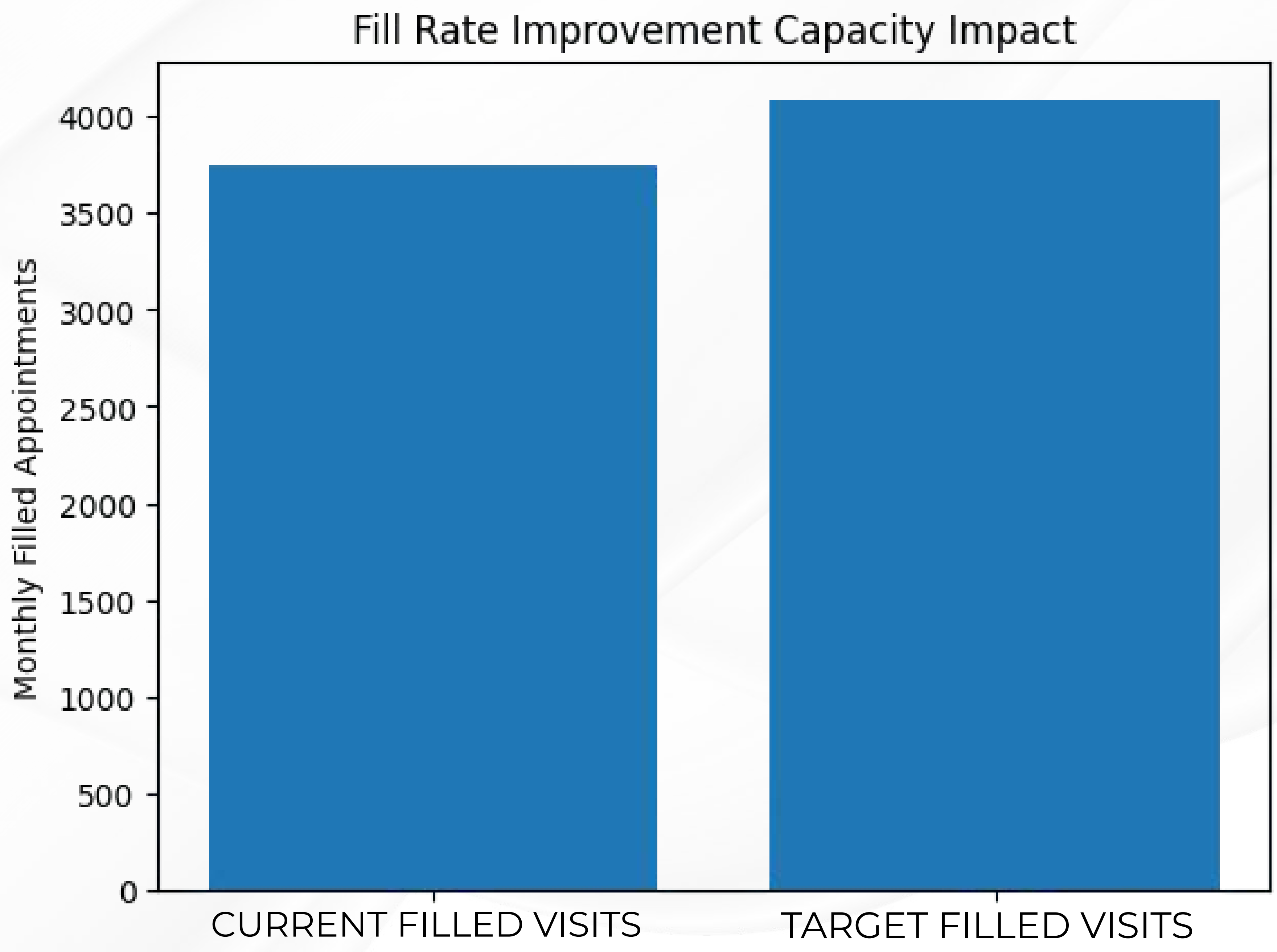
CAPACITY ALIGNMENT & FILL RATE OPTIMIZATION

OPERATIONAL ASSUMPTIONS

- 4 clinics
- 4,800 total monthly appointment capacity
- Current fill rate: 78%
- Target fill rate: 85%
- Average revenue per visit: $140

CAPACITY IMPACT

- +336 additional monthly visits
- ~$47,040 incremental monthly revenue
- ~$564,480 incremental annual revenue



Sustainable growth requires aligning acquisition strategy with clinic capacity and operational efficiency.

DAYS 0–30

ASSESSMENT & ALIGNMENT

- Conduct regional performance audit
- Review acquisition, retention, and fill rate metrics by clinic
- Meet with market president and practice managers
- Validate attribution and reporting framework

DAYS 30–60

ACTIVATION & OPTIMIZATION

- Launch local SEO and review acquisition initiatives
- Implement 30/60/90-day retention workflow
- Align paid media to capacity targets
- Establish community partnership calendar

DAYS 60–90

MEASUREMENT & REFINEMENT

- · Analyze retention and CPA trends
- · Adjust budget allocation based on performance
- · Identify underperforming clinics and intervention plans
- · Present first regional performance review