SBI Medical
Animal Bite Center
& Vaccination Clinic
SINCE 2010

# Website Care & Booking Performance

Partnership overview & monthly reporting framework

**Prepared for SBI Medical Leadership • November 2026**

# Our partnership priorities

**01**

## Keep patient access dependable

Maintain the public website, branch directory and booking journey.

**02**

## Help visitors take the next step

Keep branch details, booking guidance and assistant answers clear.

**03**

## Give leadership useful visibility

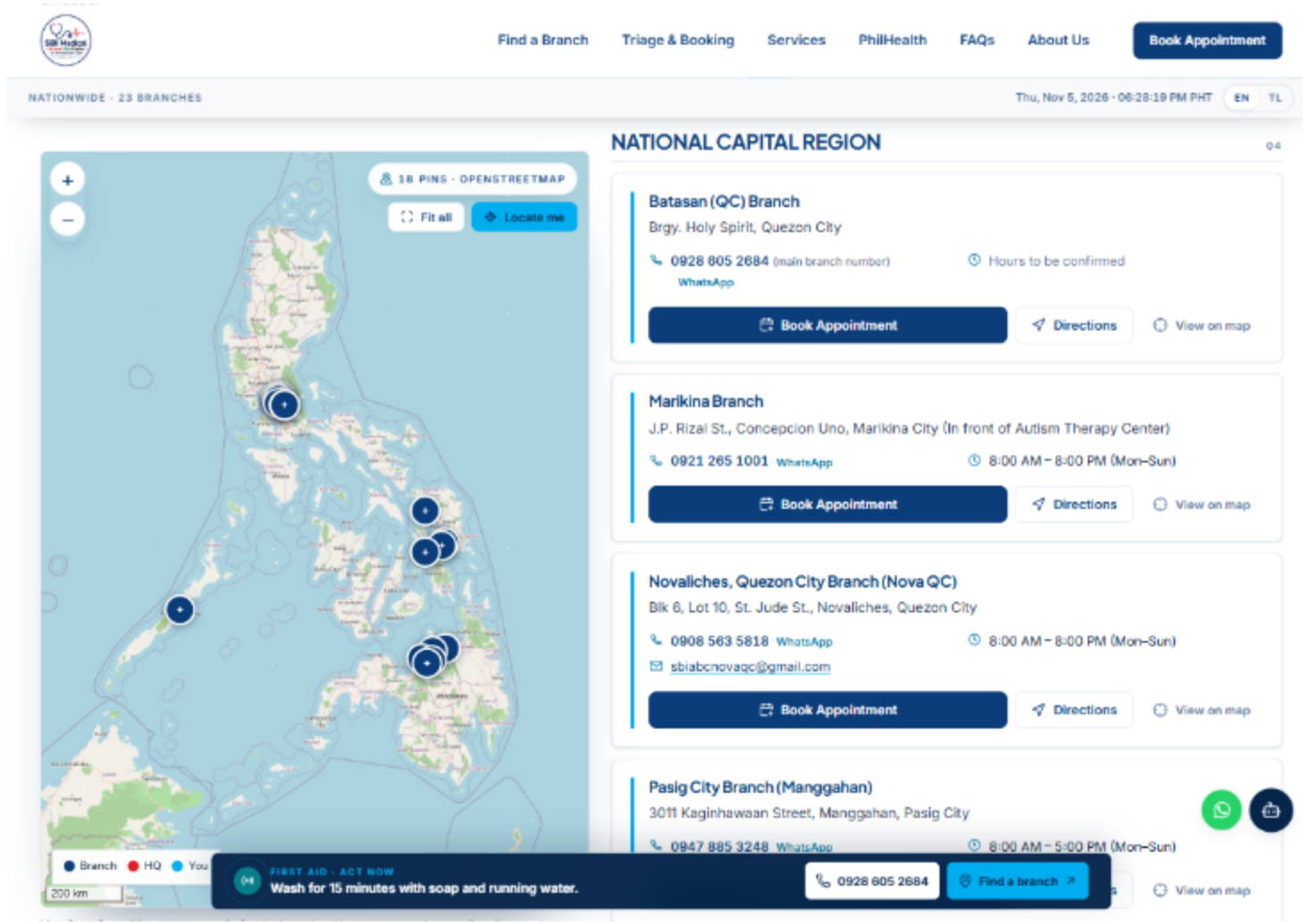
Report website health, booking activity and the actions that follow.

