

# Cornerstone Healing Center: July 2026 report + August plan

*Prepared by Molitaris Consulting for Amber. Covers July 1-31, 2026, the final full month, on the rolling three-month window (May through July). Numbers are final, pulled live from Zoho CRM and Google Ads, refreshed 2026-08-19. Counted the same way as prior monthly reports: a lead is paid when its Zoho source is PPC. Deals that carry a Google Ads click ID but sit under another source in Zoho are not in the headline numbers; they get their own reference section near the end so nothing paid-touched goes invisible. One standing caveat: treatment admits trail the click by roughly two to six weeks, so recent cohorts understate and mature upward; June's DUI sales, printed at 40 in the June report, have since matured to 53 on the same definition.*

## Top line

|                                       | July 2026<br>(final) | June 2026 (final)                                 | Δ                    |
|---------------------------------------|----------------------|---------------------------------------------------|----------------------|
| Google Ads spend                      | \$59,506             | \$59,774                                          | flat                 |
| Paid leads (Zoho PPC)                 | 198                  | 175                                               | +13%                 |
| Cost per lead (blended)               | \$301                | \$342                                             | -12%                 |
| Treatment leads                       | 89                   | 91                                                | -2%                  |
| Treatment admits                      | 12                   | 6                                                 | +100%                |
| of which commercial                   | 3                    | 2                                                 | best month this year |
| VOBs run on PPC leads                 | 56                   | 29                                                | +93%                 |
| DUI leads                             | 106                  | 82                                                | +29%                 |
| DUI sales (collected + payment plans) | 51                   | 53                                                | -4%                  |
| Cost per treatment admit              | \$3,783              | \$7,501 (June still maturing at print; see below) | -50%                 |
| Cost per DUI sale                     | \$277                | \$279                                             | flat                 |

July was the strongest treatment month of the engagement on flat spend. Paid lead volume set another record (198) at the best blended cost per lead of the year (\$301). Treatment admits doubled off June's dip, 6 to 12, and three were commercial, the best commercial admit month all year. The verification pipeline behind that nearly doubled: 56 VOBs were run on PPC leads in July against 29 in June and 27 in May. DUI kept growing on leads (106, another record) while sales held roughly flat at 51; the mix shifted toward payment plans, detailed below.

## Three-month rolling view

| Metric                        | May      | June     | July     |
|-------------------------------|----------|----------|----------|
| Google Ads spend              | \$48,999 | \$59,774 | \$59,506 |
| Paid leads                    | 111      | 175      | 198      |
| Cost per lead (blended)       | \$441    | \$342    | \$301    |
| Treatment leads               | 55       | 91       | 89       |
| VOBs run                      | 27       | 29       | 56       |
| Treatment admits              | 9        | 6        | 12       |
| Admits per VOB run            | 33%      | 21%      | 20%      |
| DUI leads                     | 55       | 82       | 106      |
| DUI sales (collected + plans) | 42       | 53       | 51       |
| Cost per treatment admit      | \$4,109  | \$7,501  | \$3,783  |
| Cost per DUI sale             | \$286    | \$279    | \$277    |

The shape of the quarter: paid lead volume climbed every month while blended cost per lead fell every month, so the lead engine keeps doing its job at scale. Underneath it, verification activity ran flat through June and then surged in July, while the share of VOBs converting to admits drifted down (33% to 21% to 20%). August's early read on that line is the most encouraging number in this report (below).

## Where the money went

| Campaign                      | July 2026       | June 2026       |
|-------------------------------|-----------------|-----------------|
| VIOP General Treatment        | \$34,484        | \$21,981        |
| DUI / DWI / AS-DUI            | \$7,437         | \$6,771         |
| DUI Alcohol Screenings        | \$6,673         | \$7,999         |
| PMax VIOP                     | \$6,353         | \$7,217         |
| Brand                         | \$3,648         | \$4,511         |
| Brand SKAG                    | \$912           | \$916           |
| VIOP Virtual (paused Jun 25)  | \$0             | \$9,904         |
| AHCCCS standalone (off Jun 3) | \$0             | \$474           |
| <b>Total</b>                  | <b>\$59,506</b> | <b>\$59,774</b> |

July was the first full month of the consolidated structure agreed on the June 24 call: Virtual's budget folded into General Treatment, which grew from \$21,981 to \$34,484 and now carries 58% of total spend. Total spend

held flat while lead volume set a record, which is the consolidation working as intended. Split behind the total: treatment campaigns \$45,396, DUI campaigns \$14,110.

