

A pharmacy group on the south coast

Week: Monday 5 – Sunday 11 October 2026 · Four branches · Prepared by Gildhart, 12 October 2026

YOUR WEEK IN ONE LINE

Your busiest week since July, with 75 patient conversations, 16 patients on their way to booking, and an estimated £2,100 revenue opportunity. One in three patients was helped in the evening, early morning or at the weekend.

YOUR RESULTS THIS WEEK

75

Patient conversations

Well above your average of 41 a week since July

16

On their way to booking

11 sent their details to your team; 5 went to your online booking page

£2,100

Estimated revenue opportunity

Plus 3 NHS flu jabs

33%

Helped outside hours

25 of 75, in the evening, early morning or at the weekend. Replies within seconds, day and night

WHAT'S INSIDE

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This copy is anonymised for publication: the group, its branches, its assistant's name and any place that could identify a patient have been removed. Every figure is as the practice received it.

Sixteen patients on their way to booking, by service.

SERVICE	PATIENTS ON THEIR WAY TO BOOKING	BRANCHES	ESTIMATED VALUE
Private flu and Covid jabs	4 enquiries covering 6 people, including a family of three	Branch A (2), Branch B, Branch C	£536.50
Weight loss	2 (1 new patient, 1 existing patient)	Branch D	£732 for the first 3 months
Travel vaccinations	4 (Kenya and Tanzania, Kenya, Egypt, Thailand)	Branch D (2), Branch A (2)	£655
Ear wax removal	3	Branch B	£160
NHS flu jabs	3	Branch A (2), Branch B	NHS-funded
Total	16		around £2,100

Bigger than your yearly cost: this week's opportunity alone is about twice what The Agent costs for a whole year (£995).

7 of the 16 came in during evenings, early mornings or weekends, when these patients would otherwise have had to wait until you opened, or look elsewhere.

Weight loss is recurring revenue: each patient is worth £122 or more every month they stay on treatment.

Private jabs are popular: of the 7 flu and Covid patients who chose, 4 were going private, including a family of three booking together.

How we estimate value

We use your own price list and take a middle figure, never the highest. Travel: £180 per traveller, halfway between the consultation plus one vaccine (£55) and the average set of vaccines discussed per destination this week (£306); £115 where a traveller asked only for yellow fever. Weight loss: 3 months at your lowest listed monthly price (£122). Ear wax, flu and Covid: your listed price for what each patient chose. NHS jabs are funded by the NHS, so we don't add a value for them. We include patients who went to your online booking page, because many book directly. Patient names and contact details are never included in this report.

Coming next: confirmed revenue. Add one column to your lead sheet showing which enquiries booked and what they spent, and this section will show the real revenue every week.

THE BIGGER PICTURE SINCE JULY

234 conversations handled outside weekday office hours since July, with no extra staff time.

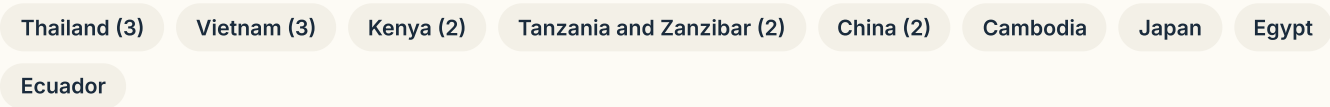
Demand is climbing: the last two weeks were your busiest since July, as flu season and winter travel kick in.

WHAT PATIENTS ASKED ABOUT · 75 CONVERSATIONS THIS WEEK



Flu and Covid also produced the most patients on their way to booking: 7 of the 16.

TRAVEL DESTINATIONS THIS WEEK



IN PATIENTS' OWN WORDS · PARAPHRASED, NO PERSONAL DETAILS

- How far ahead do I need to have my yellow fever jab?
- Is the rabies jab £98.50 for each one?
- Do you do private Covid jabs?
- Can I just walk in for a flu jab?
- Can you blister-pack my mum's medicines and deliver them to her?

