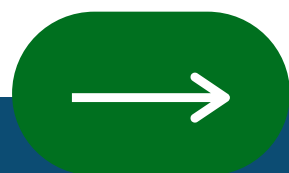


Marketing

# GNF Reporting

30 day lookback



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# WEBSITE DATA

# WEB DATA SUMMARY

- **New users increased by 20%**
- **Pageviews doubled**
- **More calls and appointment bookings took place in August vs. July**
- **Egg donor site traffic is up by 200%**
- **At least 100 inbound calls tracked on campaigns and on website**

# Website Development Summary

**Homepage Banner** updated with new slides, format adjusted for better presentation

**Dr. Hade** images updated site-wide

**About Us** Lab and Fertility Friends sections updated to reflect current staff and imagery

**Blog** Multiple new blog entries added and optimized for SEO and backlinks

**Press** Total page rework to include all Doctor's press appearances in updated format with links

**Egg Donor/Recipient** Portal(s) reformatted with updated pictures

**Buttons** Tracking implemented for all major buttons to provide more accurate Google Analytics data

**Eggtober** New page made for Eggtober 2021 with improved imagery & functionality (In Process)

**PRP** Page created and made live

**Sitewide** Excessive page animations stripped from page segments to improve presentation and speed

**Fertility Friend** Page reimaged with new grid presentation, higher quality photos, and bios

**Sitewide** various graphics and information have been updated to improve clarity and presentation

**Doctor's Pages** Layout adjustments made, new Media segments introduced, new consultation forms designed and added

**Lab Personnel** page updated with improved staff carousel including new portraits and adjustments to design and layout

**Success Stories** multiple stories added

**Contact Us** form updated with additional fields for stronger reporting including improved user data collection

**Uterine Testing** outdated page redesigned and split into 3 additional pages - ERA, SIS, Hysto

**PCOS** Page updated with new layout and graphics

# Referral Sources

Default Channel Grouping	Acquisition			Behavior			Conversions <span>Goal 1: Apply Now - Egg Donor ▼</span>		
	Users ↓	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Apply Now - Egg Donor (Goal 1 Conversion Rate)	Apply Now - Egg Donor (Goal 1 Completions)	Apply Now - Egg Donor (Goal 1 Value)
	<b>21.15%</b> ↑ 3,569 vs 2,946	<b>21.46%</b> ↑ 3,294 vs 2,712	<b>22.11%</b> ↑ 5,457 vs 4,469	<b>71.50%</b> ↓ 16.99% vs 59.61%	<b>59.10%</b> ↑ 3.24 vs 2.03	<b>2.07%</b> ↓ 00:01:48 vs 00:01:51	<b>0.00%</b> 0.00% vs 0.00%	<b>0.00%</b> 0 vs 0	<b>0.00%</b> \$0.00 vs \$0.00
1. Organic Search									
Aug 1, 2021 - Aug 31, 2021	<b>1,456</b> (39.38%)	1,213 (36.82%)	2,448 (44.86%)	15.44%	3.53	00:02:09	0.00%	0 (0.00%)	\$0.00 (0.00%)
Jul 1, 2021 - Jul 31, 2021	<b>1,305</b> (42.86%)	1,091 (40.23%)	2,078 (46.50%)	50.82%	2.35	00:02:20	0.00%	0 (0.00%)	\$0.00 (0.00%)
<b>% Change</b>	<b>11.57%</b>	<b>11.18%</b>	<b>17.81%</b>	<b>-69.61%</b>	<b>50.36%</b>	<b>-7.71%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>
2. Direct									
Aug 1, 2021 - Aug 31, 2021	<b>1,182</b> (31.97%)	1,129 (34.27%)	1,659 (30.40%)	18.51%	2.89	00:01:30	0.00%	0 (0.00%)	\$0.00 (0.00%)
Jul 1, 2021 - Jul 31, 2021	<b>1,176</b> (38.62%)	1,132 (41.74%)	1,569 (35.11%)	72.15%	1.59	00:01:06	0.00%	0 (0.00%)	\$0.00 (0.00%)
<b>% Change</b>	<b>0.51%</b>	<b>-0.27%</b>	<b>5.74%</b>	<b>-74.35%</b>	<b>81.58%</b>	<b>34.93%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>

# Referral Sources




3. Paid Search										
Aug 1, 2021 - Aug 31, 2021	<b>845</b> (22.86%)	756 (22.95%)	<b>1,090</b> (19.97%)	16.79%	3.12	00:01:13		0.00%	0 (0.00%)	\$0.00 (0.00%)
Jul 1, 2021 - Jul 31, 2021	<b>402</b> (13.20%)	336 (12.39%)	<b>624</b> (13.96%)	57.69%	2.00	00:01:56		0.00%	0 (0.00%)	\$0.00 (0.00%)
<b>% Change</b>	<b>110.20%</b>	<b>125.00%</b>	<b>74.68%</b>	<b>-70.90%</b>	<b>56.15%</b>	<b>-37.05%</b>		<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>
4. Social										
Aug 1, 2021 - Aug 31, 2021	<b>143</b> (3.87%)	139 (4.22%)	<b>148</b> (2.71%)	25.00%	2.50	00:00:24		0.00%	0 (0.00%)	\$0.00 (0.00%)
Jul 1, 2021 - Jul 31, 2021	<b>113</b> (3.71%)	110 (4.06%)	<b>116</b> (2.60%)	62.07%	1.87	00:01:24		0.00%	0 (0.00%)	\$0.00 (0.00%)
<b>% Change</b>	<b>26.55%</b>	<b>26.36%</b>	<b>27.59%</b>	<b>-59.72%</b>	<b>33.64%</b>	<b>-71.53%</b>		<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>

