

Healthcare Capability Statement 2026

Our complete healthcare marketing capability, for PE-portfolio CMOs, healthcare network CEOs, and healthcare M&A diligence teams. 25 active healthcare clients. 60+ clinics across Partnered Health alone. AHPRA-compliant by default. Healthcare-grade clinical CMS architecture.

CONTENTS · 12 SECTIONS

Executive summary

Healthcare verticals served

The flagship engagements (Adora, PH Medical, For Health)

Service stack, paid media, SEO, content, creative

AHPRA compliance pipeline

AI-augmented production stack

WordPress architecture for healthcare-grade sites

Multi-clinic, multi-brand portfolio reporting

PE-portfolio engagement model

Patient data + clinical data handling

Commercial model (ad spend at cost, transparent fees)

Engagement shapes + indicative pricing

BY THE NUMBERS

The healthcare book at 121 Group.

25

ACTIVE
HEALTHCARE
CLIENTS

60+

CLINICS ACROSS PH
PORTFOLIO

50mo

AVG HEALTHCARE
TENURE (MATERIAL
ENGAGEMENTS)

22%

OF REVENUE ON
WORDPRESS CMS

FEATURED HEALTHCARE ENGAGEMENTS

Three flagship case studies, six sub-vertical pages.

ADORA FERTILITY · 6.5YR

PARTNERED HEALTH · 21MO

Australia's #2 fertility network

Multi-state intake, FIS campaigns, AHPRA-compliant creative.

PE-backed primary care · 60+ clinics

GP recruitment + patient acquisition + Molescan sub-brand build. Multi-brand portfolio.

FOR HEALTH · ~10YR

Two paid programmes, separate lines

Patient acquisition + GP recruitment, run as two distinct programmes at 12% mgmt fee each.

WHY AHPRA-AWARE CAPABILITY STATEMENTS MATTER

Healthcare capability statements have their own regulatory + buyer reality.

Healthcare capability statements address two distinct buyer audiences, clinical buyers (GPs, specialists, allied-health practitioners deciding where to refer patients) and corporate buyers (PE portfolio CMOs, healthcare-network executive teams, hospital procurement teams evaluating service providers). Different audiences, different content focus, different regulatory framing.

AHPRA-aligned content discipline applies. Clinical-claim substantiation, evidence-led service descriptions, regulator-aware testimonial framing, AHPRA Code 12 review on patient-facing capability content. Senior healthcare-content reviewer on every piece of capability content; clinical-substantiation file kept per claim.

Most Australian healthcare practices have generic capability brochures designed for general business audiences. The AHPRA-aware healthcare-specific capability statement is a different artefact, designed for clinical and corporate-healthcare buyers, AHPRA-aligned, evidence-led, and aware of the regulatory environment the buyer operates in.

Want the full capability pack?

PDF capability statement + portfolio dashboards screenshots + AHPRA pipeline documentation + indicative pricing matrix. Sent within 4 hours of request.



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