# The branch network, on one map

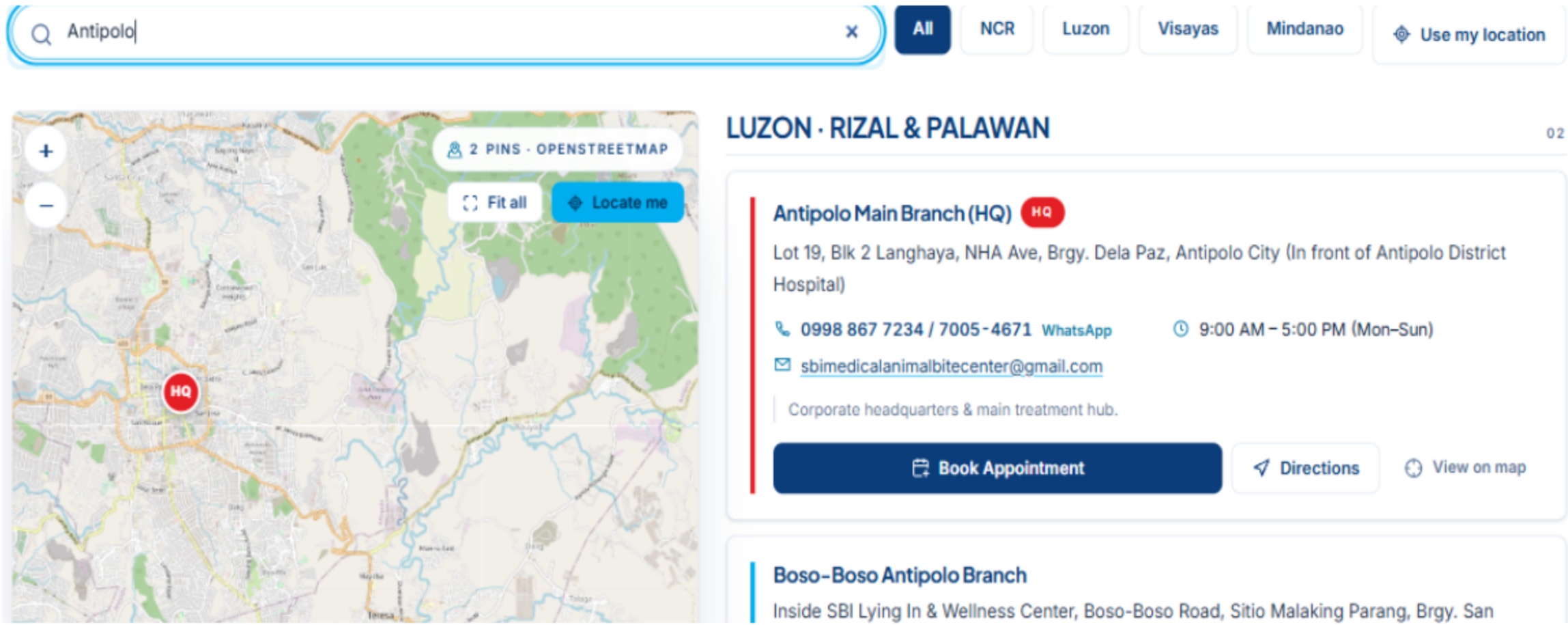
## Find a branch

Visitors can explore the map, compare branch details and access directions or booking.

Maintain accurate pins, contact details and clinic hours as the network changes.