# Referral Sources

5. Referral										
Aug 1, 2021 - Aug 31, 2021	<b>63</b> (1.70%)	49 (1.49%)	104 (1.91%)	14.42%	4.11	00:06:49		0.00%	0 (0.00%)	\$0.00 (0.00%)
Jul 1, 2021 - Jul 31, 2021	<b>48</b> (1.58%)	42 (1.55%)	81 (1.81%)	53.09%	2.98	00:03:26		0.00%	0 (0.00%)	\$0.00 (0.00%)
<b>% Change</b>	<b>31.25%</b>	<b>16.67%</b>	<b>28.40%</b>	<b>-72.83%</b>	<b>37.99%</b>	<b>98.65%</b>		<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>
6. (Other)										
Aug 1, 2021 - Aug 31, 2021	<b>7</b> (0.19%)	7 (0.21%)	7 (0.13%)	85.71%	1.14	00:00:00		0.00%	0 (0.00%)	\$0.00 (0.00%)
Jul 1, 2021 - Jul 31, 2021	<b>1</b> (0.03%)	1 (0.04%)	1 (0.02%)	100.00%	1.00	00:00:00		0.00%	0 (0.00%)	\$0.00 (0.00%)
<b>% Change</b>	<b>600.00%</b>	<b>600.00%</b>	<b>600.00%</b>	<b>-14.29%</b>	<b>14.29%</b>	<b>0.00%</b>		<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>
7. Display										
Aug 1, 2021 - Aug 31, 2021	<b>1</b> (0.03%)	1 (0.03%)	1 (0.02%)	100.00%	1.00	00:00:00		0.00%	0 (0.00%)	\$0.00 (0.00%)
Jul 1, 2021 - Jul 31, 2021	<b>0</b> (0.00%)	0 (0.00%)	0 (0.00%)	0.00%	0.00	00:00:00		0.00%	0 (0.00%)	\$0.00 (0.00%)
<b>% Change</b>	<b>∞%</b>	<b>∞%</b>	<b>∞%</b>	<b>∞%</b>	<b>∞%</b>	<b>0.00%</b>		<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>




# Page Data

Page	Pageviews ↓	Unique Pageviews	Avg. Time on Page	Entrances	Bounce Rate	% Exit	Page Value
	<b>94.27%</b> ↑ 17,659 vs 9,090	<b>13.60%</b> ↑ 8,802 vs 7,748	<b>54.74%</b> ↓ 00:00:48 vs 00:01:47	<b>22.22%</b> ↑ 5,451 vs 4,460	<b>71.50%</b> ↓ 16.99% vs 59.61%	<b>37.09%</b> ↓ 30.87% vs 49.06%	<b>0.00%</b> \$0.00 vs \$0.00
1. / 							
Aug 1, 2021 - Aug 31, 2021	<b>6,365</b> (36.04%)	<b>3,136</b> (35.63%)	00:00:43	<b>3,013</b> (55.27%)	15.80%	35.32%	<b>\$0.00</b> (0.00%)
Jul 1, 2021 - Jul 31, 2021	<b>3,254</b> (35.80%)	<b>2,787</b> (35.97%)	00:01:39	<b>2,710</b> (60.76%)	58.75%	58.88%	<b>\$0.00</b> (0.00%)
<b>% Change</b>	<b>95.61%</b>	<b>12.52%</b>	<b>-56.35%</b>	<b>11.18%</b>	<b>-73.11%</b>	<b>-40.02%</b>	<b>0.00%</b>
2. /contactus/ 							
Aug 1, 2021 - Aug 31, 2021	<b>984</b> (5.57%)	<b>399</b> (4.53%)	00:01:13	<b>99</b> (1.82%)	25.00%	26.93%	<b>\$0.00</b> (0.00%)
Jul 1, 2021 - Jul 31, 2021	<b>445</b> (4.90%)	<b>323</b> (4.17%)	00:01:52	<b>70</b> (1.57%)	64.29%	43.82%	<b>\$0.00</b> (0.00%)
<b>% Change</b>	<b>121.12%</b>	<b>23.53%</b>	<b>-35.11%</b>	<b>41.43%</b>	<b>-61.11%</b>	<b>-38.54%</b>	<b>0.00%</b>
3. /our-services/egg-freezing/ 							
Aug 1, 2021 - Aug 31, 2021	<b>849</b> (4.81%)	<b>421</b> (4.78%)	00:00:38	<b>375</b> (6.88%)	15.73%	35.81%	<b>\$0.00</b> (0.00%)
Jul 1, 2021 - Jul 31, 2021	<b>81</b> (0.89%)	<b>68</b> (0.88%)	00:01:51	<b>22</b> (0.49%)	77.27%	50.62%	<b>\$0.00</b> (0.00%)
<b>% Change</b>	<b>948.15%</b>	<b>519.12%</b>	<b>-65.65%</b>	<b>1,604.55%</b>	<b>-79.64%</b>	<b>-29.26%</b>	<b>0.00%</b>

# Page Data

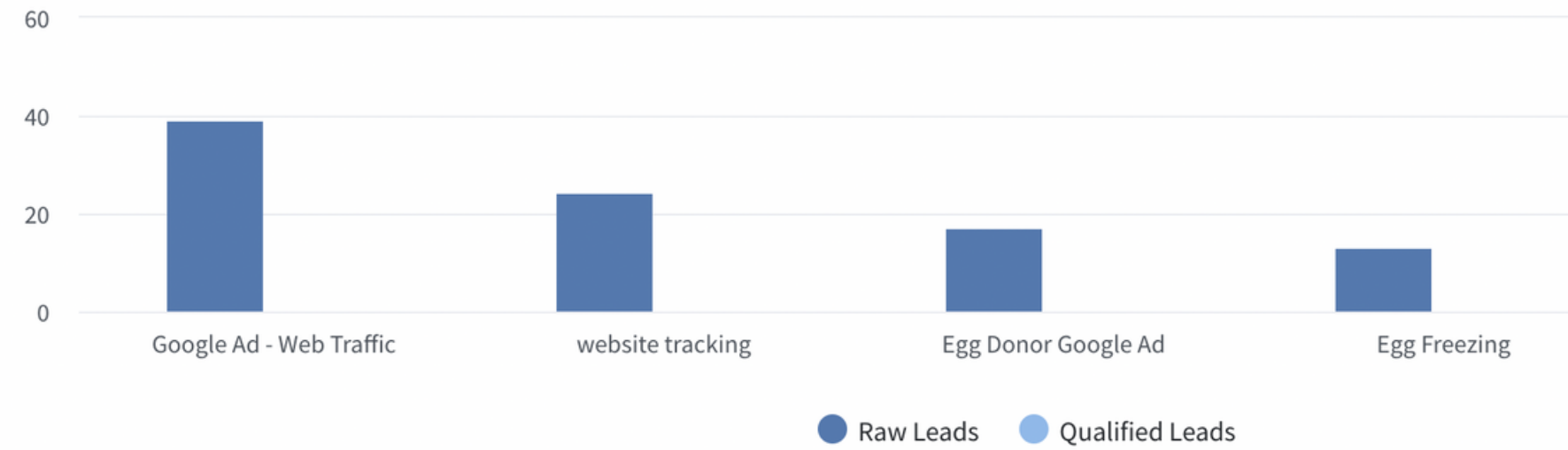
4. <a href="#">/aboutus/</a>								
Aug 1, 2021 - Aug 31, 2021	<b>736</b> (4.17%)	326 (3.70%)	00:00:55	85 (1.56%)	12.94%	24.46%	\$0.00 (0.00%)	
Jul 1, 2021 - Jul 31, 2021	<b>375</b> (4.13%)	310 (4.00%)	00:01:45	102 (2.29%)	72.55%	45.07%	\$0.00 (0.00%)	
<b>% Change</b>	<b>96.27%</b>	<b>5.16%</b>	<b>-47.93%</b>	<b>-16.67%</b>	<b>-82.16%</b>	<b>-45.73%</b>	<b>0.00%</b>	
5. <a href="#">/aboutus/dr-jesse-hade/</a>								
Aug 1, 2021 - Aug 31, 2021	<b>628</b> (3.56%)	346 (3.93%)	00:00:29	270 (4.95%)	22.59%	34.87%	\$0.00 (0.00%)	
Jul 1, 2021 - Jul 31, 2021	<b>270</b> (2.97%)	246 (3.18%)	00:02:13	180 (4.04%)	65.00%	57.41%	\$0.00 (0.00%)	
<b>% Change</b>	<b>132.59%</b>	<b>40.65%</b>	<b>-78.14%</b>	<b>50.00%</b>	<b>-65.24%</b>	<b>-39.25%</b>	<b>0.00%</b>	
6. <a href="#">/our-services/</a>								
Aug 1, 2021 - Aug 31, 2021	<b>619</b> (3.51%)	291 (3.31%)	00:00:22	86 (1.58%)	5.81%	18.42%	\$0.00 (0.00%)	
Jul 1, 2021 - Jul 31, 2021	<b>215</b> (2.37%)	179 (2.31%)	00:01:17	29 (0.65%)	55.17%	26.51%	\$0.00 (0.00%)	
<b>% Change</b>	<b>187.91%</b>	<b>62.57%</b>	<b>-71.91%</b>	<b>196.55%</b>	<b>-89.46%</b>	<b>-30.53%</b>	<b>0.00%</b>	

