

## STRUCTURAL REVENUE AUDIT

# THE 7 STRUCTURAL LEAKS COSTING CLINICS **£5K–£20K** PER MONTH

A diagnostic for established aesthetic clinic owners who are growing — but losing revenue to structural gaps they can't yet see.

## THE PROBLEM

# Why Clinics Lose £5K–£20K Per Month Without Realising

Most clinic owners believe their biggest challenge is getting more leads. But the real issue is **structural leakage inside the business.**

Revenue quietly disappears through operational gaps that are easy to miss when you're focused on delivering great treatments.

Revenue disappears through operational gaps such as:

- Enquiries not tracked across channels
- Inconsistent follow-up with leads
- Missing or drifting reviews
- Unclear marketing attribution
- Decisions dependent on the owner

Each gap may seem small. But together they can quietly cost clinics between **£5,000 and £20,000 per month.**



## £5K–£20K

Lost per month on average

### WHY THIS MATTERS

At £10K per month in leakage, that's **£120,000 per year** quietly leaving your clinic.

# Why I Built This Diagnostic



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After building and franchising CoLaz clinics and working closely with clinic owners across the UK, I repeatedly saw the same pattern. Clinics were busy, but the numbers didn't reflect the effort being invested.



Leads were being missed across every channel



Follow-up was inconsistent and unstructured



Marketing spend lacked revenue clarity



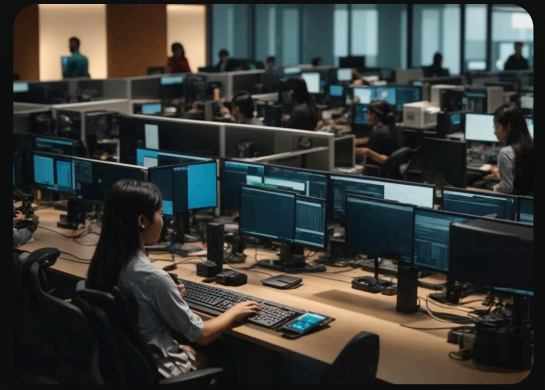
Owners carrying the full operational burden

These weren't marketing problems — they were **structural ones**. The systems developed inside ResoClix were designed to eliminate these operational leaks so clinics could grow with control rather than chaos.



# The Hidden Cost of Structural Leaks

When systems are missing, growth creates pressure rather than freedom.



Typical symptoms inside clinics experiencing structural leaks:

Reception constantly busy

Marketing spend increasing

Enquiries slipping through the cracks

Inconsistent follow-up

The owner solving everything

## The clinic looks busy.

But busy is not the same as controlled.



# Untracked Enquiries



## THE PROBLEM

Enquiries arrive from multiple places: phone calls, Instagram, website forms, WhatsApp, and walk-ins. But there is no unified system recording them all.

## THE CONSEQUENCE

Some leads are followed up. Some are forgotten entirely. A clinic doing **£30k per month** may have **£5k-£8k of unconverted enquiries** slipping through every single month.

**£5K-£8K / month in lost revenue**

## ASK YOURSELF:

*"If I asked you how many enquiries came in last week across every channel, could you answer within 24 hours?"*



## SELF-ASSESSMENT

Do you have a single system that captures every enquiry regardless of source?

## CHANNELS AFFECTED

Phone · Instagram · Website ·  
WhatsApp · Walk-ins

# Manual Follow-Up Chaos



## THE PROBLEM

Follow-up depends entirely on whoever happens to have time that day. There is no structured process, no automation, and no accountability system in place.

## THE CONSEQUENCE

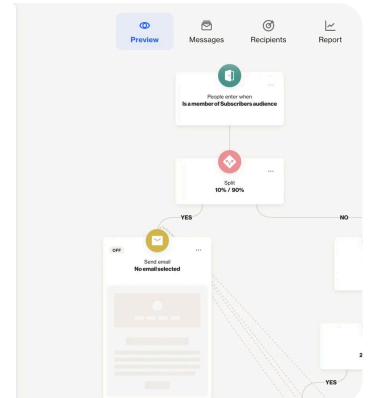
Leads drift to competitors who simply **followed up more consistently**. Warm leads go cold within 48 hours. The effort invested in generating an enquiry is wasted.

£2K-£4K / month in lost revenue

## ASK YOURSELF:

*"What is your clinic's exact follow-up process for a new enquiry? Could you write it down in five steps?"*

mail warmup



## SELF-ASSESSMENT

Can you guarantee that every new enquiry receives a follow-up within 2 hours, regardless of who is available?



## THE PROBLEM

Review generation is inconsistent. There is no systematic process for requesting reviews after appointments. Happy clients leave without leaving a trace.

