

Victorian Sexual Health Network

PERFORMANCE REPORT

January 2024 - December 2025

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Victorian Sexual Health Network
2024/25 Performance Report
Presented by: Lisa Kennedy, Chantal Maloney & Dr Melanie Bissessor
Presented to: Victorian Department of Health

Overview:

In 2019, the Victorian Department of Health conducted a comprehensive review of sexual health services in response to a sharp rise in gonorrhoea and infectious syphilis notifications, alongside the re-emergence of congenital syphilis as a public health concern. One of the key recommendations from this review was the adoption of a 'Hub and Spoke' model to strengthen the delivery of sexual health care across the state.

In 2020, Melbourne Sexual Health Centre (MSHC) piloted this model with three general practices located in Clayton, Tarneit, and Hillside. The pilot demonstrated strong outcomes and led to the expansion of the initiative into additional metropolitan and regional areas. These clinics are now known as SHIP (Sexual Health in Practice) clinics and form the Victorian Sexual Health Network (VSHN).

Since its inception, the VSHN has grown to include 10 general practice partners operating across 11 sites. Each site was strategically selected to address areas of need and has contributed to increased testing rates for chlamydia, gonorrhoea, syphilis, and HIV. In late 2024, the network welcomed its newest partner in Werribee, significantly improving access to sexual health services in the Western Metropolitan region.

The Hub and Spoke model positions MSHC as the central specialist 'Hub', providing education, clinical support, and mentorship to general practice 'Spokes'. Each partnership adopts a whole-of-practice approach, engaging doctors, nurses, practice managers, and administrative staff, all supported by a dedicated team from MSHC. While SHIP clinics are not designed to function as specialist sexual health centres, they are equipped to deliver high-quality STI care within their communities.

Through this model, VSHN empowers general practices to confidently manage STIs and HIV, contributing to the decentralisation of sexual health care and strengthening service delivery across Victoria.

VSHN Team and Support Structure

The Victorian Sexual Health Network (VSHN) is coordinated by a dedicated team based at Melbourne Sexual Health Centre (MSHC). This team provides comprehensive support to general practice partners across the network, including education, training, clinical guidance, project management, and strategic advice.

Core VSHN Team

- Lisa Kennedy – Operations Lead
- Dr Mel Bissessor – Senior Sexual Health Physician
- Chantal Maloney – Senior Clinical Nurse Educator
- Mark Chung & Luke Bongailas – Multimedia Specialists

This core team is supported by the MSHC management group, ensuring alignment with broader Alfred Health organisational priorities and clinical governance standards.

VSHN Locations:

Find a trusted GP partner clinic near you - fast and confidential booking!

Take the first step towards peace of mind with a **quick and confidential** STI test. Choose from a range of **trusted GP partner** clinics near you and book your appointment in just a few clicks. Our GP partner clinics offer **reliable, discreet** services to help you stay informed and **in control** of your sexual health. Out of pocket fees vary across sites, Medicare rebates and concession fees available.

 [Search for clinics by postcode](#)



[Andrew Place Clinic - Bundoora](#)

5 Judith street
Bundoora 3083
(03) 94671444

[Find out more](#)

[Make a booking](#)

[Andrew Place Clinic - Mill Park](#)

30A Oleander Drive
Mill Park VIC 3082
(03) 94667211

[Find out more](#)

[Make a booking](#)

[Anglesea Medical](#)

3 McMillan Street,
Anglesea VIC 3230
(03) 42156700

[Find out more](#)

[Make a booking](#)

[Cranbourne West Medical Centre](#)

Cranbourne West Shopping Centre
Shop S15, 19 Strathlea Drive
Cranbourne West, Victoria 3977
(03) 7017 5932

[Find out more](#)

[Make a booking](#)

[Grandview Family Clinic](#)

3 Grandview Grove
Cowes, VIC 3922
(03) 5951 1860

[Find out more](#)

[Make a booking](#)

[Kardinia Health](#)

2-18 Colac Road
Belmont, Victoria 3216
(03) 5202 9333

[Find out more](#)

[Make a booking](#)

[Kings Park Medical Centre Hillside](#)

40 Gourlay Road
Hillside, Victoria 3037
(03) 9217 9400

[Find out more](#)

[Make a booking](#)

[Mediclinic Clayton](#)

Unit 25, 14-26 Audsley Street
Clayton South, Victoria 3168
(03) 9544 1555

[Find out more](#)

[Make a booking](#)

[Qualitas Medical Practice Caroline Springs](#)

Suite C3A, 1042 Western Highway,
Caroline Springs VIC 3023
(03) 83580100

[Find out more](#)

[Make a booking](#)

[Werribee Medical and Dental Centre](#)

Werribee Medical & Dental Centre
1-5 Station Place, Werribee Vic 3030
(03) 87340333

[Find out more](#)

[Make a booking](#)

[Yarram & District Health Services](#)

85-91 Commercial Road
Yarram, Victoria 3971
(03) 5182 0222

[Find out more](#)

Telehealth options

Telehealth is a convenient option for individuals without symptoms or those seeking a quick and easy PrEP appointment. A valid Medicare card is required, and all correctly booked Telehealth appointments will be bulk billed. Please note that a fee will apply for missed appointments.