# A local search leads to branch details




Antipolo search: map pins, clinic hours, contact details, directions and a booking entry point

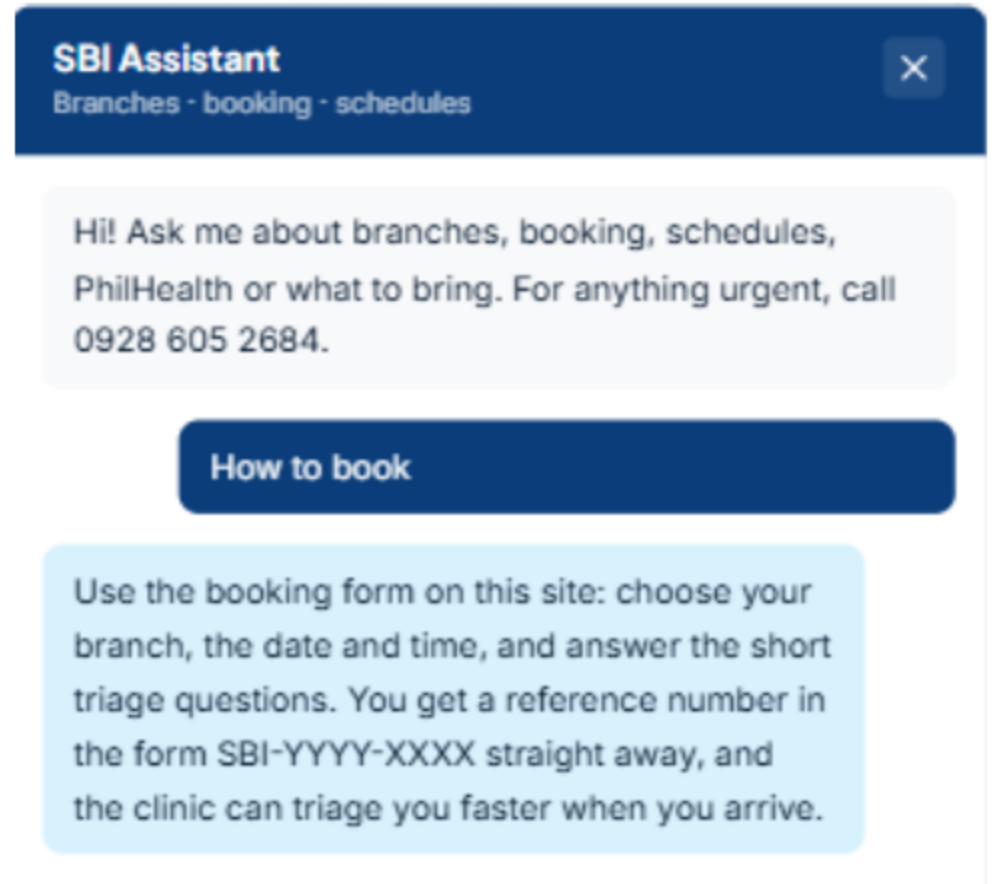
# The SBI Assistant explains how to book

## Answers at the point of need

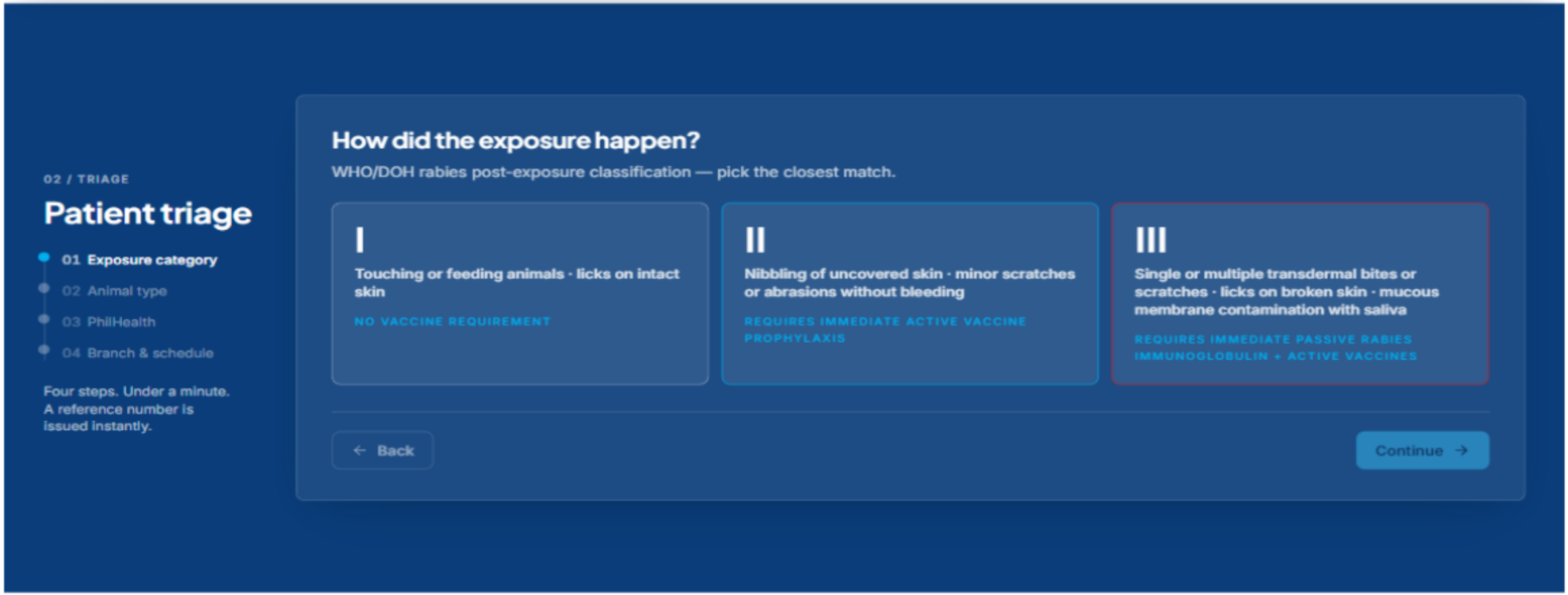
The assistant answered “How to book” and guided the visitor to the site’s booking form.

