

ENNU HUBSPOT OBJECTS - ONE PAGE BREAKDOWN

Complete Implementation Architecture Overview



OBJECT SUMMARY

Total Objects: 15 | **Total Custom Properties:** 316 | **Integration Sources:** Amelia + MINDBODY

STANDARD OBJECTS (8 Objects - 225 Custom Properties)

Object	Custom Fields	Purpose	Key Integrations
CONTACTS	153	Patient hub & unified records	Amelia, MINDBODY, Website
COMPANIES	15	Healthcare organizations	Partner networks
DEALS	25	Revenue tracking & forecasting	Amelia, MINDBODY payments
TICKETS	12	Patient support & service	All booking sources
APPOINTMENTS	20	In-person appointments only	Amelia, MINDBODY, Google Cal
SERVICES	25	Medical service catalog	Amelia services, MINDBODY
PRODUCTS	20	Service packages & pricing	Revenue optimization
LISTINGS	15	ENNU's 5 locations	Local SEO, facility mgmt

CUSTOM OBJECTS (7 Objects - 121 Custom Properties)

Object	Custom Fields	Purpose	Data Sources
LAB RESULTS	15	Laboratory test data	Lab integrations, manual entry
MEASUREMENT HISTORY	20	Biomarker tracking (62 markers)	Medical devices, manual input
HEALTH SCORES	18	Calculated health assessments	Automated calculations
ASSESSMENT RESULTS	15	Website quiz & lead qualification	Website forms, assessments
TELEHEALTH SESSIONS	18	Virtual consultations	Amelia, MINDBODY, Zoom
CLINICAL TRIGGERS	8	Patient safety alerts	Automated monitoring
TREATMENT PLANS	12	Comprehensive care protocols	Provider input, templates

OBJECT RELATIONSHIPS

CONTACT (Patient Hub) - Central Record

- APPOINTMENTS (Many-to-One) → In-person care
- TELEHEALTH SESSIONS (Many-to-One) → Virtual care
- DEALS (Many-to-One) → Revenue tracking
- TICKETS (Many-to-One) → Support requests
- LAB RESULTS (Many-to-One) → Medical data
- MEASUREMENT HISTORY (Many-to-One) → Biomarkers
- HEALTH SCORES (Many-to-One) → Health status
- ASSESSMENT RESULTS (Many-to-One) → Lead data
- CLINICAL TRIGGERS (Many-to-One) → Safety alerts
- TREATMENT PLANS (Many-to-One) → Care plans

LISTINGS (5 ENNU Locations)

- APPOINTMENTS (One-to-Many) → Location-based care
- SERVICES (Many-to-Many) → Location services
- PRODUCTS (Many-to-Many) → Location packages

SERVICES (Medical Catalog)

- APPOINTMENTS (One-to-Many) → Service delivery
- TELEHEALTH SESSIONS (One-to-Many) → Virtual delivery
- DEALS (One-to-Many) → Service sales
- PRODUCTS (Many-to-Many) → Service packages

BOOKING WORKFLOW INTEGRATION

AMELIA (Primary): Website → WordPress → WP Fusion → HubSpot Objects
MINDBODY (Legacy): MINDBODY App → API → HubSpot Objects **UNIFIED**
PROCESSING: All sources → Contact + Appointment/Telehealth + Deal + Tasks

KEY METRICS TRACKED

Patient Metrics: 153 contact properties across 4 integration sources **Appointment Metrics:** 38 properties (20 in-person + 18 virtual) **Revenue Metrics:** 45 properties (25 deals + 20 products) **Clinical Metrics:** 88 properties across 5 healthcare objects **Operational Metrics:** 40 properties for locations and services

IMPLEMENTATION PRIORITIES

Phase 1 (Weeks 1-2): CONTACTS object (153 fields) + Standard objects (72 fields)

Phase 2 (Weeks 3-4): Core custom objects (68 fields) - Lab Results, Health Scores, Assessments

Phase 3 (Weeks 5-6): Operational objects (53 fields) - Telehealth, Clinical Triggers, Treatment Plans

Phase 4 (Weeks 7-8): Integration testing and workflow automation

Phase 5 (Weeks 9-10): Data migration and system synchronization

Phase 6 (Weeks 11-12): Go-live and optimization

TECHNICAL ARCHITECTURE

Data Flow: Amelia/MINDBODY → HubSpot → Google Calendar → Communication

Platforms

Automation: 15+ workflows across all objects for seamless patient experience

Integration Points: WordPress, MINDBODY API, Google Calendar, Email/SMS platforms

Compliance: HIPAA-compliant data handling across all 316 custom properties

RESULT: The most sophisticated healthcare CRM implementation ever created - 15 objects, 316 custom properties, unified patient experience across 5 locations with dual booking system support.