# Page Data

7. <a href="#">/aboutus/dr-janelle-luk/</a> 								
Aug 1, 2021 - Aug 31, 2021	<b>497</b> (2.81%)	262 (2.98%)	00:01:12	145 (2.66%)	15.07%	30.78%	\$0.00 (0.00%)	
Jul 1, 2021 - Jul 31, 2021	<b>355</b> (3.91%)	308 (3.98%)	00:02:19	183 (4.10%)	57.30%	50.70%	\$0.00 (0.00%)	
<b>% Change</b>	<b>40.00%</b>	<b>-14.94%</b>	<b>-47.86%</b>	<b>-20.77%</b>	<b>-73.70%</b>	<b>-39.29%</b>	<b>0.00%</b>	
8. <a href="#">/aboutus/fertilityfriends/</a> 								
Aug 1, 2021 - Aug 31, 2021	<b>360</b> (2.04%)	164 (1.86%)	00:01:31	62 (1.14%)	6.45%	28.33%	\$0.00 (0.00%)	
Jul 1, 2021 - Jul 31, 2021	<b>143</b> (1.57%)	123 (1.59%)	00:02:22	23 (0.52%)	78.26%	53.15%	\$0.00 (0.00%)	
<b>% Change</b>	<b>151.75%</b>	<b>33.33%</b>	<b>-35.64%</b>	<b>169.57%</b>	<b>-91.76%</b>	<b>-46.69%</b>	<b>0.00%</b>	
9. <a href="#">/success-stories/</a> 								
Aug 1, 2021 - Aug 31, 2021	<b>353</b> (2.00%)	185 (2.10%)	00:01:15	60 (1.10%)	21.67%	27.48%	\$0.00 (0.00%)	
Jul 1, 2021 - Jul 31, 2021	<b>17</b> (0.19%)	16 (0.21%)	00:01:13	8 (0.18%)	87.50%	64.71%	\$0.00 (0.00%)	
<b>% Change</b>	<b>1,976.47%</b>	<b>1,056.25%</b>	<b>2.65%</b>	<b>650.00%</b>	<b>-75.24%</b>	<b>-57.53%</b>	<b>0.00%</b>	
10. <a href="#">/aboutus/dr-edward-j-nejat/</a> 								
Aug 1, 2021 - Aug 31, 2021	<b>321</b> (1.82%)	168 (1.91%)	00:00:46	94 (1.72%)	15.79%	31.15%	\$0.00 (0.00%)	
Jul 1, 2021 - Jul 31, 2021	<b>176</b> (1.94%)	156 (2.01%)	00:03:24	69 (1.55%)	57.97%	50.00%	\$0.00 (0.00%)	
<b>% Change</b>	<b>82.39%</b>	<b>7.69%</b>	<b>-77.57%</b>	<b>36.23%</b>	<b>-72.76%</b>	<b>-37.69%</b>	<b>0.00%</b>	

# August Call Tracking

Leads for Aug 1, 2021 - Aug 31, 2021



All Sources

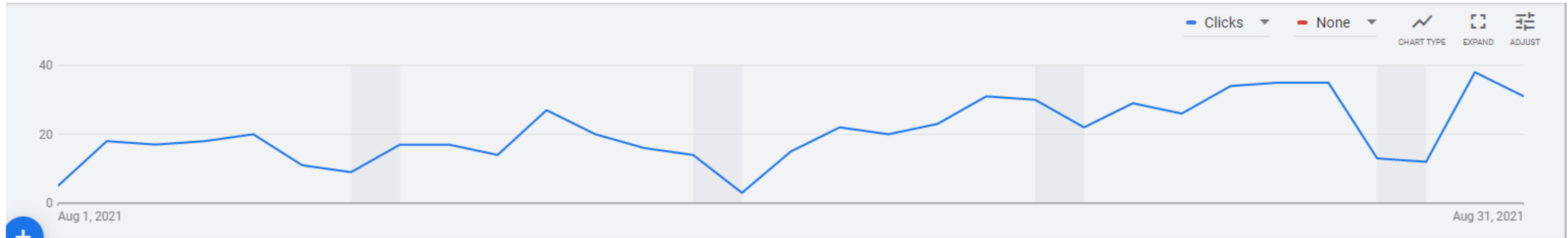
Source	Raw Leads <span>▼</span> <span>?</span>
	<b>101</b>
Google Ad - Web Traffic	39
website tracking	24
Egg Donor Google Ad	17
Egg Freezing	13