It describes choosing a branch, date and time, then completing the triage questions.

**Urgent cases are directed to the hotline or nearest branch.**

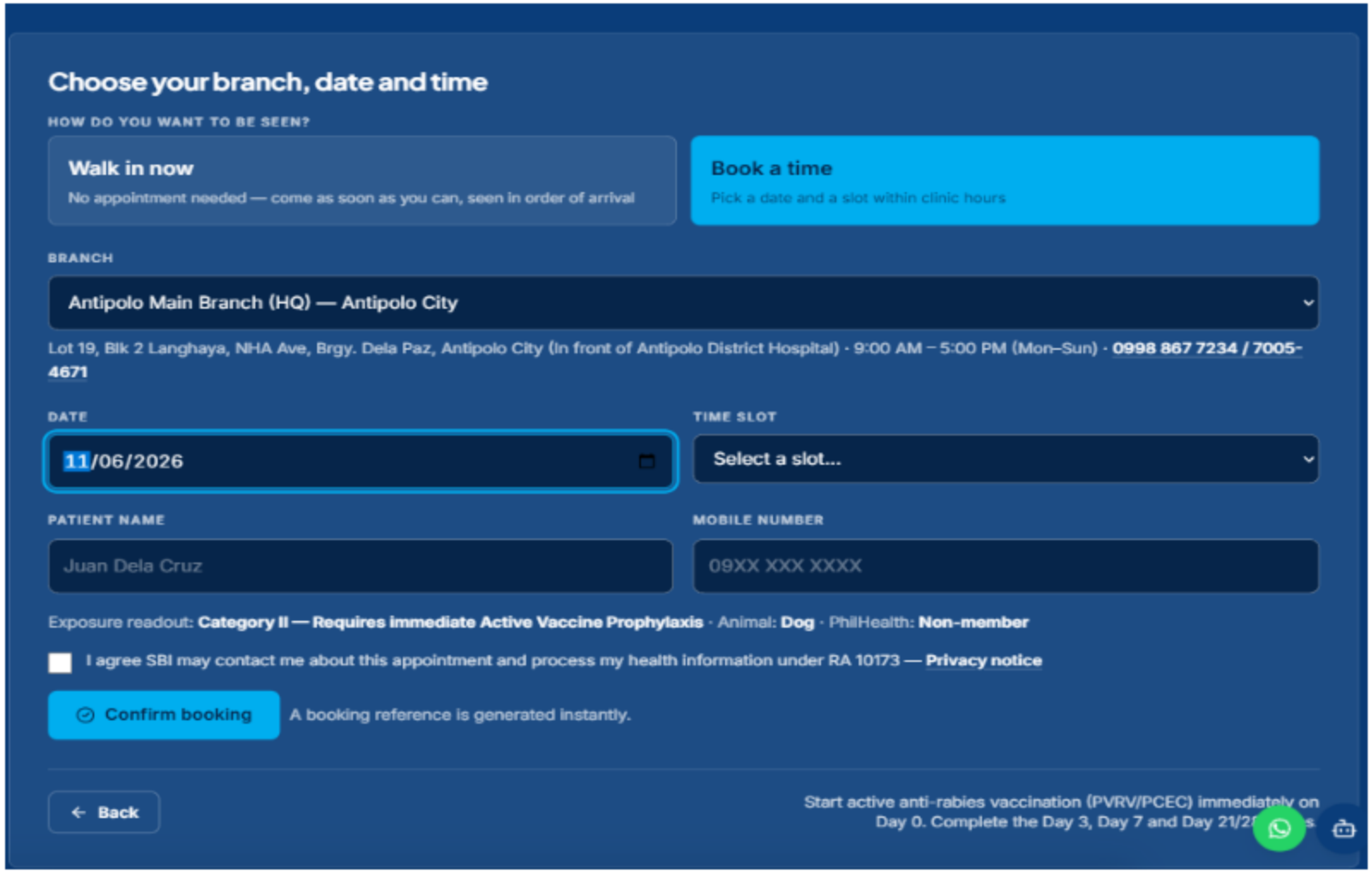


# Triage collects the context before a visit




Exposure category → animal details → PhilHealth status → branch and schedule

# Branch and schedule complete the booking form




## Two visit options

**Walk in now**
**Book a time**

The final step captures the branch, visit details, patient contact and consent.

Demonstration only • no booking submitted

# Ongoing website care

## 01 Monitor the patient journey

Check page availability, locator search, booking steps and assistant responses.

## 02 Maintain content and functionality

Review branch updates, approved content, security updates and reported issues.

## 03 Record changes and follow through

Log completed work, unresolved items, ownership and the next action.

# Two focused reports each month

Proposed reporting cadence

## 15th

### Website health

Availability, maintenance, issues and the status of key patient journeys

## 1st / 2nd

### Booking performance

Previous month’s bookings, conversion, drop-off and recommended improvements

# Mid-month: website health and maintenance

## 01 Availability and journey checks

Summarize monitored availability, locator behaviour and booking checks.

## 02 Work completed and issues

Show fixes, updates, open issues and any impact on visitors.

## 03 Content and trust information

Review branch details and approved accreditation information displayed on site.

# Month-end: booking and assistant performance

| Measure | What leadership sees |
| --- | --- |
| **Completed bookings** | Successful submissions for the reporting period |
| **Booking conversion** | Completed bookings ÷ eligible site sessions |
| **Journey drop-off** | Where visitors stop before successful submission |