Currently available at these clinics: *(Please book online via the links below)*

- [Werribee Medical and Dental Centre](#)
- [Cranbourne West Medical Centre](#)
- [Grandview Family Clinic](#)
- [Kardinia Health](#)
- [Anglesea Medical](#)

VSHN Summary– Fast facts



StaySTIFree

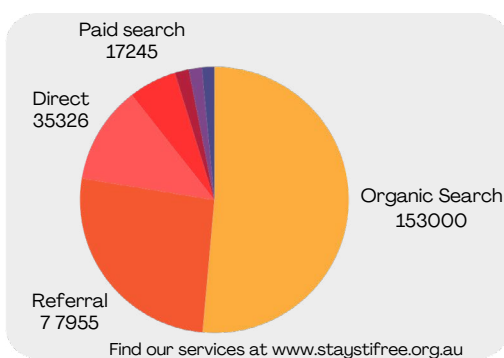
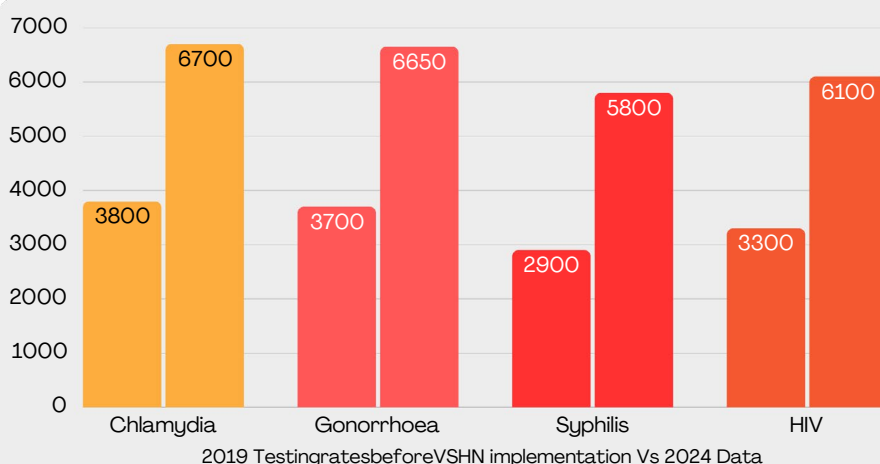
Victorian Sexual Health Network

Championing sexual health services for those who need it most through cutting edge services, research and innovation

The Victorian Sexual Health Network (VSHN), part of MSHC, Alfred Health, has established long-term partnerships with ten GP practices across selected regions and local government areas (LGAs), as designated by the Victorian Department of Health.

Each partner GP practice has received tailored sexual health education, training, and ongoing support to enable the delivery of comprehensive sexual health care. Services are offered to targeted populations including culturally and linguistically diverse populations, men who have sex with men and sex workers. Management of symptomatic STIs, mpox vaccination, injectable antibiotics for gonorrhoea and syphilis, telehealth and HIV prevention through PEP and PrEP.

VSHN Comparative Testing Data



In 2025 alone, 280 patients have been triaged directly from MSHC to VSHN

VSHN Fast Facts 2020-2024



4 VSHN Staff



10 GP Partners Recruited



124 GP's Trained
59 Nurses Trained
3 NP's Trained



12,841 Syphilis Tests
118 Infectious Syphilis Diagnosis



14,834 Gonorrhoea Tests
14,834 Positive Gonorrhoea Diagnosis



292,000 Visits to the StaySTIFree Website



95% patient Satisfaction

Achievements 2024–2025

- **Expansion into Werribee**

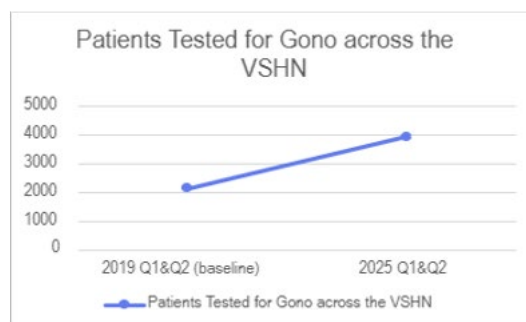
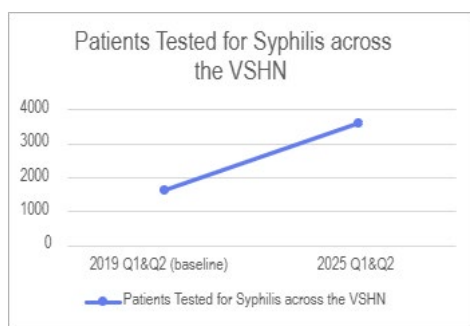
In late 2024, VSHN launched a new partnership with Werribee Medical & Dental Centre, addressing a significant gap in STI services in the Western Metropolitan region.

- **Network Growth**

VSHN now includes 10 GP partners operating across 11 sites, with 5 partners located in Western Victoria, reflecting targeted expansion in areas of need.

- **Significant increase in STI testing**

ACCESS data demonstrates a significant increase in STI testing across the VSHN



Syphilis and gonorrhoea testing more than doubled from 2019 to 2025 six-month snapshot shown

- **Strengthening Public Health Links**

VSHN has played a key role in fostering collaboration between Local Public Health Units (LPHUs) and GP partners, enhancing coordinated responses to STI care.

- **Stakeholder Engagement**

Relationships with key stakeholders have deepened, including increased uptake of sexual and reproductive health courses offered by Sexual Health Victoria.

- **Telehealth Services**

Bulk-billed telehealth consultations are now available at five GP partner sites. These have proven highly popular and are frequently used by MSHC staff to support patient care. This achievement was made possible through strong advocacy from the VSHN, whose efforts helped turn this initiative into reality.

- **MPOX Vaccine Availability**

MPOX remains a public health concern. Through continued advocacy and support from the Department of Health, all VSHN sites now offer MPOX vaccination, improving access to preventive care across the network.

- **Clinical Impact**

Cases of MPOX and syphilis in pregnancy have been identified within VSHN clinics, underscoring the critical role the network plays in early detection, timely intervention, and protecting the health of both mothers and babies. This demonstrates the tangible impact of VSHN's integrated proactive approach to sexual health care.

- **Innovation in Testing**

Several of our GP partners are now actively participating in Victoria's first online STI testing platform — Test It. This innovative program is a collaboration between MSHC and The University of Melbourne. The VSHN is thrilled to be part of this important initiative, which will expand access to STI testing and management across regional Victoria in 2026.