## Treatment pipeline

### Insurance mix (leads / admits):

|                              | July leads / admits | June leads / admits |
|------------------------------|---------------------|---------------------|
| AHCCCS/Medicaid              | 67 / 9              | 69 / 4              |
| Commercial                   | 15 / 3              | 9 / 2               |
| Other (Medicare / uninsured) | 7 / 0               | 13 / 0              |

Commercial had its best month of the year on both ends of the funnel: 15 leads (up from 9) and 3 admits (up from 2). Of July's 12 admits, 4 came in on VIOP Adult, the virtual and higher-acuity demand the General Treatment consolidation targets. The June AHCCCS conversion dip recovered: AHCCCS lead-to-admit went 18% (May) to 6% (June) to 13% (July) while commercial held steadier. We still do not have an intake-side explanation for the June AHCCCS cohort, and it is worth a few minutes on the next call so we can spot it early if it ever starts again.

## The VOB layer (new standing metric)

Starting this month the report tracks verifications of benefits run on PPC leads, pulled from the VOB submission fields your team fills in Zoho. It sits between leads and admits and shows how much verification work the ad spend generates, and how well that work converts.

|                                 | May    | June   | July    |
|---------------------------------|--------|--------|---------|
| VOBs run on PPC treatment leads | 27     | 29     | 56      |
| Payer mix (AHCCCS / commercial) | 23 / 4 | 22 / 7 | 42 / 14 |
| Admits from those VOBs          | 9      | 6      | 11      |
| Admits per VOB run              | 33%    | 21%    | 20%     |

July nearly doubled the verification volume of any prior month, 56 VOBs including 14 commercial VOBs, double June's count. The flip side: each VOB converted at 20%, down from May's 33%. Volume scaled faster than closes. It looks like July's surge pulled a wider mix of leads into verification than May's smaller cohort; the August numbers below suggest the close rate is already recovering. This table is now a standing part of the monthly report so we can watch it together.

## DUI pipeline

DUI here is the DUI-course and alcohol-screening vertical, not legal services. A win is a fully collected sale; an open payment plan is a completed sale being collected over time; sales adds the two.

|                      | May   | June  | July  |
|----------------------|-------|-------|-------|
| Leads                | 55    | 82    | 106   |
| Wins (collected)     | 27    | 37    | 27    |
| Open payment plans   | 15    | 16    | 24    |
| Sales (wins + plans) | 42    | 53    | 51    |
| Cost per DUI sale    | \$286 | \$279 | \$277 |

Lead volume set another record at 106 while sales held roughly flat at 51, so the close rate slid for a second month (76% of May leads have closed as sales, 65% of June's, 48% of July's so far). Two caveats before reading that as a trend. First, July's cohort is not done: a meaningful group of July DUI deals is still in qualifying stages, and June demonstrates how much that matters, maturing from 40 printed sales in the June report to 53 today. Second, the mix keeps shifting toward payment plans (24 in July vs 15 in May), which is committed revenue arriving over time, and cost per sale actually improved slightly. Still, the close-rate direction is worth your team's read, especially since August is already rebounding (below).

## August so far (through Aug 18, immature)

|                           | Aug 1-18 | Read against July                   |
|---------------------------|----------|-------------------------------------|
| Spend                     | \$37,563 | +9%/day                             |
| Paid leads                | 123      | +7%/day                             |
| Cost per lead (blended)   | \$305    | July: \$301                         |
| Treatment leads           | 52       | roughly July's pace                 |
| VOBs run                  | 26       | below July's record pace, near June |
| Treatment admits so far   | 7        | cohort still maturing               |
| Admits per VOB run so far | 31%      | best since May, and still rising    |
| DUI sales so far          | 36       | +22%/day, fastest pace of the year  |

Two early signals worth naming, both stated as hypotheses since the cohort has two weeks of maturing left. First, DUI has snapped back: 36 sales in 18 days is the fastest daily pace of the year. Second, and more important, the admit-per-VOB rate is at 31%, nearly back to May's 33% best, and that number can only rise from here as the August cohort matures. Your team began bringing admissions in office in early August, full-time as of August 15; it looks like the August close rates are the first place that change would show up, and so far they point the right way. We want to keep reading this exact line with you over the next two months.

## Paid-click deals credited elsewhere (reference, not in the headline)

Some deals carry a Google Ads click ID but sit under another source in Zoho (SEO, Alumni, Business Development), usually because another touch got CRM credit. They are excluded from every number above. We list the recent commercial ones here with the actual click facts so nothing paid-touched goes invisible, and so credit questions can be judged case by case:

| Deal                    | Month | Status                 | Zoho source              | The click                                                                                                          |
|-------------------------|-------|------------------------|--------------------------|--------------------------------------------------------------------------------------------------------------------|
| Piper Nugent            | Aug   | Direct admit scheduled | Alumni                   | Same-day non-brand search click ("addiction treatment center", General Treatment campaign) the day the deal opened |
| Jacob Ong (3rd episode) | Aug   | Direct admit scheduled | SEO (Google My Business) | PMax click July 24, 20 days before the episode opened                                                              |
| Kevin Hudson            | Aug   | Admitted               | Business Development     | Click date not verifiable (outside the 90-day click window)                                                        |
| Justin Sweeden          | July  | Admitted               | Alumni                   | Branded click ("cornerstone dui") June 15, from a prior episode                                                    |
| Cole Pischke            | July  | Admitted               | SEO                      | PMax click 5 days after the lead was created                                                                       |

Monthly counts of click-carrying deals excluded from the headline: 52 (May), 41 (June), 28 (July), 14 (Aug 1–18). The count shrinks as intake source-tagging improves.

