The front-door self-audit

How easy is your program to reach? Run this cold, the way a stranger would.
About one hour, once a quarter.

pathroot™ health

PROGRAM	COMPLETED BY	DATE

1 Find the door

- [ ] A first-time visitor can find a way to contact us within 15 seconds, without scrolling to the footer
- [ ] There is a visible path for someone not ready for admissions — a question, a professional or referral inquiry
- [ ] The site tells a referral partner, in plain terms, whom to contact and how
  Clinicians, therapists, EAPs, attorneys, interventionists, alumni — anyone who sends patients your way.

Notes:

2 Walk through it

- [ ] Our contact form submits, sends a confirmation, and the inquiry lands in our CRM — we tested it
- [ ] Every email address published on the site works — none bounce
- [ ] Our chat tool answers a real question before asking for contact information
- [ ] A visitor can make contact while sharing minimal personal information

Notes:

3 Time the response

- [ ] We called during business hours and easily reached a person who could help — no holds or transfer loops
- [ ] We called after hours and know exactly what happens
- [ ] We measured how long an inquiry takes to get a human reply — and it meets our standard
- [ ] Someone owns inquiries that are not admissions-ready, with a service standard for them

Notes:

4 Route the exceptions

- [ ] Our chat tool can hand a request it does not recognize — like a referral inquiry — to a person
- [ ] Referral-partner inquiries go to a named owner who expects them
- [ ] Opportunities are only declined after a conversation to understand what is being offered
- [ ] Failed forms, bounced emails, and abandoned chats are monitored — nothing disappears without a trace

Notes:

Items passing: _____ of 15 **Run this audit again on:** _____

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