- **Performance & Incentives**

In 2024, Key Performance Indicators (KPIs) were monitored to ensure high-quality, comprehensive care. All GP partners received practice grant payments in early 2025.

- **Data Surveillance Participation**

All GP partners are enrolled in ACCESS Analytics, part of the Burnet Institute's national sentinel surveillance program.

- **Primary Health Network Support**

5 key PHNs have actively supported the recruitment and promotion of new VSHN services, contributing to network growth.

- **Digital Outreach**

A successful Meta and TikTok marketing campaign promoting the Stay STI Free website ran from September 2024 to August 2025, significantly boosting public engagement and awareness around sexual health.

- **Community Engagement**

In collaboration with Andrew Place Clinic, NEPHU, & VSHN, social media tools were developed to promote STI testing in the Northern Metropolitan region:



Dr Stephen Parks [YouTube video](#)

- **Culturally Inclusive Resources**

In 2024, Qualitas Health and KPMC, participated in the Melbourne Health Promotion Pilot Project, creating plain-language STI resources tailored for Punjabi and Vietnamese communities in the Melton LGA. This initiative addressed key language and cultural barriers to sexual health literacy, ensuring that information about STI prevention, testing, and treatment was accessible and culturally resonant.

- **HIV Prescriber Support**

There has been a noticeable increase in GPs interested in becoming HIV s100 prescribers, reflecting growing confidence and capacity within the VSHN network. This progress has been supported through ongoing MSHC mentorship, training, and encouragement during the maintenance phase.

A Yarram GP has recently completed HIV s100 accreditation, expanding local capacity to provide HIV prevention and treatment services across Gippsland.

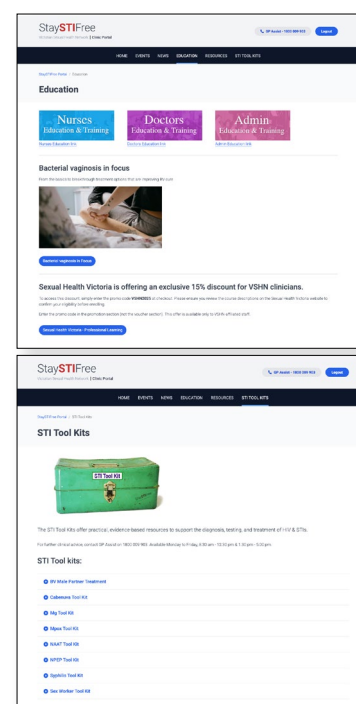
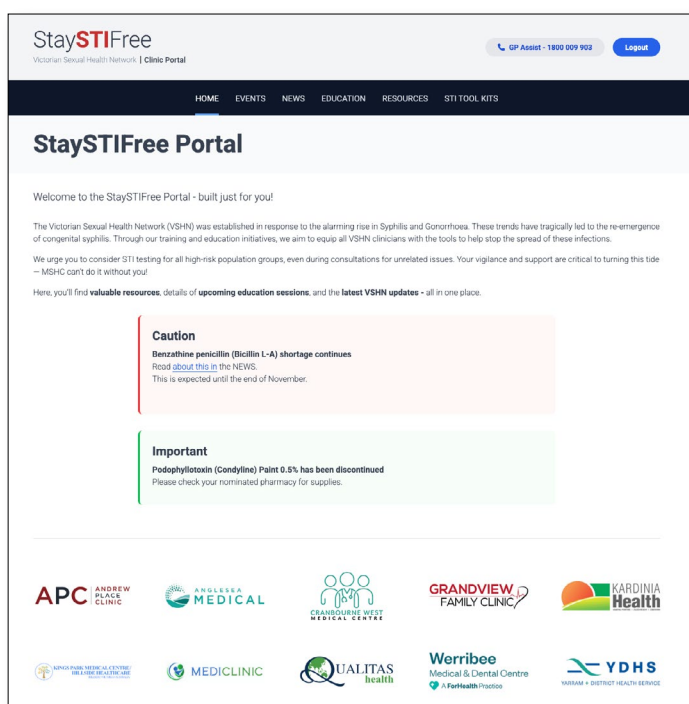
By fostering a supportive learning environment and providing access to specialist guidance, MSHC/ VSHN has helped empower GPs to expand their scope of practice and deliver comprehensive HIV care in community settings. This not only strengthens the local HIV treatment network but also enhances continuity of care and accessibility for patients across Victoria.

- **Launch of the Stay STI Free Portal**

The Stay STI Free Portal has been launched as a central hub for the VSHN. It provides easy access to valuable resources, details of upcoming education sessions, and the latest VSHN updates — all in one convenient platform.

Designed to streamline communication and resource sharing across the network, the portal supports continuous learning, collaboration, and engagement among GP partners. By bringing key information together in one place, the Stay STI Free Portal strengthens VSHN's capacity to deliver coordinated, high-quality sexual health care across Victoria.

Snapshot of the portal:



Education & Training:

Education is tailored to different roles and delivered through multiple formats:

- Facilitators:
 - Chantal Maloney – Nurses and Administration Staff
 - Dr Mel Bissessor – General Practitioners
- Modes of Delivery:
 - Face-to-face sessions
 - Virtual education
 - Community of Practice meetings
 - Role playing

VSHN adopts a collaborative, whole-of-practice model that engages all members of the general practice clinical team, including:

- General Practitioners (GPs)
- Nurse Practitioners (NPs)
- Registered Nurses (RNs)
- Enrolled Nurses (ENs)
- Administration and Management Staff

Stakeholder Education

Sessions are delivered in collaboration with some of our key stakeholders:

- RhED,
- Thorne Harbour Health
- Victorian HIV Prevention Service.
- Sexual Health Victoria

The Victorian NPEP Service will provide its annual update on 18 November 2025, offering an overview of the recently updated National PEP Guidelines, ensuring clinicians remain aligned with current best practice.

