



Service Line Go-to-Market Readiness Self-Assessment

Internal pressure to market certain service lines can be heated — but launching before a service line is truly ready can do more harm than good. Rushed campaigns risk creating poor patient experiences, damaging trust and diverting budget from areas with real growth potential.

This readiness scorecard helps you evaluate whether the operational foundation, market opportunity and patient experience are strong enough to support marketing success. By assessing readiness upfront, you can protect patient trust, maximize ROI and focus resources where they'll make the greatest impact.

Assessment

For each question, give it a score from 0-3:

0 (Not at all ready)	1 (Needs work to be ready)	2 (Moderately ready)	3 (Fully ready)
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Clinical & Operational Readiness

- 1. We have identified physician champions for this service line. **Score:**

- 2. Staffing levels are adequate to meet anticipated demand. **Score:**

- 3. Necessary equipment, facilities and processes are in place. **Score:**

Quality & Outcomes

- 4. Our quality metrics meet or exceed industry benchmarks. **Score:**

- 5. Patient satisfaction scores for this service line are strong and consistent. **Score:**

Market Opportunity

- 6. There is unmet demand or an underserved population in our market. **Score:**

- 7. The target audience for this service line is clearly defined and validated with data. **Score:**

Competitive Advantage and Growth Capacity

- 8. Our offering is meaningfully different or better than our competitors. **Score:**

- 9. The operational team can handle increased patient volume without compromising quality service. **Score:**

Patient Access

- 10. Patients can get an appointment within a reasonable or expected timeframe. **Score:**

- 11. Scheduling options are convenient and easy for patients (online, phone, referrals). **Score:**

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Referral Network Readiness

12. Referring providers are aware of this service line.

Score: _____

13. There are established, effective referral processes in place.

Score: _____

Marketing Readiness

14. We have clear, measurable marketing goals for this service line.

Score: _____

15. We have projected ROI and can track performance against it.

Score: _____

Total score from both sides

Scoring Interpretation

Total possible points: 45 (15 x 3 points)

36-45: Launch-ready

- Move forward with confidence but continue monitoring operational strength and patient experience.
- Use marketing to amplify and build brand equity.

21-35: Needs some fine tuning

- Identify the lowest-scoring areas and create an action plan with operational and clinical leaders.
- Delay major marketing spend until gaps are addressed.
- Consider smaller pilot programs while improvements are underway.

0-20: Not ready yet

- Pause marketing efforts for this service line.
- Partner with leadership to address foundational issues like access, quality or capacity.
- Reassess after improvements are in place.

**Ready to take a deeper look at your service line readiness and discuss strategic plans?
Let's connect. beth@corecreative.com**



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