# FACEBOOK AND GOOGLE ADS DATA

# AD PERFORMANCE SUMMARY

- **Clicks have doubled**
- **CTR increased by almost 50%**
- **Average CPC decreased by 25%**

# Egg Donor Ad Performance



Ad status: All ADD FILTER

SEARCH SEGMENT COLUMNS REPORTS DOWNLOAD EXPAND MORE

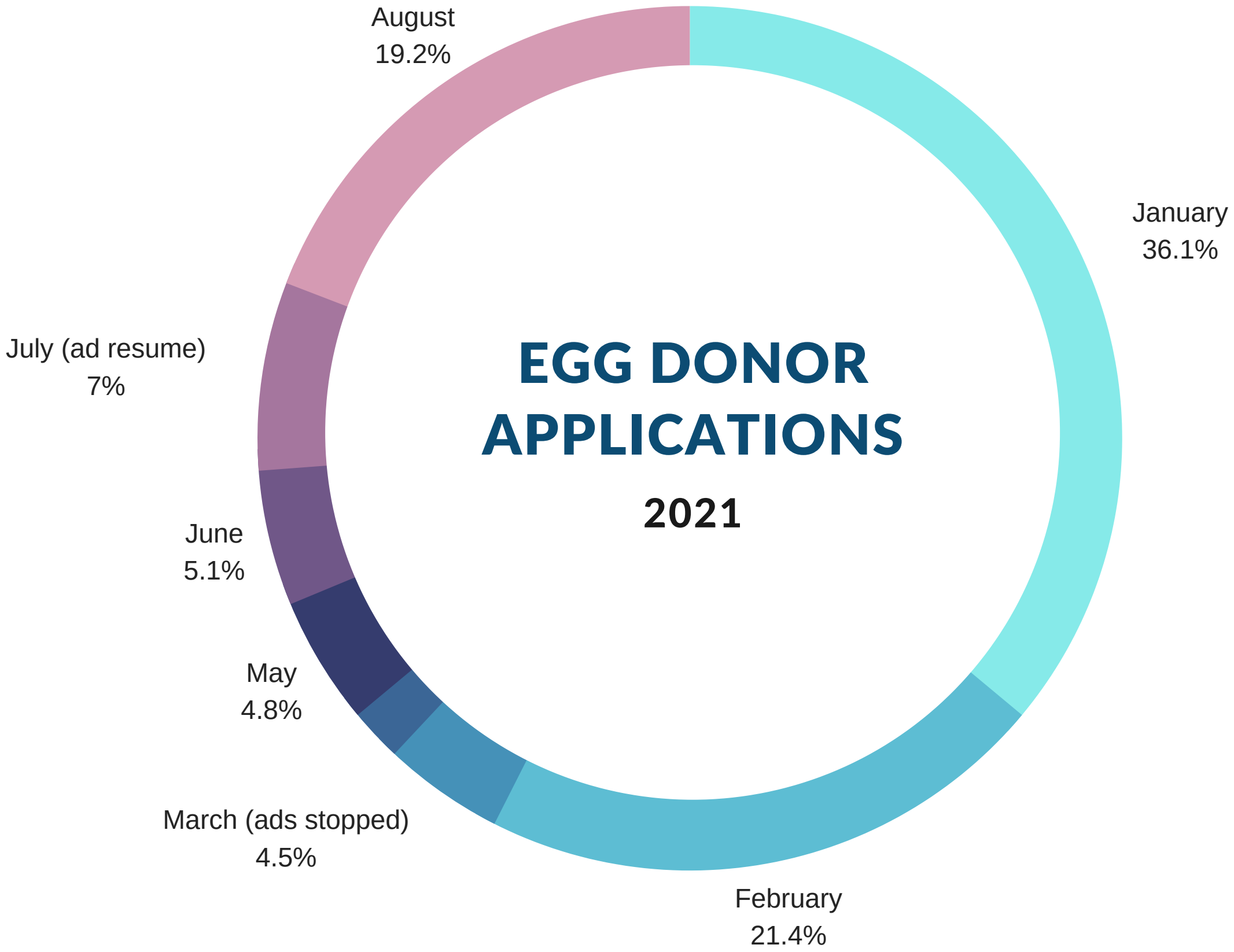
<input type="checkbox"/>	<input checked="" type="radio"/>	Ad	Ad group	Status	Ad strength	↓ Clicks	Impr.	CTR	Avg. CPC	Cost	Conv. rate	Conversions	Cost / conv.
<input type="checkbox"/>	<input checked="" type="radio"/>	Earn Up to \$24,000   Sell Eggs   NYC Egg Bank   Sell Your Eggs   Generation Next Fertility +12... www.generationnextfertility.com Click Here to Become an Egg Donor at Generation Next Fertility. Earn Up to \$24,000... <a href="#">View assets details</a>	Egg donor ad group 1	Eligible (Limited) Policy (Birth control +3 more)	Average	297	5,974	4.97%	\$3.62	\$1,075.00	2.02%	6.00	\$179.17
<input type="checkbox"/>	<input checked="" type="radio"/>	Generation Next Fertility   Sell Your Eggs & Start Today   Donor Egg Database   Egg Bank +12... www.generationnextfertility.com Generation Next Fertility is currently looking for egg donors! Earn at LEAST \$8500! Donate You... <a href="#">View assets details</a>	Egg donor ad group 1	Eligible (Limited) Policy (Restricted drug terms +3 more)	Average	271	7,885	3.44%	\$3.72	\$1,008.07	2.77%	7.50	\$134.41
<input type="checkbox"/>	<input checked="" type="radio"/>	Sell Your Eggs For \$24000   Donate Eggs   Frozen Egg Bank   Donor Pregnancy   Donate... www.generationnextfertility.com Become an Egg Donor   Egg Donation in NYC   Get Paid \$8500   Generation Next Fertility... <a href="#">View assets details</a>	Egg donor ad group 1	Eligible (Limited) Policy (Birth control +3 more)	Average	74	2,687	2.75%	\$4.44	\$328.92	4.50%	3.33	\$98.68
		Total: Ads ⓘ				642	16,546	3.88%	\$3.76	\$2,412.00	2.62%	16.83	\$143.29