Across the network, VSHN clinicians have completed a range of Sexual Health Victoria courses, resulting in improvements in the delivery of sexual and reproductive health services. These courses have enhanced clinical confidence and consistency in care across diverse practice settings.

RhED provides comprehensive sessions targeting all staff, ensuring all VSHN services are safe and inclusive environments for people who work in the sex industry.

During 2025, Thorne Harbour Health delivered multiple sessions for the VSHN nursing teams, with a focus on gender diversity and inclusive care. These sessions were well attended and recorded

for ongoing access via the Stay STI Free Portal, ensuring all VSHN staff can benefit from these valuable learning opportunities.

Together, these initiatives highlight VSHN's commitment to continuous education, cultural safety, and excellence in sexual health service delivery.

MSHC Clinical Placements

Clinical observation placements at the Melbourne Sexual Health Centre (MSHC) are available to all GPs and nurses within the VSHN network, providing a valuable opportunity to gain hands-on experience in specialised sexual health care.

These face-to-face training sessions are designed to foster engagement, enhance clinical confidence, and strengthen communication skills in real-world settings. Beyond clinical learning, the placements help build a strong sense of network connection and professional support, ensuring that practitioners feel equipped and supported to deliver high-quality, patient-centred sexual health services across Victoria.

Quarterly Communities of Practice

Nurse CoP Meetings:

These quarterly sessions provide education on rotating topics directly relevant to clinical practice, fostering knowledge sharing, skill development, and peer support among nursing staff across the VSHN network.

Doctor CoP Meetings:

Focused on current STI topics, these meetings have run concurrently with VHHITAL sessions, offering doctors opportunities for discussion, case review, and professional development.

VSHN continues to explore new and innovative ways to engage medical partners, ensuring that both nurses and doctors remain connected, informed, and supported in delivering best-practice sexual health care.

Conference Participation:

Over the past two years, around 10 VSHN clinicians have attended ASHM Conferences in Sydney and Adelaide. These events have provided valuable opportunities to strengthen clinical knowledge, stay up to date with the latest research, and build professional connections. The insights gained have helped improve the quality and range of sexual health care across the VSHN, bringing fresh ideas back into local clinics. New knowledge is also shared at Community of Practice meetings, leading to great outcomes for all.

Structured and Responsive Education Program

To accommodate the wide variation in baseline experience among clinicians, pre- and post-training surveys were conducted at baseline, 1 month, 6 months, and 12 months following core education. This approach enabled ongoing evaluation and refinement of the program.

A structured curriculum on sexually transmitted infections (STIs) and their management was developed by Dr Mel Bissessor and Chantal Maloney. The curriculum evolved in response to

surveys and emerging needs, including the addition of MPOX, BV partner treatment education, and congenital syphilis case studies.

Flexible and Accessible Learning

Education delivery was designed to be flexible, often occurring outside of standard hours. In addition to live virtual sessions, webinars were recorded and made available for participants to access at their convenience.

Face-to-face training sessions fostered a strong sense of network support, while online group discussions and interactive case studies encouraged collaborative learning and peer engagement.

Clinicians were actively encouraged to provide feedback on their educational needs, and the curriculum was regularly updated to reflect this input.

In May 2025, Professor Catriona Bradshaw provided an informative session on the new research findings about Bacterial Vaginosis and partner treatment. This highlights that the VSHN has access to global sexual health leaders and has received the highest quality education and training, enabling GP partners to deliver the latest evidence-based care to the community.

Clinical Support

To further support clinical decision-making, clinicians have access to a dedicated MSHC phone line (1800 number) to speak directly with a Sexual Health Physician during business hours (9 am–5 pm).

AlfredHealth Part of the Alfred Health Network

StaySTIFree

Victorian Sexual Health Network | Clinic Portal

GP Assist - 1800 009 903

Logout

HOME

EVENTS

NEWS

EDUCATION

RESOURCES

STI TOOL KITS

StaySTIFree Portal / Resources

Resources

Resources

Support material and documents

Welcome to the VSHN Resources Hub- your one stop destination for up to date support materials for your sexual health service. Check back regularly for updates and newly added content.

GP Assist - Call us on 1800 009 903

GP's can call MSHC to get specialist clinical advice directly from a sexual health physician.

MSHC medical team is available Monday to Friday, 8.30am - 12.30pm & 1.30pm - 5.00pm.

VSHN REPORT 2024-25

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Ongoing Engagement and Collaboration

The VSHN Community of Practice meeting is held monthly, providing a collaborative space to explore new initiatives, foster professional networking, and support overall governance and strategic alignment across the network. This meeting is led by Lisa Kennedy and is mostly attended by practice managers; however, this does vary from month to month.

Annual site visits have been instrumental in maintaining engagement, strengthening partnerships between MSHC and GP partners, and sustaining momentum in sexual health service delivery.

Key representatives from five key Local Public Health Units (LPHUs) have attended most site visits in collaboration with the VSHN team, reinforcing connections across Victoria's health service network.

