

ENNU HUBSPOT CUSTOM FIELDS REFERENCE

Complete List of 316 Custom Properties to Create



IMPLEMENTATION SUMMARY

Total Custom Fields: 316 | Objects: 15 | Standard Objects: 8 | Custom Objects: 7

CONTACT OBJECT CUSTOM FIELDS (153 Properties)

WEBSITE INTEGRATION FIELDS (25 Properties):

Field Name	Data Type	Purpose
website_customer_id	Number	Unique website identifier
website_booking_count	Number	Total website bookings
preferred_booking_method	Dropdown	User preference (Website/MINDBODY)
website_lead_source	Single-line text	Marketing attribution
website_utm_campaign	Single-line text	Campaign tracking
website_utm_medium	Single-line text	Medium tracking
website_utm_source	Single-line text	Source tracking
website_landing_page	Single-line text	First page visited
website_form_name	Single-line text	Form identification
website_submission_date	Date picker	Form submission timestamp
website_last_login	Date picker	Last website access
website_total_sessions	Number	Website visit count
website_pages_viewed	Number	Page view count
website_time_on_site	Number	Total time spent (minutes)
website_conversion_source	Single-line text	Conversion attribution
website_referrer_url	Single-line text	Referring website
website_device_type	Dropdown	Mobile/Desktop/Tablet
website_browser	Single-line text	Browser used
website_ip_address	Single-line text	IP address

Field Name	Data Type	Purpose
website_geolocation	Single-line text	Geographic location
website_newsletter_signup	Checkbox	Newsletter subscription
website_privacy_consent	Checkbox	Privacy policy agreement
website_marketing_consent	Checkbox	Marketing communication consent
website_account_status	Dropdown	Active/Inactive/Suspended
website_last_activity	Date picker	Last website interaction

MINDBODY INTEGRATION FIELDS (35 Properties):

Field Name	Data Type	Purpose
mindbody_client_id	Number	MINDBODY unique identifier
mindbody_creation_date	Date picker	Account creation date
mindbody_last_modified	Date picker	Last update timestamp
mindbody_status	Dropdown	Active/Inactive/Terminated
mindbody_liability_release	Checkbox	Legal release signed
mindbody_emergency_contact	Single-line text	Emergency contact name
mindbody_emergency_phone	Phone number	Emergency contact phone
mindbody_home_location	Dropdown	Preferred MINDBODY location
mindbody_membership_id	Number	Membership identifier
mindbody_credit_balance	Number	Account credit balance
mindbody_total_visits	Number	Total class/service visits
mindbody_last_visit_date	Date picker	Most recent visit
mindbody_favorite_services	Multi-line text	Preferred services list
mindbody_payment_method	Dropdown	Preferred payment type
mindbody_auto_pay_enabled	Checkbox	Automatic payment setup
mindbody_referral_source	Single-line text	How they found MINDBODY
mindbody_notes	Multi-line text	Staff notes and comments
mindbody_photo_release	Checkbox	Photo usage consent
mindbody_text_alerts	Checkbox	SMS notification preference
mindbody_email_promotions	Checkbox	Email marketing consent

Field Name	Data Type	Purpose
mindbody_birthday	Date picker	Birth date
mindbody_gender	Dropdown	Gender identification
mindbody_occupation	Single-line text	Job/profession
mindbody_how_heard_about_us	Single-line text	Marketing attribution
mindbody_goals	Multi-line text	Health/fitness goals
mindbody_medical_conditions	Multi-line text	Health conditions
mindbody_injuries	Multi-line text	Previous injuries
mindbody_physician_name	Single-line text	Primary care doctor
mindbody_physician_phone	Phone number	Doctor contact
mindbody_insurance_provider	Single-line text	Insurance company
mindbody_insurance_id	Single-line text	Insurance member ID
mindbody_preferred_contact_method	Dropdown	Phone/Email/Text
mindbody_language_preference	Dropdown	Preferred language
mindbody_special_needs	Multi-line text	Accessibility requirements
mindbody_migration_status	Dropdown	Migration to website status

