VELTRIS
INNOVATE | ACCELERATE | TRANSFORM

Converting Healthcare Visits into Retail Revenue

Problem Statement

The healthcare retail platform experienced strong patient volumes for clinical checkups, but product purchases such as eyewear, lenses, and medications remained low. The disconnect between clinical services and retail conversion resulted in lost revenue opportunities and limited visibility into monetization performance across locations.

What Veltris Did (Scope and Approach)

- Analyzed the end-to-end patient journey to connect clinical encounters with retail touchpoints.
- Aligned service completion workflows with relevant product recommendations.
- Optimized pricing strategies across insurance and self-pay segments to improve monetization.
- Implemented analytics dashboards to track conversion rates, revenue per patient, product mix, & location-level performance.

Outcomes Delivered

- **12–18%** increase in visit-to-purchase conversion
- **10–15%** growth in revenue per patient.
- **8–12%** uplift in average order value (AOV).
- Improved visibility into product and location-level retail performance.

Why It Worked

Veltris combined clinical workflow understanding with retail monetization expertise, enabling measurable revenue growth without increasing patient acquisition costs or compromising care quality.