Quality assurance and improvement

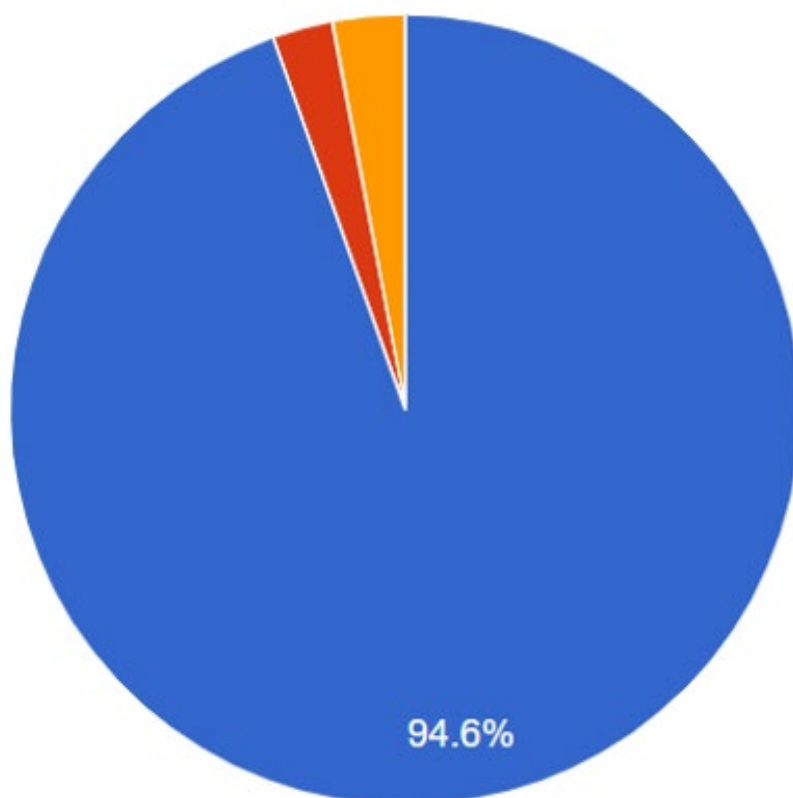
The Victorian Sexual Health Network (VSHN) has implemented systems to monitor and enhance quality assurance across the network. This includes regular patient and staff surveys designed to capture feedback and identify areas for improvement.

Robust mechanisms are in place to address any negative feedback promptly, ensuring responsive and continuous service enhancement.

Each participating GP practice receives an annual patient feedback report, which highlights the positive feedback received by their teams. This process not only supports quality improvement but also celebrates the contributions of individual practices to sexual health care.

As of October 2025, 94.6% of patients would recommend their VSHN GP clinic

■ Yes: 94.6%, ■ No: 2.4% ■ Maybe: 2.9%



Patient Survey feedback for 2024 / 2025- Snapshot

Andrew Place Clinic- “Dr Stephen Park is fantastic and takes the time to address any concerns with no judgement. A real asset to the APC team.”

Kings Park Medical Centre - “I did have to pay a gap, but the service is worth it!”

Mediclinic- “The doctor and nurse here are friendly and understanding”

Cranbourne West Medical Centre- “Can’t offer any improvements as treating nurse Tammy is excellent”

Grandview Family Clinic- “I went to just get a sexual health check up and the Dr suggested getting more of everything checked out too. She was thorough and very professional.”

Andrew Place Clinic- “I felt so comfortable and safe. These types of appointments are usually really hard for me, and I am so appreciative of the care and kindness I received.”

Marketing

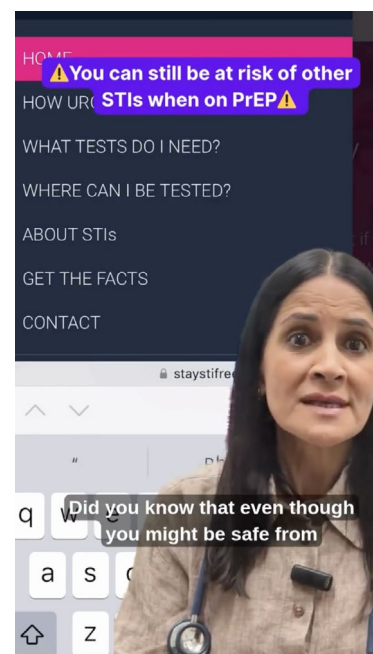
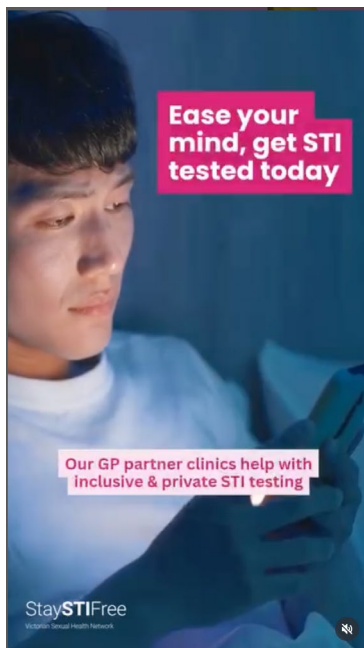
The Victorian Sexual Health Network (VSHN) has developed a targeted marketing strategy to support its mission of improving sexual health outcomes across Victoria.

The key goals and objectives include:

- Driving sexual health appointments directly to GP partner clinics, reducing reliance on Melbourne Sexual Health Centre (MSHC)
- Raising awareness of the VSHN and its services
- Supporting people to access services closer to home, improving convenience and reducing barriers to care
- Increasing STI testing and diagnosis rates across Victoria
- Encouraging community access to sexual health services through local general practices
- Promoting STI awareness, testing, and prevention via the Stay STI Free website
- Generating digital engagement through Google search conversions (click-to-call, online bookings, and service locator tools)

To help achieve these objectives, VSHN engaged Spicy Web in late 2021 to develop and implement a robust marketing campaign. From 2022, the campaign focused on an “always-on” Google Search strategy, which proved highly successful. This digital foundation enabled the launch of a Meta campaign in late 2024, followed by a TikTok campaign in early 2025. Unfortunately, due to recent funding constraints, our marketing campaigns with Spicy Web ended in August 2025. VSHN continues to maintain key marketing strategies; however, VSHN is looking forward to reinstating these types of social media campaigns in the future.

The central focus of all campaigns was to drive traffic to the www.staystifree.org.au website, promoting STI awareness and access to services. The campaign delivered outstanding results, with detailed performance metrics available in the appendix.