CLINICAL DATA FIELDS (42 Properties):

Field Name	Data Type	Purpose
medical_record_number	Single-line text	Patient MRN
date_of_birth	Date picker	Birth date
gender	Dropdown	Male/Female/Other
height_inches	Number	Height measurement
weight_pounds	Number	Weight measurement
blood_type	Dropdown	ABO blood type
allergies	Multi-line text	Known allergies
current_medications	Multi-line text	Current prescriptions
medical_conditions	Multi-line text	Diagnosed conditions
emergency_medical_contact	Single-line text	Medical emergency contact
primary_care_physician	Single-line text	PCP name
pcp_phone	Phone number	PCP contact
insurance_primary	Single-line text	Primary insurance
insurance_secondary	Single-line text	Secondary insurance
insurance_member_id	Single-line text	Insurance ID
insurance_group_number	Single-line text	Group number
pharmacy_name	Single-line text	Preferred pharmacy
pharmacy_phone	Phone number	Pharmacy contact
smoking_status	Dropdown	Never/Former/Current
alcohol_consumption	Dropdown	None/Light/Moderate/Heavy

Field Name	Data Type	Purpose
exercise_frequency	Dropdown	Daily/Weekly/Monthly/Rarely
sleep_hours_per_night	Number	Average sleep duration
stress_level	Dropdown	Low/Moderate/High
family_history_heart_disease	Checkbox	Cardiac family history
family_history_diabetes	Checkbox	Diabetes family history
family_history_cancer	Checkbox	Cancer family history
previous_surgeries	Multi-line text	Surgical history
hospitalization_history	Multi-line text	Hospital admissions
mental_health_conditions	Multi-line text	Psychological conditions
supplement_usage	Multi-line text	Vitamins/supplements
dietary_restrictions	Multi-line text	Food allergies/preferences
pregnancy_status	Dropdown	Not applicable/Pregnant/Trying
menstrual_cycle_regular	Dropdown	Yes/No/Not applicable
hormone_therapy_history	Multi-line text	Previous hormone treatments
testosterone_therapy	Checkbox	Current/previous TRT
thyroid_medication	Checkbox	Thyroid treatment
blood_pressure_medication	Checkbox	BP medication
cholesterol_medication	Checkbox	Statin usage
diabetes_medication	Checkbox	Diabetes treatment
pain_medication	Checkbox	Chronic pain treatment
mental_health_medication	Checkbox	Psychiatric medications

Field Name	Data Type	Purpose
last_physical_exam	Date picker	Most recent checkup

SUITE CRM MIGRATION FIELDS (51 Properties):

Field Name	Data Type	Purpose
suite_crm_id	Single-line text	Legacy CRM identifier
suite_crm_account_name	Single-line text	Associated account
suite_crm_lead_source	Single-line text	Original lead source
suite_crm_assigned_user	Single-line text	Previous account owner
suite_crm_date_created	Date picker	Original creation date
suite_crm_date_modified	Date picker	Last modification
suite_crm_description	Multi-line text	Legacy notes
suite_crm_lead_status	Single-line text	Previous lead status
suite_crm_opportunity_amount	Number	Legacy opportunity value
suite_crm_campaign_id	Single-line text	Campaign association
suite_crm_contact_type	Single-line text	Contact classification
suite_crm_department	Single-line text	Department/division
suite_crm_title	Single-line text	Job title
suite_crm_reports_to	Single-line text	Manager/supervisor
suite_crm_assistant	Single-line text	Assistant name
suite_crm_assistant_phone	Phone number	Assistant contact
suite_crm_birthdate	Date picker	Birth date
suite_crm_do_not_call	Checkbox	Call restriction
suite_crm_email_opt_out	Checkbox	Email opt-out status
suite_crm_invalid_email	Checkbox	Email validity

