

Call Agenda: August 19, 2026

Three-month review · July report delivered · Teen campaign week one · Prepared by Molitaris Consulting

SUMMARY

First call in a few weeks, so this one steps back. July closed as the best treatment month of the engagement: admits doubled to 12, three of them commercial (the best commercial month of the year), at the best cost per lead yet, and your team ran 56 verifications on PPC leads, nearly double any prior month. August's early read is even more encouraging: since admissions came in office, the share of VOBs turning into admits is climbing back toward the best rate we have seen, and DUI is having its fastest month of the year. The full July report is delivered alongside this agenda.

How these numbers are counted: Zoho deals with a PPC source, the same basis as every monthly report. Organic, referral, and directory leads are excluded. Deals that carry a Google Ads click but sit under another source are listed separately in the report. Pulled live August 19.

1 Since we last talked

- **July monthly report** finalized and delivered with this agenda.
- **Adolescent campaign live** as of August 13, on its own budget and its own tracking number on the teen page.
- **Tracking number split** designed and ready to flip: separate number sets for Treatment / DUI / Branded, routing in your hands.
- **Campaign call routing map** drafted per your request: one number per campaign, each with its own routing plan and whisper.

2 The last three months, then August

	May	June	July	Aug 1-18	Aug full-month pace
Ad spend	\$49.0K	\$59.8K	\$59.5K	\$37.6K	~\$64.7K (core ~\$60.7K + teen)
Paid leads (Zoho PPC)	111	175	198	123	~212, another record
Cost per lead	\$441	\$342	\$301	\$305	\$305
Treatment admits	9	6	12	7 (still maturing)	12-15
DUI sales (collected + payment plans)	42	53	51	36	~62, best of the year
VOBs run on PPC leads	27	29	56	26	~45

Pace = straight-line through Aug 18. Admits and DUI sales are floors (cohorts mature upward). Spend note: core campaigns ex-teen pace ~\$60.7K, right on July; the difference is the teen campaign's own budget.

- July finished as the strongest treatment month of the engagement: admits doubled off June, **3 commercial admits** (best of the year), record lead volume at the best cost per lead.
- Maturation note: June's DUI sales printed at 40 in the June report and have since finished at 53 as payment plans and qualifying deals closed. July's number will grow the same way.
- August is pacing ahead of July on spend (+9%/day), paid leads (+7%/day), and DUI sales (+22%/day).

3 The VOB story, and a number we now track together

- July nearly doubled verification volume: **56 VOBs run on PPC leads** (27 in May, 29 in June), including **14 commercial VOBs**, double June's count. The ad spend is generating meaningfully more verification work for your team.
- Your July 28 count of "45 ppc VOBs this month" and our 56 full-month figure are the same measurement. We count the way your team counts.
- The catch: admits per VOB ran 33% in May, 21% in June, 20% in July. Verification volume scaled faster than closes did.
- **August so far: 31%, nearly back to May's best rate**, with two maturing weeks still to go, so that number only rises from here.
- "VOBs run" and "admits per VOB" are now standing lines in the monthly report. It is the cleanest bridge between our lead numbers and your census.

4 Admissions in office: the early read

- You started bringing admissions in office in early August, full-time since August 15. Early signs, framed honestly as hypotheses, point the right way: the admit-per-VOB jump above, 7 August admits already on the books, and a healthy in-flight board of scheduled direct admits, approved VOBs, and pre-screens in motion.
- DUI snapped back at the same time: 36 sales in 18 days, the fastest daily pace of the year, after July's dip.
- **We would love your read:** what changed operationally when admissions came in office (contact speed, VOB turnaround, who closes)? We want to know what the lift comes from, so we protect it.
- **One flag for your team:** 8 paid leads currently sit in "Stuck Lead - AHCCCS", and 5 of them have not had a VOB run yet. Worth a sweep.

5 Teen campaign, week one

- Live August 13. Through August 18: \$2,320 spent, roughly 900 impressions, 43 clicks, 1 conversion. Too early to judge, exactly as expected.
- We are pruning the search terms it entered on: negatives going in for off-target themes (ABA therapy, residential and group homes, out-of-state and other-provider searches).
- Real demand signal already: a paid VIOP Adolescent admit this month, plus a second adolescent direct admit scheduled.
- **Budget check-in:** launch pacing is currently ahead of the \$5K monthly add we discussed, which is normal for gathering early signal. Let's confirm together whether to hold or settle it at the \$5K pace.
- Still need from you: confirm the program facts in the ads (M/W/F evenings, 24 to 48 hour start, AHCCCS accepted for adolescents) and your direction on the self-schedule intake button.

6 Carry-over questions for your team

- **June AHCCCS dip:** AHCCCS lead-to-admit went 18% (May) to 6% (June) back to 13% (July). Anything your team saw on the June cohort helps us spot a repeat early.
- **DUI closes:** the close rate slid May through July even as leads grew, then August came roaring back. Whatever the team is doing differently this month, we want to support it.
- **Tracking number split:** ready to flip on your word; you get the final labeled number list the same day.

7 Housekeeping

- Total call volume in CTM spiked this month (10,000+ calls). We are verifying how much is automated or spam before reading anything into it; the 30-second-plus conversation count (4,187) is the reliable number in the meantime.
- Cadence: let's get back to the regular weekly slot now that the cancellation run is behind us.