

CASE STUDY

AI-Powered Lead *Qualification* Engine

Google Maps → Claude AI → Outreach-Ready Leads

50

Leads Scraped

33

Qualified

8/10

Avg Top Score

~30s

Full Run

Automated pipeline that scrapes, scores, and personalises
healthcare leads — ready for cold email in under a minute.

BUILT WITH

n8n

Apify

Claude API

Google Sheets

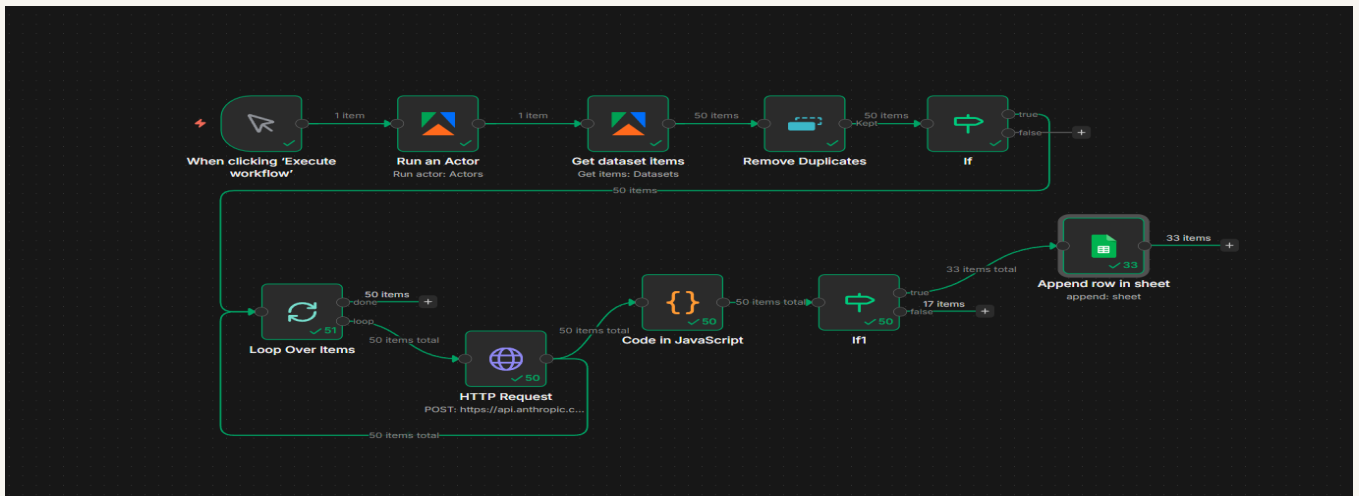
Instantly

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How It Works

A single n8n workflow scrapes Google Maps via Apify, scores each lead with Claude AI, filters by fit score, and pushes qualified leads to Google Sheets — ready for Instantly.



Live n8n workflow — 50 leads scraped, 33 qualified, fully automated

Node	What It Does
Run Actor (Apify)	Scrapes Google Maps for target healthcare businesses
Remove Duplicates	Deduplicates results by placeId
IF Filter	Keeps only leads with website + phone
Loop Over Items	Processes each lead one at a time through Claude
HTTP Request	Calls Claude API — returns score, reason, opener
Code Node	Parses Claude JSON response into clean lead fields
IF1 (Score ≥ 7)	Filters for high-fit leads only
Google Sheets	Appends 33 qualified rows, phone pre-formatted