# Google Ads Summary July vs. August

Campaigns			
	Cost ▼	Clicks ▼	CTR ▼
● Egg Donor 2021	\$2,412.00 ↑ \$1,238.53	642 ↑ 395	3.88% ↑ 1.19%
● Website Traffic Generation	\$1,093.30 ↓ \$414.57	339 ↓ 158	3.84% ↓ 1.01%
● Freeze Your Eggs	\$658.34 ↑ \$658.34	519 ↑ 519	4.57% ↑ 4.57%
● Hade promo	\$455.88 ↑ \$306.23	327 ↑ 178	8.50% ↓ 0.38%
● IVF Lead Gen	\$255.99 ↑ \$255.99	115 ↑ 115	3.60% ↑ 3.60%



JANUARY:	128
FEBRUARY:	76
MARCH:(ads stop)	16
APRIL:	7
MAY:	17
JUNE:	18
JULY:(ads resume)	25
AUGUST:	68



# Hade Facebook Promotion

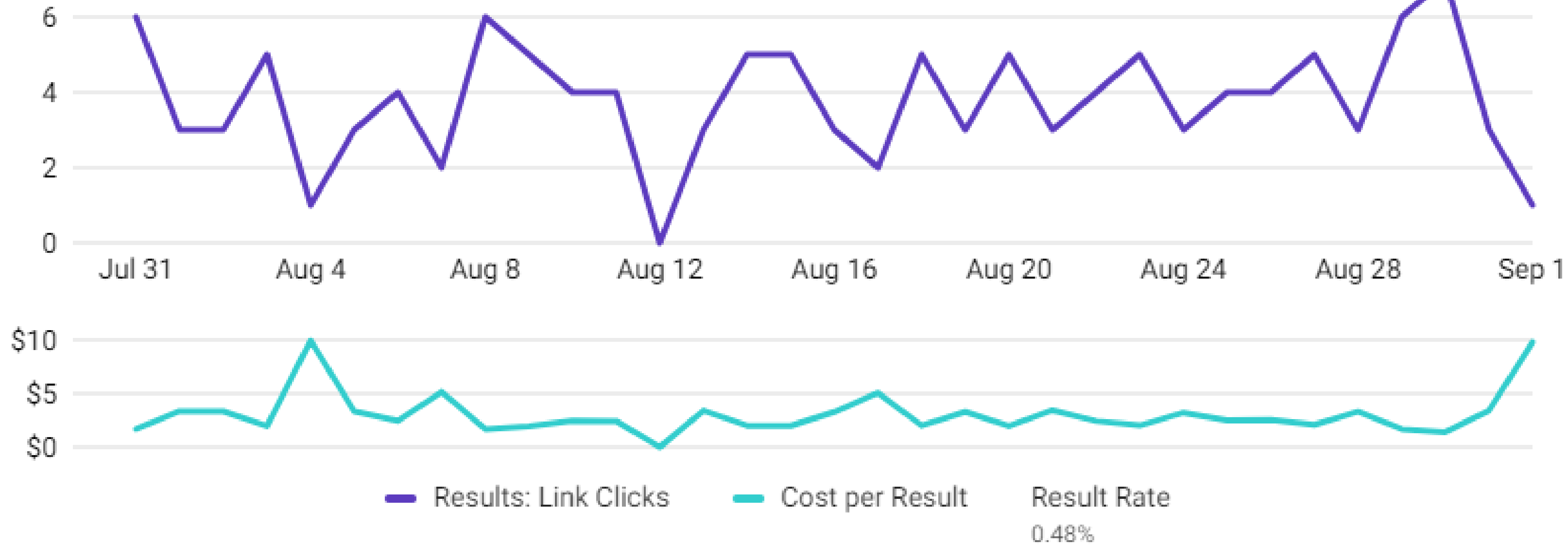
**118**  
Results: Link Clicks

**15,135**  
People Reached

**\$310.07**  
Amount Spent

Custom

Results: Link Clicks over Cost per Result



# Hade Google Promotion

**\$455.88** Spend in the last month



Impressions

**3.85K**

How often your ads were shown



Clicks

**327**

Actions on your ads



Location actions

**42**

Actions showing intent to visit



Calls

**50**

Calls to your business

# Egg Freezing Google Promotion

\$658.34 Spend in the last month



Impressions

11.3K

How often your ads were shown



Clicks

519

Actions on your ads



Location actions

679

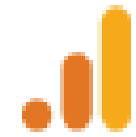
Actions showing intent to visit



Calls

15

Calls to your business



Conversions

0.67

Actions on your website from ads

# ZOCDOC REPORTING

# ZOCDOC SUMMARY

- **Almost double the appointments booked in August than the last 6 months due to addition of the booking button**

# Zocdoc Reporting

## Total bookings by Month:

March: 23

April: 25

May: 27

June: 21

July: 17

August: 43



## Total bookings ⓘ

**157** [view details](#)

New patient bookings from Zocdoc ⓘ

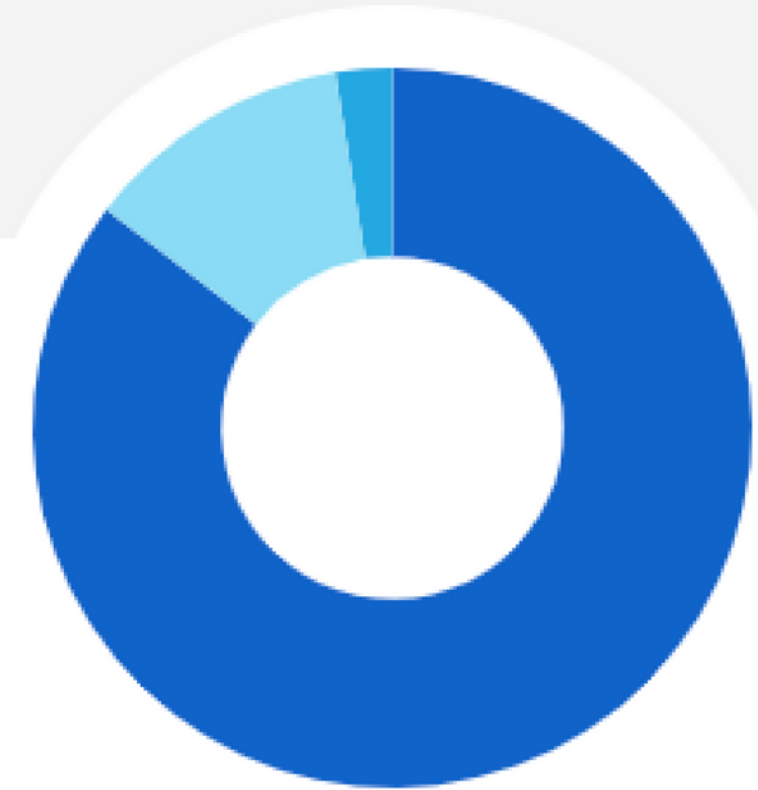
**134**

Existing patient bookings from Zocdoc ⓘ

**4**

Bookings from your website ⓘ

**19**



# Zocdoc Reporting

## Your cost breakdown (3/1/21 - 9/1/21)

122 new patient bookings from Zocdoc [view details](#)