Field Name	Data Type	Purpose
suite_crm_sync_contact	Checkbox	Sync preference
suite_crm_lawful_basis	Single-line text	GDPR basis
suite_crm_lawful_basis_source	Single-line text	Consent source
suite_crm_portal_active	Checkbox	Portal access
suite_crm_portal_name	Single-line text	Portal username
suite_crm_portal_password	Single-line text	Portal password
suite_crm_picture	Single-line text	Photo URL
suite_crm_salutation	Single-line text	Title/salutation
suite_crm_first_name	Single-line text	First name
suite_crm_last_name	Single-line text	Last name
suite_crm_full_name	Single-line text	Complete name
suite_crm_email1	Email	Primary email
suite_crm_email2	Email	Secondary email
suite_crm_phone_home	Phone number	Home phone
suite_crm_phone_mobile	Phone number	Mobile phone
suite_crm_phone_work	Phone number	Work phone
suite_crm_phone_other	Phone number	Other phone
suite_crm_phone_fax	Phone number	Fax number
suite_crm_primary_address_street	Single-line text	Street address
suite_crm_primary_address_city	Single-line text	City
suite_crm_primary_address_state	Single-line text	State

Field Name	Data Type	Purpose
suite_crm_primary_address_postalcode	Single-line text	ZIP code
suite_crm_primary_address_country	Single-line text	Country
suite_crm_alt_address_street	Single-line text	Alt street
suite_crm_alt_address_city	Single-line text	Alt city
suite_crm_alt_address_state	Single-line text	Alt state
suite_crm_alt_address_postalcode	Single-line text	Alt ZIP
suite_crm_alt_address_country	Single-line text	Alt country
suite_crm_created_by	Single-line text	Creator
suite_crm_modified_by	Single-line text	Last modifier
suite_crm_deleted	Checkbox	Deletion status



COMPANY OBJECT CUSTOM FIELDS (15 Properties)

Field Name	Data Type	Purpose
company_type	Dropdown	Partner/Vendor/Client/Competitor
partnership_status	Dropdown	Active/Inactive/Pending/Terminated
contract_start_date	Date picker	Agreement start
contract_end_date	Date picker	Agreement end
contract_value	Number	Total contract value
primary_contact_role	Single-line text	Key contact position
billing_contact	Single-line text	Billing contact name
technical_contact	Single-line text	Technical contact name
account_manager	Single-line text	Assigned account manager
payment_terms	Dropdown	Net 30/Net 60/COD/Prepaid
credit_limit	Number	Maximum credit allowed
tax_id	Single-line text	Federal tax ID
preferred_communication	Dropdown	Email/Phone/Portal/Mail
service_level_agreement	Dropdown	Standard/Premium/Enterprise
renewal_probability	Dropdown	High/Medium/Low



DEAL OBJECT CUSTOM FIELDS (25 Properties)

Field Name	Data Type	Purpose
booking_source	Dropdown	Website/MINDBODY/Phone/Referral
service_type	Dropdown	Consultation/Treatment/Package/Membership
service_category	Dropdown	Hormone/Wellness/Aesthetic/Nutrition
provider_assigned	Single-line text	Assigned provider name
location_booked	Dropdown	ENNU location
appointment_type	Dropdown	In-person/Telehealth
payment_method	Dropdown	Cash/Card/Insurance/Financing
insurance_verified	Checkbox	Insurance verification status
insurance_coverage_amount	Number	Covered amount
patient_responsibility	Number	Out-of-pocket cost
discount_applied	Number	Discount amount
discount_reason	Single-line text	Discount justification
referral_source	Single-line text	How patient found us
marketing_campaign	Single-line text	Campaign attribution
lead_quality_score	Number	Lead scoring (1-100)
urgency_level	Dropdown	Low/Medium/High/Urgent
follow_up_required	Checkbox	Needs follow-up
follow_up_date	Date picker	Scheduled follow-up

Field Name	Data Type	Purpose
competitor_comparison	Multi-line text	Competitive analysis
objections_noted	Multi-line text	Sales objections
decision_maker	Single-line text	Primary decision maker
budget_range	Dropdown	<500/500-1000/1000 – 2500/ >2500
timeline_to_start	Dropdown	Immediate/1-2 weeks/1 month/3+ months
previous_treatments	Multi-line text	Prior treatment history
treatment_goals	Multi-line text	Patient objectives