Results

	A	B	C	D	E	F	
1	Business Name	Category	City	Website	Phone	Address	Reason
2	Greenwich Dental Health	Dental clinic	London	http://www.greenwichdental.co.uk	+44 20 8016 4121	New Capital Quay, 14-16 Victoria Parade, London SE10 9FR, United Kingdom	Invisalign Platinum Provider status signals high private treatment revenue and strong patient demand, while 625 review
3	Platinum Dental Care	Dental clinic	London	http://www.platinumdental.co.uk	+44 20 7531 1117	West India Quay, Port East Building, Hertsmere Rd, Canary Wharf Estate, London E14 4JF, United Kingdom	Platinum Dental Care is a high-rated private dental clinic in the affluent Canary Wharf area with 474 reviews and a 4.8
4	Bishopsgate Dental Care	Dental clinic	London	https://www.bishopsgatedental.co.uk	+44 20 7377 6762	Bishopsgate, 36 Spital Square, Bishopsgate, London E1 6DY, United Kingdom	Private dental clinic in a high-value London City/Bishopsgate location with strong social proof (208 reviews, 4.7 rating)
5	Covent Garden Dental Spa	Dental clinic	London	https://www.coventgardendental.co.uk	+44 20 7836 9107	16 Grape St, London WC2H 8DH, United Kingdom	Private dental spa in a high-footfall central London location with a strong review base signals an established practice t
6	Covent Garden Dental Practice	Dental clinic	London	http://www.cgdc.com/	+44 20 7836 9161	61G Othman, Walk, London WC2H 8SD, United Kingdom	High-rated private dental practice in a prime central London location with strong review volume signals an established
7	Fitzroy Dental Practice	Dental clinic	London	https://www.fitzroydental.co.uk	+44 20 7387 3317	14 Fitzroy Square, London W1T 6AH, United Kingdom	Private dental practice in a prestigious central London location with a strong review volume, making them an ideal car
8	Crescent Lodge Dental Practice	Dental clinic	London	https://www.crescentlodge.co.uk	+44 20 4572 7631	Crescent Lodge Dental Practice, 28 Clapham Common South Side Clapham, 28 Clapham Common South Side, London SW4 7JL, United Kingdom	A highly-rated private dental practice with 787 reviews and a 4.8 star rating indicates strong patient trust and an establ
9	London City Dentists	Dental clinic	London	https://www.londondentists.co.uk	+44 20 7488 4445	1 King William St, London EC4N 7AR, United Kingdom	Private dental clinic in a prime London City location with a solid review base, making them an strong candidate for pat
10	Pal Mall Dental London	Dental clinic	London	https://www.palmalldental.co.uk	+44 20 7766 7150	15 Pall Mall, London SW1Y 5SL, United Kingdom	High-rated private dental clinic in a prestigious central London location with strong review volume, making it an ideal c
11	Sardinia House Dental Practice	Dental clinic	London	https://www.sardiniahouse.co.uk	+44 20 7404 8600	4th Floor, 52 Sardinia St, London WC2A 3LZ, United Kingdom	High-rating private dental practice in central London with 372 reviews signals strong patient volume and quality reputa
12	The London Smile Clinic	Cosmetic dentistry	London	http://www.london.smile.co.uk	+44 20 7255 2559	40-44 Clapstone St, London W1W 5DW, United Kingdom	A highly-rated private cosmetic dental clinic in central London with 366 reviews signals strong patient demand and sig
13	Marylebone Smile Clinic	Cosmetic dentistry	London	https://www.marylebonesmile.co.uk	+44 20 7126 8526	66 Harley St, London W1G 7HD, United Kingdom	A high-volume cosmetic dental clinic on Harley Street with 213 reviews signals strong patient demand and a premium
14	The Cosmoetic Dental Gallery	Cosmetic dentistry	London	https://thecosmoeticdental.co.uk	+44 20 8080 3059	20 Patcham Terrace, Nine Elms, London SW8 4EY, United Kingdom	A high-review cosmetic dental practice in affluent Nine Elms is an ideal private patient acquisition target with strong c
15	The Harley Street Smile Clinic	Cosmetic dentistry	London	https://www.harleystreet.smile.co.uk	+44 20 7191 1909	128 Harley St, London W1G 7JT, United Kingdom	A highly-rated private cosmetic dental clinic on prestigious Harley Street with 227 reviews and a 4.9 rating represents
16	London Dental Studio	Cosmetic dentistry	London	https://www.londondentalstudio.co.uk	+44 20 7630 0782	27-29 Warwick Wy, Pinlicko, London SW1V 1QT, United Kingdom	High-volume private cosmetic dental clinic in London with 536 reviews and a 4.6 rating signals strong patient demand
17	Whites Dental Waterloo	Cosmetic dentistry	London	https://www.whitesdental.co.uk	+44 20 8616 0590	172 Blackfriars Rd, London SE1 8ER, United Kingdom	High-volume private cosmetic dental clinic in central London with an excellent 4.8 rating across 698 reviews signals a
18	CAP City Dental	Cosmetic dentistry	London	https://www.capcitydental.co.uk	+44 20 7621 0600	First Floor, 14 Austin Friars, London EC2N 2JH, United Kingdom	A highly-rated private cosmetic dental clinic in the City of London with 229 reviews and a 4.9 rating signals strong pati