Dr. Jesse Hade - MD

31 new patient bookings from Zocdoc

**\$3,410**

Dr. Janelle Luk - MD

54 new patient bookings from Zocdoc

**\$5,940**

Dr. Edward Nejat - MD

37 new patient bookings from Zocdoc

**\$4,070**

Total cost

**\$13,420**

Visit reason

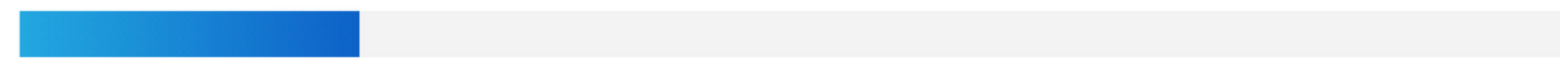
Insurance type

Booking type

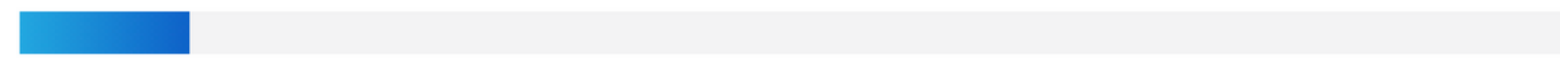
Infertility Consultation 117



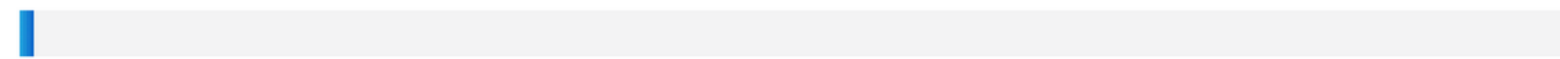
IVF / Reproductive En... 26



Egg Freezing/ Fertility... 13



Same-Sex Couple Inf... 1





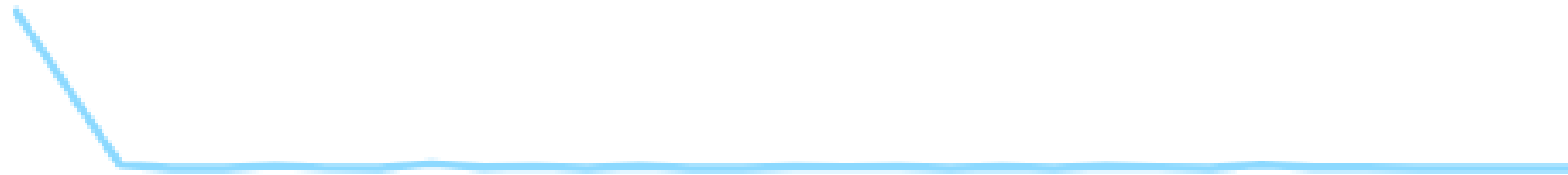
# SOCIAL MEDIA PERFORMANCE

# Facebook & Instagram Performance

## Results

Facebook Page Reach ⓘ

5,700 ↓ 69.2%



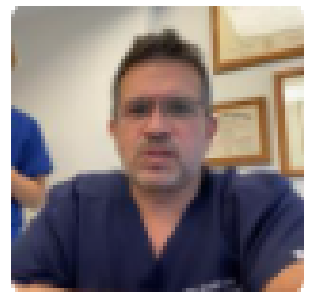
Instagram Reach ⓘ

3,589 ↑ 48.1%



## Content ⓘ

Sort by: Reach ▼



Thu Aug 26, 1:36pm  
IVF questions on 8/26/21

Instagram icon  
Reach 1.2K



Fri Aug 27, 6:20am  
#FeatureFriday Meet Julia, our #FertilityFr...

Instagram icon  
Reach 1K



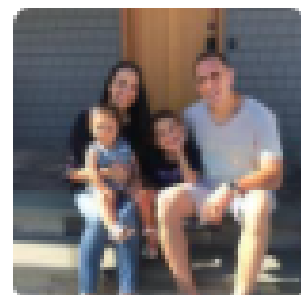
Thu Aug 26, 7:23am  
Happy #nationaldogday! Meet some of the...

Instagram icon  
Reach 937



Wed Aug 25, 6:15am  
Meet #GNFSuccessStory baby boy Hudso...

Instagram icon  
Reach 855



Mon Aug 9, 8:00am  
This is a very special update from one of o...

Instagram icon  
Reach 757



Fri Aug 13, 6:10am  
#FeatureFriday meet Zoe, one of the newe...

