

ENNU HUBSPOT WORKFLOW AUTOMATION MAP

Complete Visual Guide to All 15+ Automated Workflows



CORE BOOKING WORKFLOWS

1. WEBSITE BOOKING AUTOMATION

```
TRIGGER: Website form submission
├─ Contact created/updated (Website source)
├─ Appointment object created
├─ Provider assignment workflow triggered
├─ Google Calendar sync
├─ Confirmation email sequence
├─ Deal creation for revenue tracking
└─ 7-day reminder sequence activated
```

2. MINDBODY BOOKING AUTOMATION

```
TRIGGER: MINDBODY API webhook
├─ Contact created/updated (MINDBODY source)
├─ Appointment object created
├─ Provider assignment workflow triggered
├─ Legacy system sync
├─ Confirmation email sequence
├─ Deal creation for revenue tracking
└─ 7-day reminder sequence activated
```

3. HYBRID BOOKING ROUTER

```
TRIGGER: Any booking source
├─ IF Website → Route to Website workflow
├─ IF MINDBODY → Route to MINDBODY workflow
├─ IF Manual → Route to manual processing
├─ Cross-system conflict detection
├─ Migration opportunity assessment
└─ Unified analytics tracking
```



PROVIDER & OPERATIONAL WORKFLOWS

4. INTELLIGENT PROVIDER ASSIGNMENT

```
TRIGGER: New appointment created
├─ Service type analysis
├─ Provider specialization matching
├─ Location availability check
├─ Provider workload balancing
├─ Staff Management object updated
├─ Provider notification sent
└─ Calendar blocking activated
```

5. FACILITY RESOURCE COORDINATION

```
TRIGGER: In-person appointment booked
├─ Room availability verification
├─ Equipment requirement check
├─ Location-specific preparation
├─ Facility staff notification
├─ Resource conflict prevention
└─ Setup task creation
```

6. TELEHEALTH SESSION SETUP

```
TRIGGER: Virtual appointment booked
├─ Telehealth Sessions object created
├─ Video platform link generation
├─ Technology requirement check
├─ Virtual preparation instructions
├─ 30-minute link delivery
└─ Technical support availability
```



COMMUNICATION WORKFLOWS

7. BOOKING CONFIRMATION SEQUENCE

```
TRIGGER: Appointment confirmed
├─ Immediate confirmation email
├─ SMS confirmation (if opted in)
├─ Provider notification
├─ Calendar invite generation
├─ Preparation instructions
└─ Contact information update
```

8. APPOINTMENT REMINDER AUTOMATION

```
TRIGGER: 7 days before appointment
|— 7-day email reminder
|— 24-hour SMS reminder
|— 2-hour final reminder
|— Telehealth link delivery (if virtual)
|— Preparation checklist
|— Cancellation/reschedule options
```

9. POST-APPOINTMENT FOLLOW-UP

```
TRIGGER: Appointment completed
|— Thank you email sequence
|— Feedback request survey
|— Next appointment scheduling
|— Treatment plan delivery
|— Provider notes sharing
|— Outcome tracking update
```



CLINICAL & SAFETY WORKFLOWS

10. CLINICAL TRIGGERS MONITORING

```
TRIGGER: Critical value detected
|— Clinical Triggers object created
|— Provider immediate notification
|— Patient safety protocol activation
|— Urgent appointment scheduling
|— Medical team alert
|— Compliance documentation
```

11. LAB RESULTS PROCESSING

```
TRIGGER: Lab Results object created
|— Provider notification
|— Patient result delivery
|— Critical value flagging
|— Follow-up appointment scheduling
|— Treatment plan updates
|— Health Scores recalculation
```

12. HEALTH SCORES AUTOMATION

```
TRIGGER: New measurement data
├─ Health Scores object updated
├─ Trend analysis calculation
├─ Risk assessment update
├─ Provider dashboard refresh
├─ Patient progress notification
└─ Treatment optimization triggers
```



REVENUE & BUSINESS WORKFLOWS

13. DEAL CREATION & TRACKING

```
TRIGGER: Appointment booked
├─ Deal object created
├─ Revenue forecasting update
├─ Service value calculation
├─ Payment processing initiation
├─ Insurance verification
└─ Financial reporting update
```

14. ASSESSMENT RESULTS PROCESSING

```
TRIGGER: Website assessment completed
├─ Assessment Results object created
├─ Lead scoring calculation
├─ Service recommendation engine
├─ Provider matching algorithm
├─ Personalized follow-up sequence
└─ Deal qualification workflow
```

15. MIGRATION OPPORTUNITY WORKFLOW

```
TRIGGER: MINDBODY customer activity
├─ Migration suitability scoring
├─ Website trial offer (if qualified)
├─ System preference tracking
├─ Migration success monitoring
├─ Customer satisfaction measurement
└─ Strategic migration planning
```

INTEGRATION WORKFLOWS

16. GOOGLE CALENDAR SYNC

TRIGGER: Appointment created/modified

- Provider calendar update
- Facility resource blocking
- Conflict detection and resolution
- Multi-location coordination
- Real-time availability update
- Schedule optimization

17. WP FUSION DATA SYNC

TRIGGER: WordPress form submission

- Contact data mapping
- Tag application
- Membership level assignment
- Content access control
- Personalization triggers
- Marketing automation activation

WORKFLOW DEPENDENCIES & TIMING

IMMEDIATE (0-30 seconds):

- Booking source detection
- Contact creation/update
- Object creation triggers

SHORT-TERM (1-5 minutes):

- Provider assignment
- Calendar synchronization
- Confirmation communications

MEDIUM-TERM (5-30 minutes):

- Deal creation
- Task assignment
- Integration processing

LONG-TERM (Hours/Days):

- Reminder sequences
- Follow-up automation
- Analytics processing



WORKFLOW MONITORING & OPTIMIZATION

PERFORMANCE METRICS:

- Workflow completion rates
- Processing time analysis
- Error rate monitoring
- User satisfaction tracking

CONTINUOUS IMPROVEMENT:

- A/B testing on communications
- Timing optimization
- Trigger refinement
- Integration enhancement

RESULT: 17 interconnected workflows creating the most sophisticated healthcare automation system ever built - seamless patient experience from first contact to ongoing care with zero manual intervention required.