

# ENNU Website & Service Analysis

## Website Structure Analysis

### Interactive Health Assessments Platform

**URL:** <https://kxcktpcb.manus.space/>

**Purpose:** Lead generation and patient qualification through comprehensive health assessments

### Core Service Categories Identified:

#### 1. Weight Loss Assessment

- **Focus:** Semaglutide (GLP-1) medications for weight management
- **Features:** Medical eligibility screening, BMI calculation, contraindications evaluation
- **Process:** 8-step comprehensive medical evaluation
- **Target:** Patients seeking medically-supervised weight loss

#### 2. Personalized Health Survey

- **Focus:** Comprehensive health evaluation and risk assessment
- **Features:** Symptom analysis, lifestyle evaluation, hormone screening, anti-aging planning
- **Process:** Multi-step health questionnaire with personalized recommendations
- **Target:** Patients seeking overall wellness optimization

#### 3. Membership Value Calculator

- **Focus:** ROI calculation for health and wellness programs
- **Features:** Service cost comparison, membership savings analysis, treatment package recommendations
- **Process:** Interactive calculator showing potential savings
- **Target:** Cost-conscious patients evaluating membership benefits

#### 4. Smart Booking Selection

- **Focus:** Intelligent appointment booking with service recommendations

- **Features:** Medical consultations (12 options), aesthetic treatments (18 options), wellness services
- **Process:** Guided booking with intelligent service matching
- **Target:** Existing patients and new patient onboarding

## 5. Membership Purchase

- **Focus:** Subscription-based healthcare membership programs
- **Features:** In-person membership (\$299/mo), telehealth membership (\$149/mo), up to 15% savings
- **Process:** Direct membership enrollment with payment processing
- **Target:** Patients ready to commit to ongoing care

## 6. Optimal Health Assessment

- **Focus:** Comprehensive health evaluation with 100+ biomarkers
- **Features:** Personalized treatment plan, complete wellness roadmap, biomarker testing
- **Process:** Extensive health assessment with clinical recommendations
- **Target:** Patients seeking comprehensive health optimization

## Key Business Insights:

### Service Pricing Structure:

- **In-Person Membership:** \$299/month
- **Telehealth Membership:** \$149/month
- **Savings:** Up to 15% on all services for members
- **Assessment Model:** Lead generation through free/low-cost assessments

### Patient Journey Flow:

1. **Discovery:** Interactive health assessments (lead magnets)
2. **Qualification:** Medical screening and eligibility evaluation
3. **Education:** Membership value calculator and service comparison
4. **Conversion:** Membership purchase or service booking
5. **Retention:** Ongoing care through membership programs

### Service Categories:

- **Medical Consultations:** 12 different consultation types
- **Aesthetic Treatments:** 18 different aesthetic procedures
- **Wellness Services:** Comprehensive wellness and optimization programs

- **Membership Programs:** Subscription-based care models

### Technology Integration Points:

- **Lead Capture:** All assessments capture detailed patient information
- **Qualification:** Medical screening determines treatment eligibility
- **Booking:** Smart booking system with service recommendations
- **Payment:** Membership and service payment processing
- **Follow-up:** Automated patient journey management

### HubSpot Integration Requirements:

#### Lead Management:

- **Assessment Completion:** Track which assessments patients complete
- **Qualification Status:** Medical eligibility for different treatments
- **Interest Areas:** Weight loss, hormone optimization, aesthetics, wellness
- **Engagement Level:** Assessment completion rates and interaction depth

#### Service Tracking:

- **Service Interest:** Which services patients explore or select
- **Pricing Sensitivity:** Membership calculator usage and selections
- **Booking Preferences:** In-person vs telehealth preferences
- **Treatment History:** Previous services and outcomes

#### Membership Management:

- **Membership Type:** In-person (\$299) vs telehealth (\$149)
- **Membership Status:** Active, pending, cancelled, expired
- **Utilization Tracking:** Services used vs membership benefits
- **Renewal Management:** Membership renewal timing and success

#### Revenue Optimization:

- **Package Recommendations:** Based on assessment results and interests
- **Upselling Opportunities:** Additional services based on membership type
- **Cross-selling:** Related services and treatments
- **Retention Strategies:** Membership value demonstration and engagement

## Critical Data Points for HubSpot:

### Patient Assessment Data:

- **Health Goals:** Weight loss, muscle gain, maintenance, optimization
- **Medical History:** Conditions, medications, contraindications
- **Lifestyle Factors:** Diet, exercise, stress levels, sleep quality
- **Biomarker Interests:** Which tests and evaluations patients want

### Service Preferences:

- **Treatment Modalities:** Medical, aesthetic, wellness preferences
- **Delivery Preferences:** In-person vs telehealth
- **Budget Considerations:** Price sensitivity and membership interest
- **Location Preferences:** Which clinic locations patients prefer

### Engagement Metrics:

- **Assessment Completion:** Which assessments patients complete fully
- **Time Investment:** How long patients spend on assessments
- **Return Visits:** Patients who complete multiple assessments
- **Conversion Readiness:** Patients who reach booking or purchase stages

This comprehensive website analysis reveals ENNU's sophisticated patient acquisition and conversion funnel, requiring advanced HubSpot configuration to track the complete patient journey from initial assessment through membership conversion and ongoing care management.