| **Assistant usefulness** | Questions answered, handoffs and issues reviewed |

Measurement setup and event definitions must be confirmed before the first report

# Clear evidence. Clear next steps.

Each report explains the status, the work completed and what happens next.

| Report section | Decision support |
| --- | --- |
| Summary | What changed and why it matters |
| Evidence | Verified metrics and completed work |
| Open items | Impact, owner and next action |
| Next period | Priorities and expected dates |

# Critical issues need a clear response




**Patient access stays the priority**

## Notify

Flag the incident when detected.
Explain the impact through agreed channels.

## Assign

Name the owner and share the
next update time.

## Verify

Check recovery, confirm the outcome
and record follow-up work.

EXISTING DOMAIN • VERIFIED WITH dotPH

# sbimedical.ph

## Already registered

Registered 10 May 2026
Expires 10 May 2027

Registered to SBI Medical & Animal Bite Center & Vaccination Clinic

Next: confirm registrar access and connect the existing domain to the website

OUR COMMITMENT TO SBI

# A digital receptionist, shaped around SBI

The design can evolve. Our focus is helping SBI stay visible, responsive and ready to support its Philippine compliance responsibilities.

With accurate, approved clinic information, the assistant can answer more questions, guide visitors to the right branch and help more enquiries become bookings.

**We'll keep improving it with you.**

SBI DIGITAL FOOTPRINT

# Help patients find SBI.
# Help them take the next step.

01 Connect the official domain and confirm branch details

02 Create searchable branch pages and improve Google Maps

03 Publish trusted answers and make them accessible to AI search

**04 Measure calls, directions, enquiries and bookings**