Spotlight on Cranbourne West Medical Centre

Since its launch in 2021, Cranbourne West Medical Centre (CWMC) has consistently delivered outstanding STI testing data, demonstrating its commitment to high-quality sexual health care.

Located in a rapidly growing corridor of Melbourne, CWMC serves a diverse population group, making its sexual health services crucial for the region. The clinic plays a vital role in ensuring equitable access to care for communities that may otherwise face barriers to specialised services.

In 2023, CWMC introduced SHIP Telehealth appointments, significantly enhancing service accessibility. Patients from various locations now utilise this service, which has proven instrumental in supporting MSHC’s triage overflow and phone room referrals. This initiative offers a valuable option for both MSHC staff and patients, improving overall care coordination.

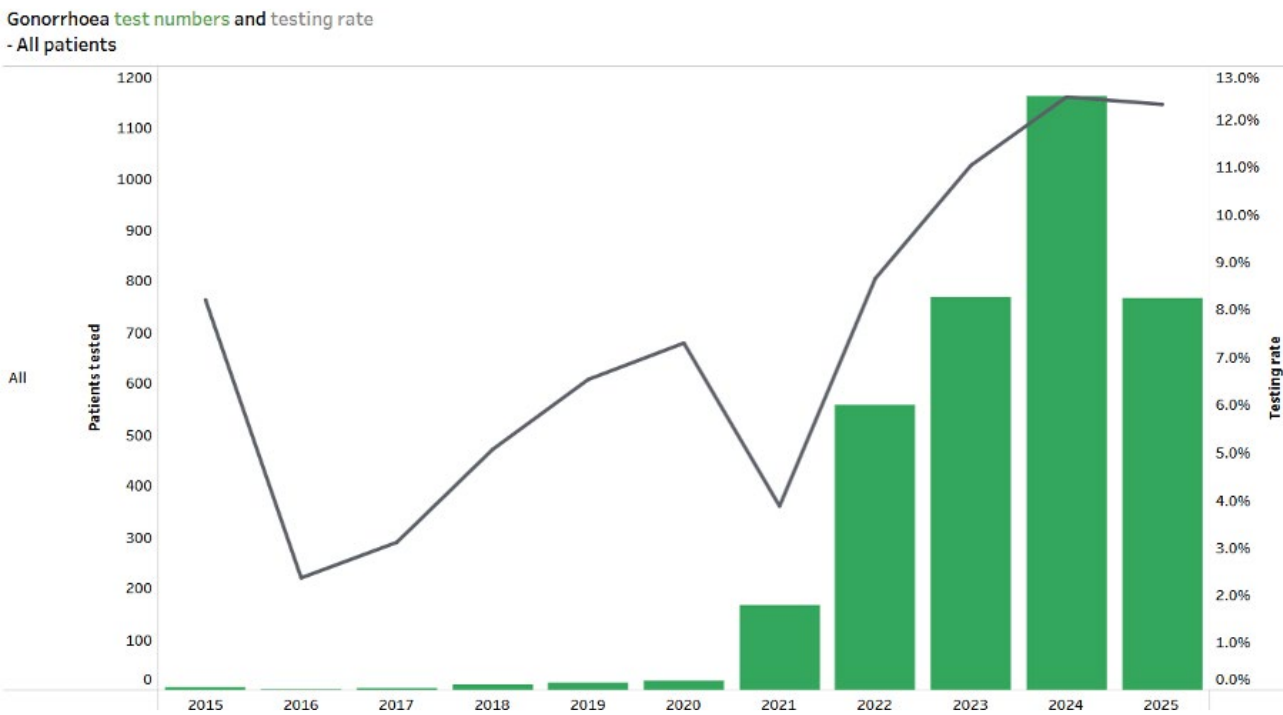
A key achievement is CWMC’s continued commitment to bulk billing all Medicare-eligible patients, ensuring affordability and inclusivity.

In 2025, CWMC welcomed Daniel Sankar, a highly experienced Nurse Practitioner with expertise in STI and HIV management, including s100 HIV prescribing. Daniel’s addition has further strengthened the team and will expand service delivery when he begins offering Telehealth consultations in November 2025, following the telehealth reform for Nurse Practitioners in Victoria.

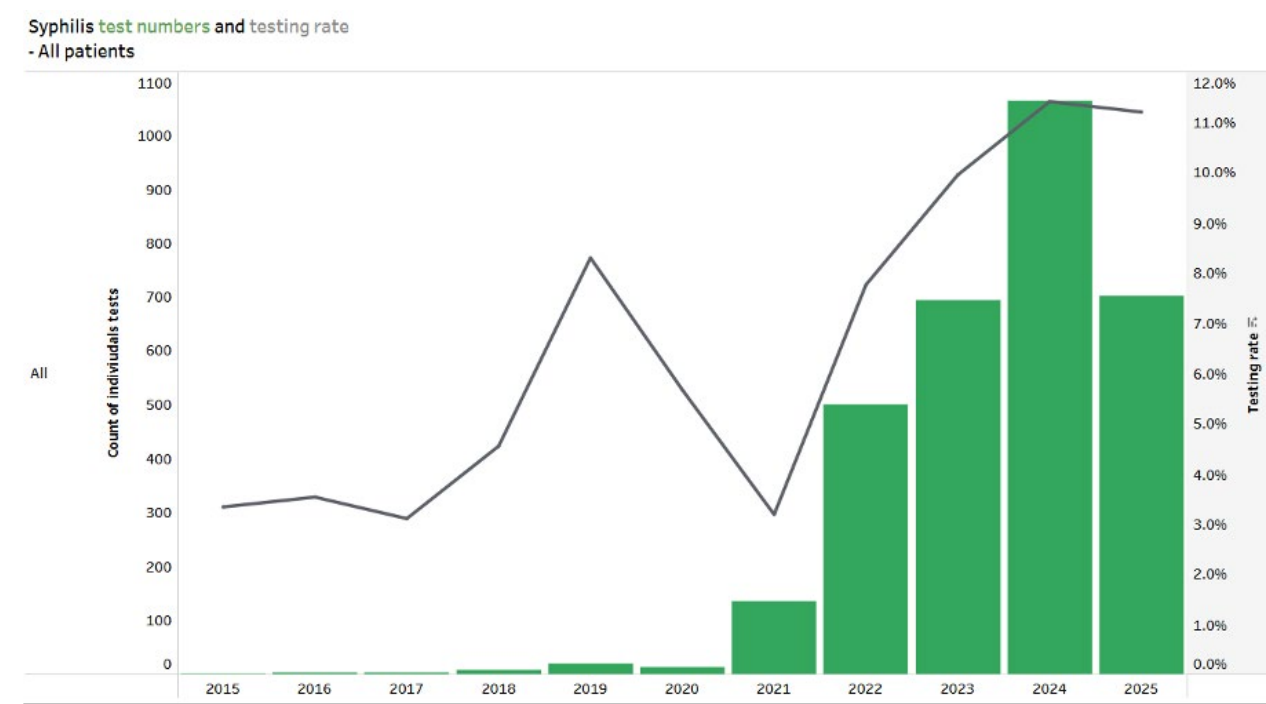
CWMC’s impressive data reflects the clinic’s dedication to excellence in sexual health care and its role as a benchmark for other SHIP clinics across the network.