19	The Cosmoetic Dental Gallery	Cosmetic dentistry	London	https://thecosmoeticdental.co.uk	+44 20 3883 6180	260 Creek Rd, London SE10 9SW, United Kingdom	High-volume private cosmetic dental clinic with 455 reviews signals strong patient flow and clear appetite for aesthetic
20	London Smiling Dental	Cosmetic dentistry	London	https://london.smiling.co.uk	+44 20 7636 7616	Dental Surgery, 62A Gosdole St, London W1T 4NE, United Kingdom	A well-reviewed private cosmetic dental clinic in central London with nearly 200 reviews and a 4.7 rating represents a
21	Smile Hub	Cosmetic dentistry	London	https://smilehub.co.uk/sip	+44 20 3859 7611	8a Bushfield St, London E1 6AN, United Kingdom	A high-volume cosmetic dental clinic with an excellent 4.9-star rating across 304 reviews signals strong patient trust and
22	Oxford Circus Physio	Physiotherapy	London	http://www.oxfordcircusphysio.co.uk	+44 20 7636 5774	33 Great Titchfield St, London W1W 7PA, United Kingdom	Private physiotherapy clinic in a high-footfall central London location with a strong review volume indicating an establ
23	The MSK Clinic Physio	Physiotherapy	London	https://mskclinicphysio.co.uk	+44 20 3370 4200	The MSK Clinic Physio, Canada Water, London SE16 7BW, United Kingdom	A high-volume private physio clinic in London with 442 reviews signals strong patient demand and an established priv
24	Premium Physio	Physiotherapy	London	https://www.premiumphysio.co.uk	+44 20 8907 7666	17 Hanover Square, London W1S 1BN, United Kingdom	Private physiotherapy clinic in a premium London location with an excellent 4.9 rating across 195 reviews signals stro
25	Central Health	Physiotherapy	London	https://www.central.health/	+44 20 7404 6343	Quality House, 5-9 Quality Ct, London WC2A 1HP, United Kingdom	High-rated private physiotherapy clinic in central London with 325 reviews and a 4.9 rating signals strong patient trust
26	Physio Move	Physiotherapy	London	https://physiomove.com/	+44 333 577 5663	32-33 Gosfield St, London W1W 6HL, United Kingdom	Private physiotherapy clinic in central London with strong review volume indicating established patient base and clear
27	Baham Physio	Physiotherapy	London	https://www.bahamphysio.co.uk	+44 20 8885 8930	39 Baham Hill, London SW1E 9DX, United Kingdom	High-rated private physiotherapy clinic in London with strong review volume signals an established patient base and clear
28	Fit4London Clinics - Covent	Physiotherapy	London	https://fit4londonclinics.co.uk	+44 20 7117 2076	30 The Piazza, London WC2E 8BE, United Kingdom	Private physiotherapy clinic in a high-footfall central London location with strong review volume signals established pa
29	Whitby & Co Optician	Optician	London	http://whitbyandco.com/	+44 20 7353 4455	29 Fleet St, Temple, London EC4Y 1AA, United Kingdom	High-rated independent optician on Fleet Street with strong review volume signals an established private patient base
30	Venus Specs Peckham	Optician	London	https://www.venuspecs.co.uk	+44 20 7732 0008	8 Rye Ln, London SE15 5ER, United Kingdom	Venus Specs is a well-reviewed independent optician with 793 reviews and a perfect 5-star rating, indicating a strong i
31	Zacks Eye Clinic	Optician	London	http://www.zacksayas.co.uk	+44 20 7713 7173	15 Warren Mews, London W1T 6AZ, United Kingdom	Private optician clinic in central London with a solid rating and decent review volume, indicating an established patient
32	East Street Eye Clinic	Optician	London	http://www.eaststreeteyecare.co.uk	+44 20 7703 1904	40 East St, London SE17 2DN, United Kingdom	High-rated private optician clinic in London with strong review volume signals an established patient base and clear
33	i-Cycle eye care centre	Optician	London	https://i-cycle.co.uk/	+44 20 7388 1127	96 Drummond St, London NW1 3HN, United Kingdom	High-rated private optician clinic in London with strong social proof (4.9 stars, 113 reviews) indicating an established p
34	Eyes On Sioho	Optician	London	http://www.eyesoniosho.co.uk	+44 7864 847545	13 Ingestre Pl, London W1F 0JG, United Kingdom	Private optician in premium Sioho location with an excellent 4.9 rating signals a quality-conscious patient base with str
35	Visioncare Opticians	Optician	London	http://www.visioncare-opti.co.uk	+44 20 7935 8139	80A Baker St, London W1U 6TF, United Kingdom	High-rating private optician in a premium London location with strong social proof (440 reviews at 4.9 stars) indicates
36	Hudd Barnes & Dickens Optician	Optician	London	https://www.huddbarnes.co.uk	+44 20 7242 3492	94 High Holborn, London WC1V 6LT, United Kingdom	High-rating independent optician with 473 reviews in a prime London location signals a well-established private practi
37	Opticalise	Optician	London	https://www.opticalise.com	+44 20 7633 0680	33 Lower Marsh, London SE1 7RG, United Kingdom	Opticalise is a well-reviewed private optician in a high-footfall central London location with strong review volume