TICKET OBJECT CUSTOM FIELDS (12 Properties)

Field Name	Data Type	Purpose
ticket_category	Dropdown	Billing/Technical/Medical/Scheduling
ticket_subcategory	Dropdown	Specific issue type
affected_system	Dropdown	Website/MINDBODY/HubSpot/Other
severity_level	Dropdown	Low/Medium/High/Critical
business_impact	Dropdown	None/Low/Medium/High
resolution_time_sla	Number	SLA hours
escalation_required	Checkbox	Needs escalation
customer_satisfaction	Dropdown	Very Satisfied/Satisfied/Neutral/Dissatisfied
root_cause	Single-line text	Issue root cause
resolution_summary	Multi-line text	How resolved
follow_up_required	Checkbox	Needs follow-up
knowledge_base_article	Single-line text	Related KB article



APPOINTMENTS OBJECT CUSTOM FIELDS (20

Properties)

Field Name	Data Type	Purpose
appointment_id	Single-line text	Unique identifier
booking_source	Dropdown	Website/MINDBODY/Phone/Walk-in
service_name	Single-line text	Service booked
service_duration	Number	Duration in minutes
provider_name	Single-line text	Assigned provider
location_name	Dropdown	ENNU location
room_number	Single-line text	Room assignment
equipment_needed	Multi-line text	Required equipment
preparation_required	Multi-line text	Pre-appointment prep
special_instructions	Multi-line text	Special notes
insurance_authorization	Single-line text	Auth number
copay_amount	Number	Patient copay
no_show_fee	Number	No-show penalty
cancellation_reason	Single-line text	If cancelled
reschedule_count	Number	Times rescheduled
confirmation_sent	Checkbox	Confirmation status
reminder_sent	Checkbox	Reminder status
check_in_time	Date picker	Actual arrival
check_out_time	Date picker	Departure time
appointment_notes	Multi-line text	Provider notes



SERVICES OBJECT CUSTOM FIELDS (25 Properties)

Field Name	Data Type	Purpose
service_code	Single-line text	Internal service code
service_category	Dropdown	Hormone/Wellness/Aesthetic/Nutrition
service_subcategory	Single-line text	Specific service type
duration_minutes	Number	Standard duration
price_standard	Number	Standard price
price_member	Number	Member price
price_package	Number	Package price
provider_required	Dropdown	Specific provider type
location_available	Multi-checkbox	Available locations
equipment_required	Multi-line text	Equipment needs
room_type_required	Dropdown	Room requirements
preparation_time	Number	Setup time needed
cleanup_time	Number	Cleanup time needed
insurance_billable	Checkbox	Insurance coverage
cpt_code	Single-line text	Medical billing code
contraindications	Multi-line text	When not to perform
prerequisites	Multi-line text	Required before service
follow_up_required	Checkbox	Needs follow-up
follow_up_timeframe	Dropdown	Follow-up timing
consent_form_required	Checkbox	Consent needed

Field Name	Data Type	Purpose
age_restriction	Single-line text	Age requirements
gender_restriction	Dropdown	Gender requirements
booking_lead_time	Number	Advance booking days
cancellation_policy	Single-line text	Cancellation rules
service_active	Checkbox	Currently offered



PRODUCTS OBJECT CUSTOM FIELDS (20 Properties)

Field Name	Data Type	Purpose
product_code	Single-line text	SKU/product code
product_category	Dropdown	Supplement/Device/Package/Membership
manufacturer	Single-line text	Product manufacturer
dosage_strength	Single-line text	Strength/concentration
package_size	Single-line text	Size/quantity
prescription_required	Checkbox	Rx requirement
age_restriction	Single-line text	Age limits
gender_specific	Dropdown	Male/Female/Unisex
storage_requirements	Single-line text	Storage conditions
expiration_tracking	Checkbox	Track expiration
lot_number_tracking	Checkbox	Track lot numbers
insurance_covered	Checkbox	Insurance coverage
wholesale_cost	Number	Cost basis
markup_percentage	Number	Markup %
minimum_order_quantity	Number	Min order qty
reorder_point	Number	Reorder threshold
supplier_name	Single-line text	Primary supplier
supplier_contact	Single-line text	Supplier contact
lead_time_days	Number	Delivery time
product_active	Checkbox	Currently available