The follow data has been produced with CWMC permission

CWMC has diagnosed 121 Gonorrhoea cases since 2021, including 12 female patients.



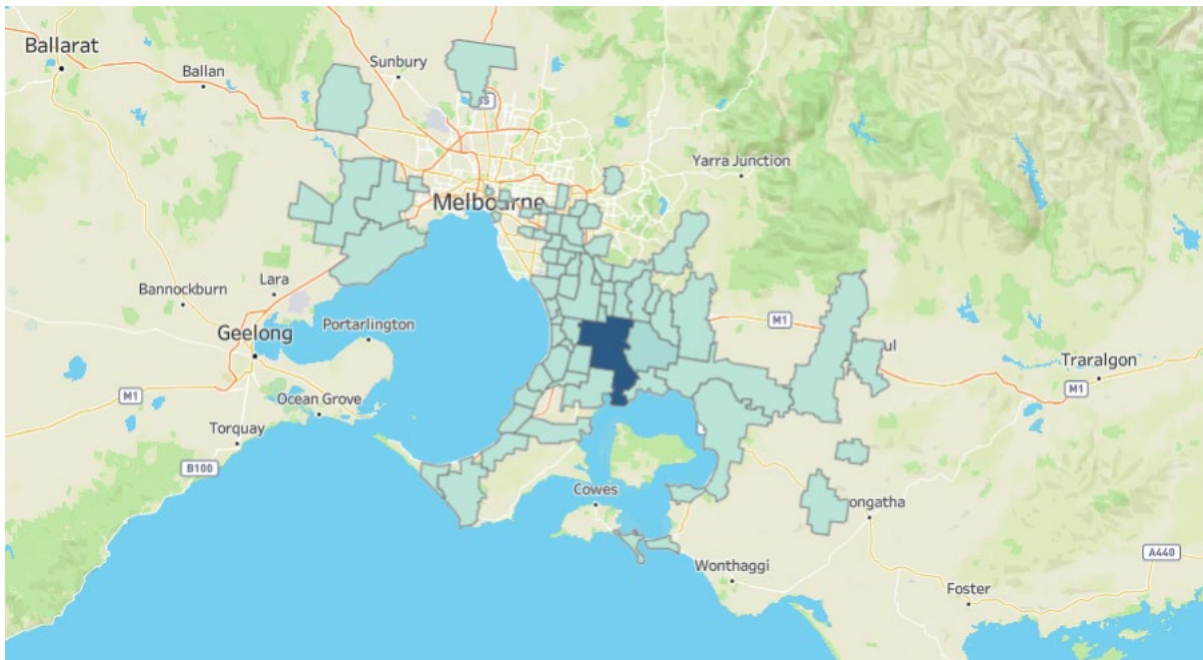
CWMC has diagnosed 23 Infectious syphilis since 2021, including 4 female patients.



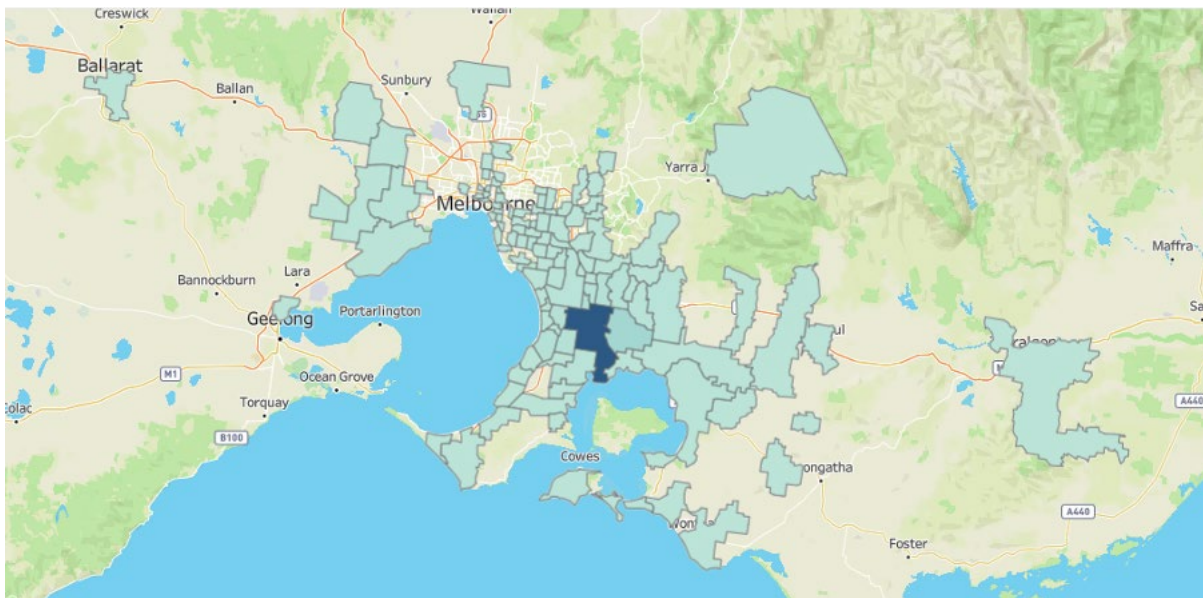
The introduction of SHIP Telehealth appointments has significantly enhanced service delivery across the Victorian Sexual Health Network (VSHN). Telehealth has proven extremely popular, particularly in regions where geographic barriers previously limited access to timely sexual health care. Patients can now receive STI screening, PrEP consultations, and follow-up care from the convenience of their homes, regardless of location. This model not only improves accessibility but also supports MSHC by alleviating triage overflow and phone room referrals.