Every question a patient asks is a ready-made piece of content.

Answer it publicly, and more people find you, chat to your assistant and book. That's the flywheel: the more patients talk to your assistant, the sharper your marketing gets.

FIVE THINGS WE LEARNED THIS WEEK

01 Flu and Covid season is your biggest seasonal opportunity.

Jabs came up in 24 of 75 conversations (32%). Patients asked about walk-ins, private Covid jabs and booking the whole family in together.

02 Winter travel is your highest-value pipeline.

15 conversations covered 9 countries, mostly long-haul winter destinations. Travellers' top questions were which jabs they need and how far ahead to have them. One traveller was already planning for a Christmas Eve departure.

03 Ear wax demand is outgrowing capacity.

10 conversations this week, and one patient found the earliest online slot was in November. Ear wax converts well: 3 of the 10 ended with the patient sending their details to book.

04 Your existing patients use your assistant too.

13 of 75 conversations were people managing a booking they already had: cancelling, checking a time or asking for a receipt.

05 Evenings and weekends matter.

One in three conversations, and 7 of the 16 patients on their way to booking, came outside weekday 9am to 6pm.

THREE CONTENT IDEAS

"Flu and Covid jabs for the whole family."

A post and email showing NHS and private options, how to book online, and "ask us any time". Families are already booking together.

"Travelling this winter? When to book your travel jabs."

A carousel with one destination per slide, using this week's destinations, plus a reminder of which branch is your yellow fever centre.

"What's included in our weight-loss service."

Patients are comparing prices with the high street. A step-by-step walkthrough of what they get from your pharmacists answers that, focused on your service rather than named medicines.

WORDS YOUR PATIENTS USE · FOR ADS AND SEARCH

flu jab

covid and flu jabs

are flu jabs free

private covid vaccination

walk-in flu jab

travel vaccines for Thailand

how far in advance yellow fever

Japanese encephalitis jab

shingles vaccine

pneumonia vaccine

urgent ear wax removal

blister pack and delivery

We check every health fact against official sources before anything is published.

OPPORTUNITIES · WHAT PATIENTS WANT NEXT

Your patients are telling you what they'd like from you. Send us a quick answer on each, and your assistant will start offering it straight away.

01 QUICK ANSWER

Branch phone numbers and opening hours.

Patients asked how to reach a branch, and whether you open on Sundays.

02 QUICK ANSWER

Manage-my-booking link.

13 patients wanted to cancel, check or change a booking. A link would let them do it themselves and free up your phones.

03 CAPACITY

More ear wax capacity.

Patients are waiting until November, and some asked about another branch and home visits.

04 NEW SERVICE

Blister packs and home delivery.

A family member asked for this for a parent nearby: a long-term repeat-prescription patient. Another patient asked about repeat prescriptions.

05 NEW SERVICE

Pneumonia vaccine and malaria tablets.

Both were asked for this week. Let us know if you offer them.

06 QUICK WIN

Reviews on autopilot.

3 patients came wanting to leave feedback or a review. Adding your Google review link would turn happy patients into new ones.

07 FIX

Booking page check.

One patient said the booking page wouldn't let them select a service. Worth a quick test.

RECOMMENDED UPGRADE

Live booking inside the chat

This week, 16 patients were on their way to booking, but every one of them had to leave the chat to pick a time. Two wanted to see available dates before giving their details, and one urgent ear wax patient only found a slot in November. With live booking connected to your booking system, your assistant can show real availability and confirm the appointment right there in the chat: fewer drop-offs, and more of that £2,100 turned into booked appointments. We'll send you a short scope and price.

ABOUT THIS REPORT

Built from every stored conversation on your website this week. Automated traffic and greeting-only visits are excluded. Counts are approximate. Patient names, contact details and personal health details never appear in a report. Gildhart · gildhart.com · bookings@gildhart.com