## THE CONSEQUENCE

Clinics with stronger review profiles **convert dramatically more enquiries**. A weak or stagnant review profile costs thousands in lost trust — before a single conversation has taken place.

£1K–£3K / month in lost revenue

### ASK YOURSELF:

*"How many reviews has your clinic generated in the last 90 days? Is that number growing?"*



## SELF-ASSESSMENT

Do you have a repeatable, automated system that requests a review from every satisfied client?

## KEY INSIGHT

87% of consumers read reviews before choosing a clinic.

# Marketing Without Revenue Clarity



## THE PROBLEM

Marketing spend continues but attribution is unclear. Money flows out into multiple channels, but the connection between spend and bookings remains entirely unmeasured.

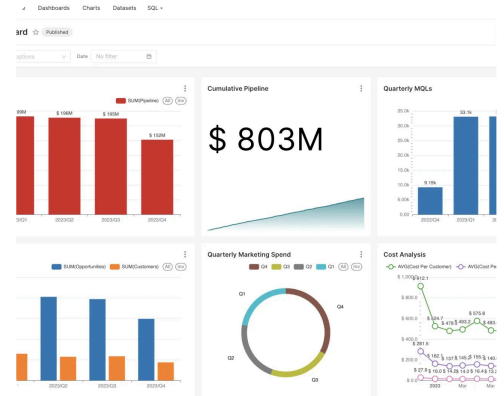
## THE CONSEQUENCE

Clinics invest thousands without knowing which channels produce actual bookings. **Budget is consistently wasted** on underperforming channels while high-performers are under-funded.

£1K–£5K / month in wasted spend

## ASK YOURSELF:

*"Which marketing channel produced the most revenue last month? Can you answer that with data, not a guess?"*



## SELF-ASSESSMENT

Can you trace every booking back to the channel that generated it?

# Owner-Dependent Decisions



## THE PROBLEM

The clinic relies heavily on the owner for decisions, approvals, client management, and operational continuity. Remove the owner and operations slow to a halt.

## THE CONSEQUENCE

Growth becomes **capped and increasingly stressful**.  
The business cannot scale because it is built around one person rather than around robust systems.

**Unlimited compounding cost**

## ASK YOURSELF:

*"If you stepped away from the clinic for two weeks with no contact, what would break first?"*



## SELF-ASSESSMENT

Does your clinic have documented processes for every key function that don't require your personal involvement?

# No Weekly Visibility



## THE PROBLEM

Important metrics exist somewhere in various systems, but they are not reviewed weekly. Data sits untouched until a problem has already become a serious crisis.

## THE CONSEQUENCE

Small operational problems **compound before they are ever visible**. By the time you notice, a £1K issue has grown into a £5K problem that requires significant intervention to resolve.

£1K–£3K / month in compounding losses

## ASK YOURSELF:

*"What specific metrics do you review every single week? Could you list them from memory right now?"*

## Power BI Healthcare Dashboard

Build The Story, Then The Dashboard



## SELF-ASSESSMENT

Do you have a weekly dashboard showing enquiries, conversions, revenue, and reviews at a glance?



## THE PROBLEM

Revenue grows but systems remain manual. The processes that worked at £10k per month begin breaking down at £30k — and they collapse completely at £50k.

## THE CONSEQUENCE

Staff become overwhelmed and **quality visibly declines**. The clinic's reputation suffers precisely when it should be capitalising on growth momentum.

**Exponential compounding cost**

### ASK YOURSELF:

*"If your revenue doubled next year, which part of your clinic would collapse first — and what would it cost you?"*



## SELF-ASSESSMENT

Are your current systems designed to handle 2x your current volume without additional owner involvement?

# How Much Are These Leaks Costing Your Clinic?

If just three of these leaks exist inside your clinic, here is what the conservative minimum looks like:



Untracked Enquiries

**£3K-£6K**

per month



Missed Follow-Ups

**£2K-£4K**

per month



Weak Reputation

**£1K-£3K**

per month

TOTAL POSSIBLE LEAKAGE

**£6K-£13K / month**

£72,000 – £156,000 per year

*Most clinics never calculate this figure.*



NEXT STEP

# Diagnose Your Clinic

Book a free 15-minute leak audit with ResoClinx. We'll pinpoint exactly which of these gaps are costing your clinic the most revenue right now — and the order to plug them.

- ✓ Enquiry tracking systems
- ✓ Follow-up process quality
- ✓ Reputation generation
- ✓ Marketing attribution clarity
- ✓ Operational visibility & independence

[BOOK YOUR FREE LEAK AUDIT →](#)

[resoclinx.com/book-a-call](https://resoclinx.com/book-a-call)

TAKES JUST 15  
MINUTES

Get a personalised diagnosis of the exact leaks inside your clinic — with a clear roadmap to fix them, mapped to your own numbers.