As MSHC transitions to its new Tele-triage model, Telehealth services are expected to remain highly sought after. By decentralising care and removing travel-related barriers, Telehealth ensures that more Victorians can access high-quality, evidence-based sexual health services closer to home, strengthening equity and continuity of care across the network.

Before the introduction of SHIP Telehealth at CWMC, these postcodes were accessing CWMC:



After the introduction of SHIP Telehealth at CWMC, there is now a significant spread of postcodes accessing CWMC:



VSHN Looking Ahead

We are grateful for the ongoing support of our key stakeholders, whose collaboration has driven meaningful, positive change across the network. As we look to the future, we remain committed to our partnerships with the VSHN clinics and to continuing our impactful work while expanding the reach and effectiveness of the VSHN network.

Exciting VSHN initiatives currently in progress include:

1. MSHC Tele-triage Transition: MSHC is moving from a walk-in service to a tele-triage model, with VSHN playing a pivotal role in supporting this service change.
2. Expansion of SHIP Telehealth: More GP partners are considering offering the SHIP Telehealth model of care, complementing their existing face-to-face services and increasing access for patients across Victoria.
3. Formal Evaluation of VSHN: Ethics approval has been obtained to undertake a comprehensive evaluation of the network, ensuring ongoing improvement and accountability.
4. Test-It Online STI Service: Collaboration with The University of Melbourne and select VSHN clinics to support Test-It, Victoria's first online STI testing service.
5. STI Vending Machines in Regional Victoria: Working with The University of Melbourne and Yarram & District Health Services to implement innovative STI testing access solutions in regional areas.

We extend our sincere appreciation to the dedicated staff of all GP partners within the VSHN. Their commitment and hard work have been instrumental in the success of the network.

Looking forward, the Victorian Sexual Health Network will continue to make significant strides in decentralising sexual health care across Victoria. Through strong partnerships, innovative education models, and the integration of Telehealth services, VSHN empowers general practices to deliver high-quality, evidence-based care to diverse communities.

The network's unwavering focus on accessibility, collaboration, and continuous improvement ensures that sexual health services remain responsive, inclusive, and impactful. As VSHN grows, it will continue to strengthen local capacity and improve health outcomes for all Victorians, ensuring sexual health care is equitable, innovative, and patient-centred.

Appendix

[Final report Stay STI Free All Time Digital 2023-09-01_2025-07-29.pdf](#)

Summary of campaigns

[Stay STI Free Marketing Campaign Summary Report.pdf](#)

Overall Stay STI Free Marketing Campaign Performance from 1/9/23 - 29/7/25

Google Ads commenced in January 2022; this data was not included due to Google's transition from Universal Analytics to Google Analytics 4.

- Total Website Users: 330,000+
- Online Bookings: 9,966
- Total Key Events (e.g. bookings, downloads): 18,438
- Top Traffic Sources:
 - Organic Search: 172,000 users
 - Referrals: 87,666 users
 - Paid Search: 19,423 users
 - Paid Social: 4,672 users

Google Ads

September 2023 – July 2025

- Impressions: 349,000
- Clicks: 33,859
- Conversions: 4,893
- Conversion Rate: 14.44%

Top Performing Keywords (by clicks and conversions):

- "STI test"
- "STD testing near me"
- "sexual health clinic"

High-Converting Locales:

- Bundoora, Geelong, Cranbourne South, Mill Park, and Clayton showed strong conversion rates above 25%.

Meta Ads (Facebook & Instagram)

September 2024 – February 2025

- Impressions: 557,000
- Reach: 186,000
- Clicks: 11,691
- Landing Page Views: 4,861
- Appointments Scheduled: 94
- Contacts Generated: 6
- Spend: \$4,767
- Cost per Landing Page View: \$0.98

Demographics:

- Highest engagement from men aged 25–44

TikTok Ads

May 2025 – July 2025

- Impressions: 680,084
 - Clicks: 3,690
 - Spend: \$3,605
 - Cost per Click (CPC): \$0.98
 - Click-Through Rate (CTR): 0.54%
 - Conversions: 1,746

Demographics:

- Gender: Slightly more male than female clicks
- Age Groups: Most engagement from 18–34 age bracket

Key Findings

- Organic search and Google Ads were the top traffic and conversion drivers.
- TikTok and Meta provided cost-effective brand reach but lower direct conversions.
- Strong engagement in targeted metropolitan and suburban areas.
- Cost-efficiency in digital ad spend, especially via Google Ads and Meta.