Instagram icon  
Reach 679

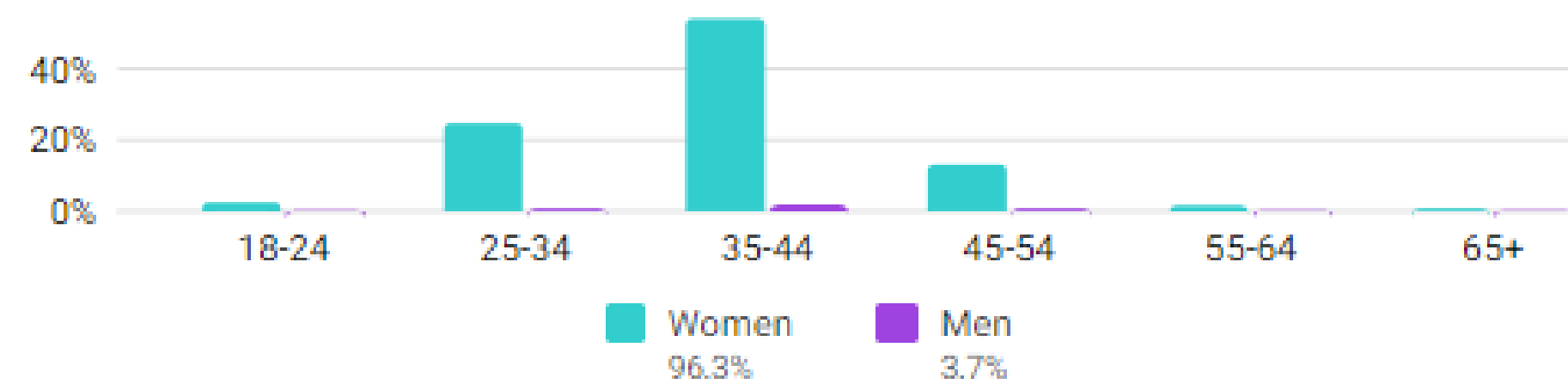
# Facebook & Instagram Performance

## Audience ⓘ

### Facebook Page Likes ⓘ

2K

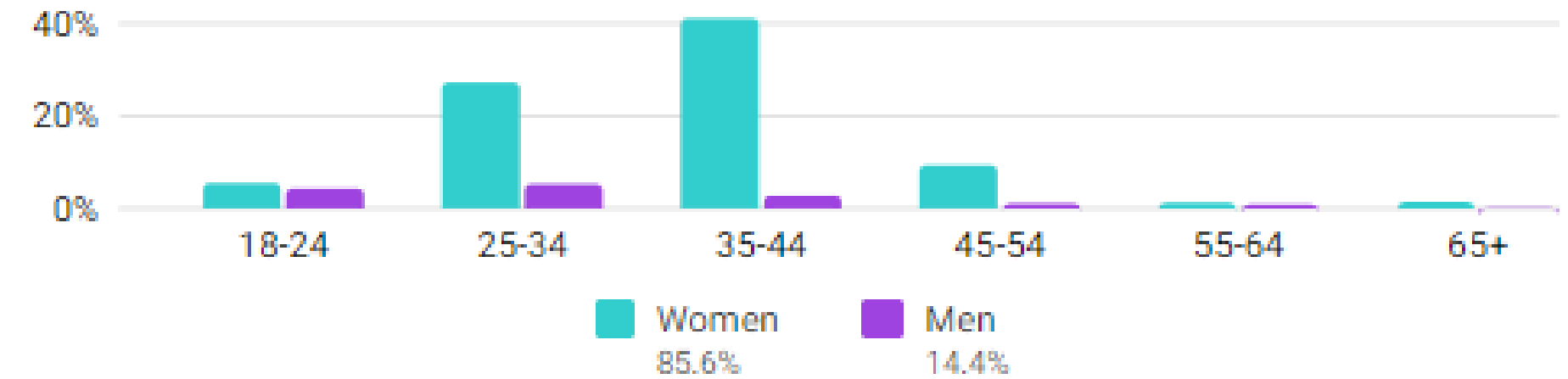
### Age & Gender ⓘ



### Instagram Followers ⓘ

3K

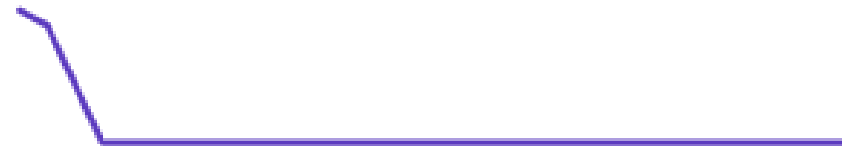
### Age & Gender ⓘ



# Dr. Luk's Facebook & Instagram Performance

## Paid Reach ⓘ

6,482 ↓ 34.9%



## Facebook Page Reach ⓘ

6,476 ↓ 33.9%



## Instagram Reach ⓘ

17,468 ↑ 14.4%



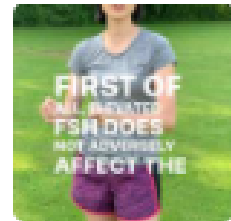
## Content ⓘ

Sort by: Reach ▾



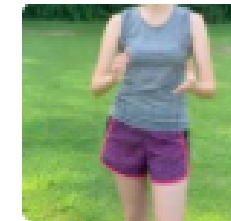
Wed Aug 11, 5:51am  
When I have a few moments in between se...

Reach 6.1K



Wed Aug 18, 6:09am  
New segment I'm doing is #qanda from m...

Reach 2.8K



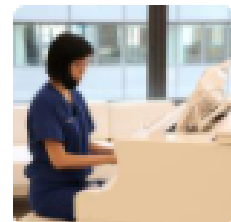
Mon Aug 23, 7:44am  
Thanks @hevin24 for sending me this que...

Reach 2.2K



Fri Aug 20, 6:10am  
One small step can make a world of a diffe...

Reach 1.5K



Sat Aug 7, 7:30am  
#SelfCareSaturday, it's so important, ESPE...

Reach 1.5K



Wed Aug 4, 11:11am  
Today is #SingleWorkingWomensDay and ...

