

A clear breakdown of costs

START covers the audit and patient acquisition. GROW adds a website, booking and an AI bot. PRO brings together CRM, an AI assistant and channel analytics.

START

More bookings

One-time setup

193 €

Monthly support

87 €

GROW

Online practice

One-time setup

from 875 €

Monthly support

125 €

PRO

Digital practice

One-time setup

from 1,751 €

Monthly support

from 189 €

The first 30 days of support after launch are included. Monthly billing starts after that.

Ad spend, subscriptions, messaging, AI usage and payment processing fees are separate.

Prices cover the basic package scope. The final price and timeline are confirmed after the work and integrations have been agreed.

Converted at the NBU rate for 23 September 2026: €1 = UAH 51.3345. Prices are rounded to the nearest whole euro.

[NBU exchange rate](#)

What each package includes

Everything in the previous package, plus:

Feature	START	GROW	PRO
Website, all social media and YouTube audit	Included	Included	Included
Facebook / Instagram ads and creatives	Included	Included	Included
Regular enquiry and booking report	Included	Included	Included
Doctor website and SEO foundations	-	Included	Included
Google Maps / Business Profile setup*	-	Included	Included
Online booking and time zones	-	Included	Included
Payment and automatic reminders	-	Included	Included
Patient AI bot: one channel	-	Included	Included
Booking register with payment status	-	Included	Included
Mini CRM and follow-up workflows	-	-	Included
AI assistant for doctor / administrator	-	-	Included
Secure document exchange	-	-	Included
Shared channel analytics dashboard	-	-	Included
Agreed integrations and access roles	-	-	Included

OUR RECOMMENDED STARTING POINT · GROW

* Google Maps requires eligibility under Google's rules and in-person contact with patients. START includes an audit of all agreed channels; ongoing management of all social accounts and video production are quoted separately. The PRO dashboard shows data from connected sources only.

Start with what you need today.

Everything in the previous package, plus:

START

More bookings

- Audit of your website, all social media, YouTube and Maps
- Improvement plan and priorities
- Facebook and Instagram advertising
- Approved copy and ad creatives
- Reply templates and basic tracking
- Regular report: enquiries > bookings > consultations

Clear growth opportunities and acquisition results based on available data.

Messages, bookings and payment checks stay with the doctor or administrator.

GROW

Online practice

- Website in two languages with SEO foundations
- Google Maps for an eligible in-person practice*
- Online booking with time zones
- Payment, confirmations and reminders
- Patient AI bot: website or messenger
- Booking register with payment status

Patients can book and pay for an appointment themselves.

One bot channel at launch. Medical questions and exceptions go to a person.

PRO

Digital practice

- AI assistant for the doctor and administrator
- Mini CRM: history, tasks and follow-up visits
- Follow-up workflows approved by the doctor
- Secure document transfer
- Analytics dashboard for connected channels
- Integrations and access roles

Enquiries, tasks and metrics in one place. The doctor can see what needs attention.

AI helps with organisation; diagnoses, lab interpretation and treatment remain with the doctor. Integrations are agreed in advance.

AI helps organise. The doctor consults.

What you receive after the audit

Audit of all channels

A map of existing channels, baseline metrics, a list of gaps and a prioritised improvement plan. For YouTube: topics, presentation, views and the path to booking; retention and traffic sources when analytics access is available.

We check public data immediately and internal analytics with the access you provide. Missing data is marked “no data”. Account numbers, the analysis period, integrations and content management are agreed separately.

Privacy is part of the process

We agree access permissions, retention periods and service providers. Medical documents are kept separate from advertising analytics. Legal requirements are checked for the specific country and practice format.

Google Maps is for practices with in-person patient contact that meet Google's eligibility rules. An online-only practice is not eligible for Business Profile.

[Google Business Profile guidelines](#)

Patient bot · GROW

Explains the format and price, helps choose a time and directs patients to payment. Identifies itself as AI and passes medical questions to a person.

Doctor's assistant · PRO

Summarises enquiries and prepares tasks and draft administrative replies. A person reviews and approves messages before they are sent.

You stay in control

The doctor approves content and follow-up rules. Access is limited by role; unusual situations are passed to a person.

The AI bot helps patients before appointments; the AI assistant supports the doctor and administrator in daily work. Both use approved materials and do not provide personal medical advice.