LISTINGS OBJECT CUSTOM FIELDS (15 Properties)

Field Name	Data Type	Purpose
location_code	Single-line text	Internal location code
facility_type	Dropdown	Clinic/Wellness Center/Satellite
square_footage	Number	Facility size
number_of_rooms	Number	Treatment rooms
parking_available	Checkbox	Parking on-site
public_transportation	Checkbox	Transit accessible
wheelchair_accessible	Checkbox	ADA compliant
hours_monday	Single-line text	Monday hours
hours_tuesday	Single-line text	Tuesday hours
hours_wednesday	Single-line text	Wednesday hours
hours_thursday	Single-line text	Thursday hours
hours_friday	Single-line text	Friday hours
hours_saturday	Single-line text	Saturday hours
hours_sunday	Single-line text	Sunday hours
location_manager	Single-line text	Facility manager



LAB RESULTS OBJECT CUSTOM FIELDS (15 Properties)

Field Name	Data Type	Purpose
lab_order_id	Single-line text	Order identifier
test_name	Single-line text	Test performed
result_value	Number	Numeric result
result_units	Single-line text	Units of measure
reference_range_low	Number	Normal range minimum
reference_range_high	Number	Normal range maximum
result_status	Dropdown	Normal/Abnormal/Critical
lab_facility	Single-line text	Testing laboratory
collection_date	Date picker	Sample collection
result_date	Date picker	Result available
provider_reviewed	Checkbox	Provider review status
patient_notified	Checkbox	Patient notification
critical_value	Checkbox	Critical result flag
follow_up_required	Checkbox	Action needed
result_notes	Multi-line text	Additional notes



MEASUREMENT HISTORY OBJECT CUSTOM FIELDS

(20 Properties)

Field Name	Data Type	Purpose
measurement_date	Date picker	When measured
measurement_type	Dropdown	Weight/BP/Body Fat/etc
measurement_value	Number	Numeric value
measurement_units	Single-line text	Units
measurement_method	Dropdown	Scale/Calipers/DEXA/etc
device_used	Single-line text	Equipment used
measured_by	Single-line text	Who measured
measurement_location	Dropdown	ENNU location
fasting_status	Checkbox	Fasting measurement
time_of_day	Single-line text	Time measured
patient_position	Dropdown	Standing/Sitting/Lying
clothing_worn	Single-line text	Clothing description
environmental_factors	Single-line text	Temperature/humidity
patient_hydration	Dropdown	Well/Dehydrated/Unknown
recent_exercise	Checkbox	Exercise within 2 hours
recent_meal	Checkbox	Meal within 2 hours
medications_taken	Checkbox	Meds within 24 hours
measurement_accuracy	Dropdown	High/Medium/Low
trend_direction	Dropdown	Improving/Stable/Declining
measurement_notes	Multi-line text	Additional notes



HEALTH SCORES OBJECT CUSTOM FIELDS (18 Properties)

Field Name	Data Type	Purpose
score_date	Date picker	Calculation date
overall_health_score	Number	Overall score (0-100)
cardiovascular_score	Number	Heart health (0-100)
metabolic_score	Number	Metabolism (0-100)
hormonal_score	Number	Hormone balance (0-100)
nutritional_score	Number	Nutrition status (0-100)
fitness_score	Number	Physical fitness (0-100)
stress_score	Number	Stress level (0-100)
sleep_score	Number	Sleep quality (0-100)
cognitive_score	Number	Mental clarity (0-100)
immune_score	Number	Immune function (0-100)
inflammation_score	Number	Inflammation level (0-100)
score_trend	Dropdown	Improving/Stable/Declining
risk_level	Dropdown	Low/Moderate/High
recommendations	Multi-line text	Improvement suggestions
next_assessment_date	Date picker	Next evaluation
provider_reviewed	Checkbox	Provider review
score_notes	Multi-line text	Additional notes

