

**A stronger
future for**



**maternal
*care.***

THE OPPORTUNITY

**A \$675M business that grew 17%
a year, run on a commercial
engine *it cannot see.***

| | |
|-------------|--|
| REVENUE | About \$675M |
| GROWTH | 17% organic, 2020 to 2025 From \$309M · 172 to 287 programs |
| WHITE SPACE | Only about 31% of birthing hospitals outsourced by 2030 |
| GOAL | Protect and compound the 17%, and make every dollar of demand and supply traceable. |

**The constraint is not demand.
It is *attribution*, and the growth
engine is *run by hand.***

OBHG already wins demand, and it has done so organically. The commercial system makes every dollar of demand and supply visible, attributable, and compounding.

THE PRIZE

The prize is not the ad budget. It is the *growth machine*.

OBHG already spends to grow. The spending is large, manual, and largely unmeasured. That is ParkerWhite's opportunity.

\$15M+ /yr

Clinician recruiting and retention.

PER CEO

~\$6M /hospital

Three-year contracts, about 95% recurring.

SALES & CLINICAL LEADERS

40+ recruiters

Running manual campaigns, sourcing about a third of hires.

RECRUITING LEADERS

A failed CRM migration

Plus an explicit ask for tools that reduce headcount growth.

SR. DIRECTOR OF RECRUITING

The paid search account we audited is **less than one-tenth of one percent** of this. It is the *keyhole, not the room*.

STARTING POINT · A CANDID READ

What the current file actually is.

The "Lead Source Visibility (V0.2)" file is a pre-access risk memo, not a CRM audit. It carries no findings from inside Dynamics, and the V0.1 to V0.2 change was cosmetic. With access, we produce the findings that were never generated.

THE VERDICT

A risk memo. Not an audit.

No access meant no findings. Your access does not refine their work, it produces it.

With no measurement, none of the spend above can be traced to a result, so OBHG cannot prove what works or scale it.

● WORTH KEEPING

dataLayer-first UTM and click-ID capture, fired on the AJAX success state.

Source-of-truth split: GTM for optimization, Dynamics for revenue.

Closed-loop instinct: capture gclid for Offline Conversion Import.

Honest about access gaps and the OBHG versus Obtelecare routing risk.

● WHAT IS MISSING

No confirmed Dynamics module, schema, ingestion path, or routing rules.

No data. Every leakage claim is a risk, never a measured number.

No pipeline or revenue map.

No consent or PHI governance, and no ClickDimensions decision.

THE CORE PROBLEM

We spend on demand + supply,
and *trace almost none of it.*

PAID SEARCH

\$70K to \$80K /yr

Budget-capped, with near-zero traceability to a CRM outcome.

RECRUITING

\$15M+ /yr

Manually run, with no closed loop from campaign to hire.

THE SMOKING GUN

54 → ~1

Google Ads tracked conversions fell from **54** in 2025 to roughly **1** in early 2026, on steady spend.

The fix is **Access + Instrumentation**, on both funnels.

FIVE NUMBERS THIS WEEK

Move the finding from inference to *evidence.*

Available now with access. These five convert the headline risk into something we can defend on July 23.



01 **Leads created in the last 12 months**
The denominator for everything else.

02 **Percent of leads with no recoverable source**
Baseline attribution coverage, expected to be low.

03 **Leads attributed to paid search**
Set against the roughly \$70K to \$80K a year that Google and Microsoft spend.

04 **Lead-to-Opportunity conversion rate**
Compared with and without a known source.

05 **Count of gclid and UTM values in Dynamics today**
Expected near zero, the justification for the build.

THE ELEVATION PLAN

Five layers, from memo to *build-ready*.

Built as reusable **agents, not manual dashboards**, so the system runs without adding headcount.

A PATTERN, NOT A ONE-OFF

The same five layers apply to the recruiting funnel next. Build it once, then repeat it.

01

Verify

Confirm modules, lead schema, ingestion path, and routing inside Dynamics.

02

Quantify

Pull real Lead records and put a number on what was only a risk.

03

Map

Define the conversion stage and value to export, per business line.

04

Instrument

Build the fields, capture chain, and Offline Conversion Import, with governance.

05

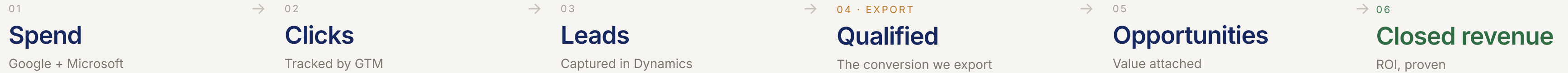
Operate

One tracking spec across domains and Dynamics, with a weekly closed-loop view.

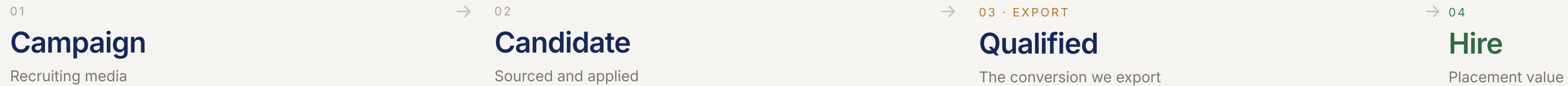
THE CLOSED LOOP

From spend to *closed revenue*, proven every week.

DEMAND · REVENUE



SUPPLY · RECRUITING



GOVERNANCE
comes first

Route tags through server-side GTM to strip PHI before anything reaches Google or Meta, add Consent Mode v2, and secure named compliance sign-off on what may fire on maternal-health pages. Server-side GTM is core infrastructure with a real cost line, not an afterthought.

THE AGENTIC OPERATING SYSTEM

AI agents do the work, the system scales *without additional headcount.*

ParkerWhite is the AI-native, forward-deployed partner that builds and operates the commercial engine inside OBHG's own systems. Enterprise outcomes, without enterprise headcount, which is what OBHG's leaders asked for.

THE MOAT

Regulated-healthcare brand + embedded access + consent and PHI governance + the agent and attribution IP.

A generic AI vendor cannot clear the brand and compliance bar.

A pure digital agency cannot build and operate the system.

01

TARGETING & SCORING

Score hospitals the way the diligence targets lagging-outcome facilities.

02

RECRUITING AT SCALE

Source candidates at scale, the manual work 30+ people do today.

03

CLOSED LOOP & ROI

Instrument the loop in Dynamics and report ROI weekly.

04

COMPLIANT CREATIVE

Generate compliant creative at volume, in a regulated context.

THE MANDATE

One agentic system behind demand, supply, and the *\$6M win*.

Phase 2 is ParkerWhite **building and operating the new commercial growth engine** for OBHG, priced on value, not agency hours, inside a \$675M business compounding at 17% a year.

RUN BY HAND TODAY

\$15M+

The recruiting and demand engine, plus a share of every **\$6M win**.

PHASE 2 · THREE-LAYER PRICING **INTERNAL**

Build

Stand up the system: the AI agents, the instrumentation, and the data layer. Phased.

Operate

Run it as a managed growth service. Recurring is the core of the relationship.

Outcome

Tie one component to wins closed or contribution recovered, so the fee tracks the value.