



FREE DOWNLOAD

The Growth Number Scorecard

One page, once a month, for the CEO, marketing and business development together.

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Multiplier Insights · multiplierinsights.com

September 30, 2026

Multiplier Insights helps CEO-led companies turn marketing spend into growth the CFO believes. Book a free 30-minute call at multiplierinsights.com.

The Growth Number Scorecard

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Marketing counts leads. BD counts referrals. Finance counts revenue. The three rarely match, and the argument about who gets credit costs more than it settles. This scorecard puts everyone on **one number**: admissions, and the revenue they bring, traced back to where they came from.

Part 1: By source

Source	Spend / effort	Inquiries	Qualified	Admissions	Revenue	Cost per admission
Paid search						
Organic / local search						
BD referrals						
Alumni / word of mouth						
Directories / other						
Total						

Part 2: By service line

Service line	Admissions	Revenue	Revenue per admission	Cost per admission

Part 3: By market

Market / zip codes	Admissions	Revenue	Share of spend	Share of admissions	Next move (expand / test / watch / stop)

Three questions to discuss every month

1. Where did our best admissions come from, and are we putting more time and money there?
2. Which source or market is taking a bigger share of spend or effort than its share of admissions?
3. What's the one change we'll make before next month's scorecard?

How to read it

- If **Part 1** shows inquiries rising but admissions flat, the problem is between the call and the admission, not the ads.
- If **Part 2** shows one service line carrying the revenue, protect it, and build the path to it from your entry services.
- If **Part 3** shows spend and admissions out of step, your geography is costing you money. That's usually the fastest efficiency gain available.

Can't fill in Part 3? Most organizations can't at first. It usually takes a proper look at where admitted patients actually come from. Book a free 30-minute call with Mukta Kasturia at multiplierinsights.com.