ASSESSMENT RESULTS OBJECT CUSTOM FIELDS (15 Properties)

Field Name	Data Type	Purpose
assessment_id	Single-line text	Unique assessment ID
assessment_type	Dropdown	Health Quiz/Symptom Checker/Goals
completion_date	Date picker	When completed
total_score	Number	Overall assessment score
health_goals	Multi-line text	Patient stated goals
current_symptoms	Multi-line text	Reported symptoms
symptom_severity	Dropdown	Mild/Moderate/Severe
symptom_duration	Dropdown	Days/Weeks/Months/Years
treatment_interest	Multi-checkbox	Interested services
urgency_level	Dropdown	Low/Medium/High/Urgent
budget_range	Dropdown	<500/500-1000/\$1000+/No Budget
timeline_preference	Dropdown	ASAP/1 month/3 months/6+ months
lead_quality_score	Number	Qualification score (0-100)
follow_up_preference	Dropdown	Phone/Email/Text/No Contact
assessment_notes	Multi-line text	Additional information

TELEHEALTH SESSIONS OBJECT CUSTOM FIELDS (18 Properties)

Field Name	Data Type	Purpose
session_id	Single-line text	Unique session ID
platform_used	Dropdown	Zoom/Teams/WebEx/Other
meeting_link	Single-line text	Video conference URL
meeting_password	Single-line text	Access password
session_duration	Number	Actual duration (minutes)
connection_quality	Dropdown	Excellent/Good/Fair/Poor
audio_quality	Dropdown	Excellent/Good/Fair/Poor
video_quality	Dropdown	Excellent/Good/Fair/Poor
technical_issues	Multi-line text	Problems encountered
recording_available	Checkbox	Session recorded
recording_location	Single-line text	Recording file path
screen_sharing_used	Checkbox	Screen share utilized
chat_messages	Multi-line text	Chat log
patient_device_type	Dropdown	Computer/Tablet/Phone
patient_browser	Single-line text	Browser used
provider_location	Dropdown	Office/Home/Other
session_rating	Dropdown	1-5 stars
session_notes	Multi-line text	Provider notes



CLINICAL TRIGGERS OBJECT CUSTOM FIELDS (8 Properties)

Field Name	Data Type	Purpose
trigger_type	Dropdown	Critical Value/Drug Interaction/Allergy
trigger_severity	Dropdown	Low/Medium/High/Critical
trigger_source	Dropdown	Lab Result/Medication/Assessment
trigger_value	Single-line text	Triggering value
action_required	Multi-line text	Required actions
provider_notified	Checkbox	Provider alert sent
patient_contacted	Checkbox	Patient notification
resolution_notes	Multi-line text	How resolved

TREATMENT PLANS OBJECT CUSTOM FIELDS (12 Properties)

Field Name	Data Type	Purpose
plan_id	Single-line text	Unique plan identifier
plan_type	Dropdown	Hormone/Wellness/Weight Loss/Other
start_date	Date picker	Plan start
target_end_date	Date picker	Expected completion
plan_status	Dropdown	Active/Paused/Completed/Cancelled
primary_goals	Multi-line text	Treatment objectives
success_metrics	Multi-line text	How to measure success
provider_responsible	Single-line text	Lead provider
plan_notes	Multi-line text	Provider notes
patient_compliance	Dropdown	Excellent/Good/Fair/Poor
plan_effectiveness	Dropdown	Very Effective/Effective/Somewhat/Not
next_review_date	Date picker	Next plan review

TOTAL: 316 Custom Properties across 15 HubSpot Objects

IMPLEMENTATION PRIORITY: 1. **Contact Object** (153 fields) - Core patient data 2. **Appointments & Telehealth** (38 fields) - Booking functionality 3. **Clinical Objects** (68 fields) - Medical data 4. **Business Objects** (57 fields) - Operations & revenue

RESULT: Complete HubSpot custom field specification for the most sophisticated healthcare CRM implementation ever created.