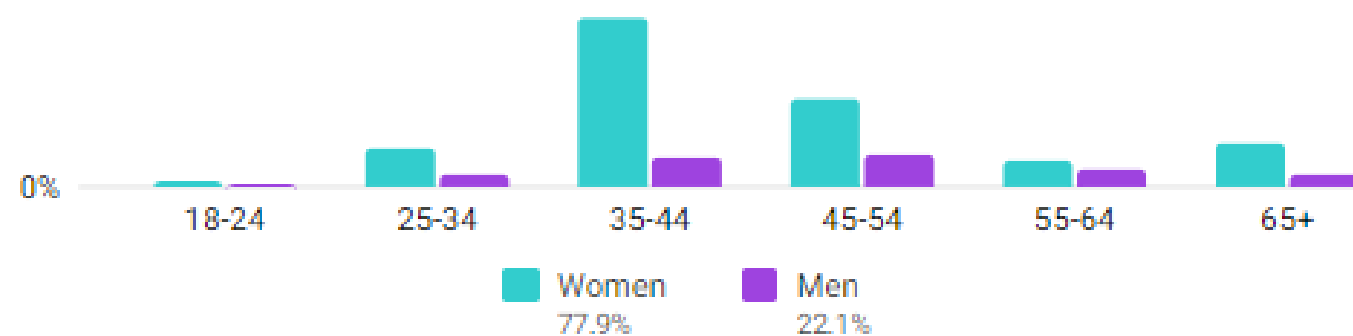
Reach 1.4K

## Audience ⓘ

### Facebook Page Likes ⓘ

167

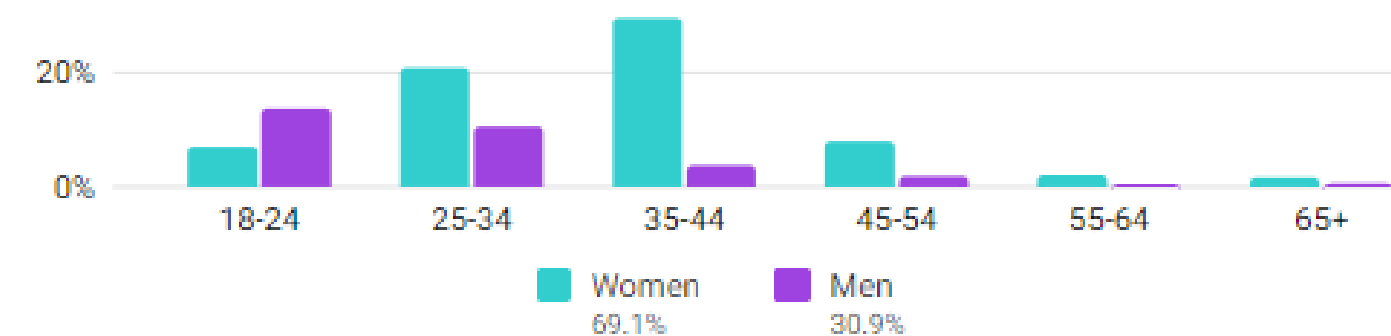
### Age & Gender ⓘ



### Instagram Followers ⓘ

13.6K

### Age & Gender ⓘ



# NEW PATIENT DATA



GENERATION  
NEXT  
FERTILITY

IN CASE OF FIRE  
USE STAIRS UNLESS  
OTHERWISE INSTRUCTED



No Smoking in Elevators  
Under Penalty of Law

# SECTION SUMMARY

- **2x more new patients for Hade**
- **20% overall increase in NPs**

# New Patients - July

## Provider Schedule Analysis;

		Total		
Provider	Visit Type	Booked	Cancelled	Balance
Edward Nejat, M.D.	New Patient Female	22	13	9
	New Patient Male	2	1	1
	Tele NP	2	-	2
	Total	26	14	12
Janelle Luk, M.D.	New Patient Female	38	12	26
	New Patient Male	1	1	-
	Tele NP	18	5	13
	Total	57	18	39
Jesse Hade, M.D.	New Patient Female	10	1	9
	Tele NP	5	2	3
	Total	15	3	12
Total		<b>98</b>	<b>35</b>	<b>63</b>

# New Patients - August

Provider Schedule Analysis;				
		Total		
Provider	Visit Type	Booked	Cancelled	Balance
Edward Nejat, M.D.	New Patient Female	20	8	12
	New Patient Male	2	1	1
	Tele NP	8	-	8
	Tele NP Male/Partner	1	-	1
	Total	31	9	22
Janelle Luk, M.D.	New Patient Female	37	15	22
	New Patient Male	1	1	-
	Tele NP	15	5	10
	Tele NP Male/Partner	3	1	2
	Total	56	22	34
Jesse Hade, M.D.	New Patient Female	17	5	12
	New Patient Male	3	1	2
	Tele NP	9	-	9
	Tele NP Male/Partner	2	-	2
	Total	31	6	25
Total		<b>118</b>	<b>37</b>	<b>81</b>



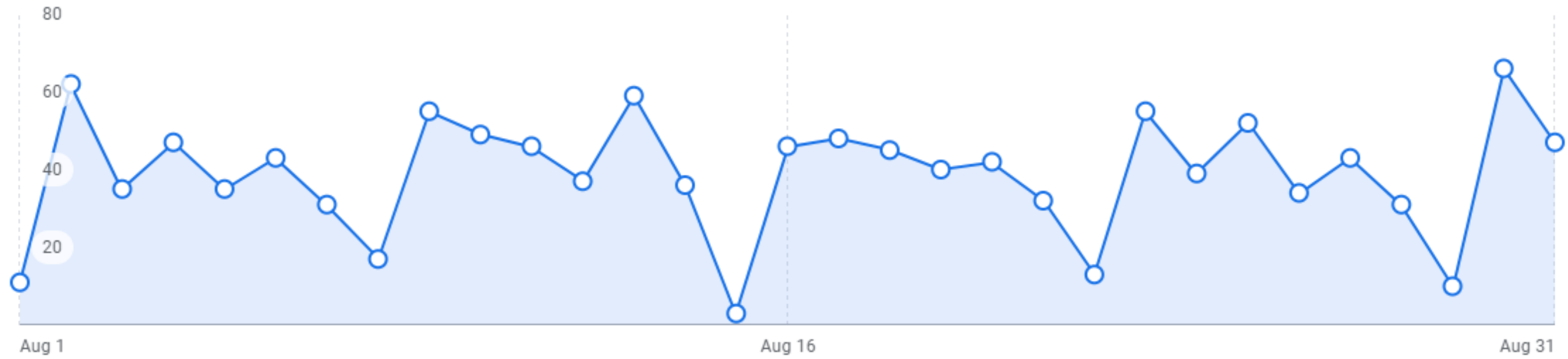
# GOOGLE MY BUSINESS DATA

# Google My Business

1,209

Business Profile interactions ⓘ

↗ +47.3% (vs Aug 2020)



# Google My Business

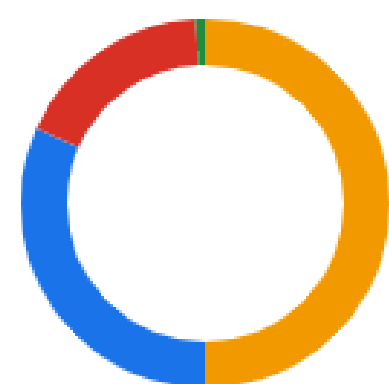
4,984

👁 People viewed your Business Profile

📈 +101.9% (vs Aug 2020)

## Platform and device breakdown

Platform and devices that people used to find your profile



- 2,489 • 50%  
Google Search – mobile
- 1,574 • 32%  
Google Search – desktop
- 869 • 17%  
Google Maps – mobile
- 52 • 1%  
Google Maps – desktop

2,501

🔍 Searches triggered your Business Profile

📈 +162.2% (vs Aug 2020)

## Searches breakdown

Search terms that returned your profile in the results

1	generation next fertility	817
2	generation next	618
3	Generation Next Fertility, East 57th Street FLR 11, ...	178
4	Generation Next Fertility, East 57th Street, New Y...	148
5	generation fertility	82