## What is working

1. **Record lead volume at the best cost per lead of the year.** 198 paid leads at \$301 blended, the third straight month of more volume for less per lead.
2. **Treatment admits doubled.** 12 admits at \$3,783 per admit, half of June's cost per admit, with the June cohort dip behind us.
3. **Best commercial month of the year.** 15 commercial leads, 14 commercial VOBs, 3 commercial admits, with VIOP Adult carrying 4 of the 12 admits.
4. **Verification throughput nearly doubled.** 56 VOBs run on PPC leads, now a standing metric in this report.
5. **The consolidated structure held.** First full month with General Treatment carrying the load, at flat total spend and record lead volume.

## August plan

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- **Adolescent campaign is live** (launched Aug 13) with its own budget and its own tracking number on the teen page, so it cannot cannibalize the core campaigns and its calls stay separately countable. First-week spend is intentionally front-loaded to gather signal; we will review pacing against the agreed monthly add on the Aug 19 call.
  - **Tracking number split is designed and ready:** separate CTM number sets for Treatment, DUI, and Branded so your team can route and prioritize calls by program. We flip it when you give the word.
  - **Watch the admissions-in-office effect** through the admit-per-VOB line above.
  - **Call volume verification:** total CTM call volume spiked in August (10,000+ calls). We are verifying how much is automated or spam before reading anything into it; the 30-second-plus conversation count is the reliable number in the meantime.
  - **Quality-caller table paused for one month.** The 4/5-star caller table from the June report is not printed this month because the scoring layer changed shape in July: it looks like AI call scoring now scores far more calls than the manual scoring the April-June numbers were built on, so the counts are not comparable. We are re-basing the series and will bring it back with a consistent definition.
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## What to watch over the next 30 to 60 days

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1. **Admits per VOB run**, the cleanest read on whether the in-office admissions move is lifting outcomes.
  2. **August treatment admits** as the cohort matures; 7 already with the heaviest-converting weeks still open.
  3. **DUI close rate** holding its August rebound.
  4. **Commercial share** holding its July gains (3 of 12 admits).
  5. **Adolescent campaign signal:** search-term quality, call quality on the teen number, and the first inquiries.
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## Method and footing

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- Paid basis: Zoho deals with source category PPC, the same basis as the May and June reports, so every month-over-month comparison is continuous. Deals carrying a Google Ads click ID under another source are excluded from headlines and listed in the reference section.
  - Spend is all-status from Google Ads. Campaign split foots:  $\$34,484 + \$7,437 + \$6,673 + \$6,353 + \$3,648 + \$912 = \$59,507$  vs  $\$59,506$  total, a rounding difference.
  - Treatment spend is all non-DUI spend ( $\$45,396$ ); DUI spend is the two DUI campaigns ( $\$14,110$ ). Cost per treatment admit:  $\$45,396 / 12 = \$3,783$ . Cost per DUI sale:  $\$14,110 / 51 = \$277$ . June and May computed the same way ( $\$45,004 / 6$ ;  $\$14,770 / 53$ ;  $\$36,979 / 9$ ;  $\$12,020 / 42$ ).
  - Blended cost per lead is total spend over total PPC deals:  $\$59,506 / 198 = \$301$  (June  $\$59,774 / 175 = \$342$ ; May  $\$48,999 / 111 = \$441$ , matching the May and June reports).
  - Treatment leads foot (July): insurance  $67 + 15 + 7 = 89$ . Admits foot:  $9 + 3 = 12$ ; by level of care IOP5 6 + VIOP Adult 4 + BHRF 1 + PHP 1 = 12.
  - VOBs run counts PPC treatment deals by VOB submission date in Zoho, so it measures verification activity in the month regardless of when the lead arrived. Admits from those VOBs are the current stage of those same deals as of 2026-08-19; recent cohorts keep maturing upward.
  - DUI stage counts are live as of 2026-08-19. Collected wins are the closed screening/classes stages; open payment plans are the payment-in-progress stages. Counts shift as deals mature; June's sales grew from 40 (at the June report's July 3 print date) to 53 today, and July's will grow the same way.
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## Reference

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- June report + July plan: `clients/cornerstone-healing-center/june-2026-report-and-july-plan.md`
- Aug 19 call agenda: `clients/cornerstone-healing-center/meeting-agendas/20260819-amber-call-agenda.md`
- Attribution split (internal): `clients/cornerstone-healing-center/20260819-paid-attribution-split.md`
- Tracking number split design: `clients/cornerstone-healing-center/20260814-tracking-number-split.html`