All 33 qualified leads — business name, category, city, website, phone, score, reason, opener

Scoring Logic

Business Type	Score
Private Cosmetic / Implant Dental	8–10
Private Physiotherapy Clinic	7–9
Independent Optician	7–8
Chain Optician (Specsavers, Boots)	5–7
NHS GP Surgery	1–3

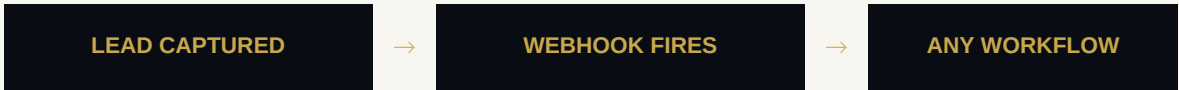
Personalised Openers

1	Opener
2	With a 4.8-star reputation in Surbiton, Lambert Sports Clinic is clearly delivering outstanding results — I'd love to show you how we can help more local athletes and active patients find you online.
3	I noticed Bodyset's Surbiton clinic is based at The Sweet Society — there's a real opportunity to convert that active, health-conscious footfall into booked physio appointments with the right patient acquisition strategy.
4	With a 4.9-star rating across 114 reviews, The Optical Gallery is clearly delivering outstanding care — I'd love to show you how we can help even more patients in Chessington discover your optician and audiology services.
5	With a 4.9-star reputation in Worcester Park, AMS Ophthalmic Opticians is clearly delivering exceptional eye care — I'd love to show you how we're helping independent opticians like yours attract more private patients in their local area.
6	With a 4.9-star rating and over 150 glowing reviews, Eyecare Opticians is clearly delivering exceptional care in Kingston upon Thames — we help practices like yours turn that reputation into a steady stream of new private patients.
7	With 110 five-star reviews and a prime Old Brompton Road location, The Eye Establishment is clearly delivering exceptional care — we help leading private opticians like yours convert more of that reputation into a steady stream of new patients.
8	With a 4.8-star rating across 94 reviews, Concept Eye Opticians is clearly delivering exceptional care in Morden — I'd love to show you how we can help more local patients find you.
9	Hi, I noticed M S Kalsi Opticians has built a great reputation on Clarendon Road — I'd love to share how we're helping independent opticians in the area attract more local patients without relying solely on word of mouth.
10	I noticed Priory Opticians has built a solid local presence on Priory Road — I wanted to reach out about how we help independent opticians like yours attract a steady stream of new private patients in your area.
11	With 192 five-star reviews and a Zeiss-powered practice in Kingston upon Thames, you've clearly built something special — I'd love to show you how we help premium opticians like yours attract even more of the right patients consistently.
12	I noticed SECON Vision has built a strong reputation in Kingston upon Thames with over 100 patient reviews — we help independent eye care clinics like yours attract more private patients through targeted digital marketing.
13	With 73 glowing reviews and a perfect rating, Prime Movement Physiotherapy is clearly delivering exceptional care — we'd love to help you turn that reputation into a consistent stream of new patients.
14	With 329 five-star reviews, Clearcut Physiotherapy Iltham has clearly built something special — I'd love to show you how we can help turn that reputation into a consistent stream of new patients.
15	Hi, I noticed Physio Forward has built a strong reputation in Beckenham with some great patient reviews — I'd love to show you how we help private physio clinics like yours consistently fill appointment slots through targeted local marketing.
16	With 93 five-star reviews, Am 4 More Physiotherapy has clearly built a brilliant reputation in Beckenham — I wanted to reach out about how we help private physio clinics like yours turn that credibility into a consistent flow of new patients.
17	With 116 five-star reviews and a stellar reputation in Orpington, Xcel Health is clearly delivering outstanding physiotherapy care — I'd love to help you bring even more patients through your doors at Locksbottom Clinic.
18	With a 4.9-star reputation in Bromley, KCFPhysio is clearly delivering outstanding results — I'd love to show you how we can help more local patients discover your clinic before they find a competitor.
19	With 92 five-star reviews, Physio Katy is clearly delivering outstanding care in Beckenham — I wanted to reach out about how we help private physio clinics like yours consistently fill appointment books with high-intent local patients.
20	With 437 glowing reviews and a 4.9-star rating, Bromley Dental Practice is clearly delivering outstanding care — I'd love to show you how we help top-rated private dental clinics like yours consistently fill their appointment books with high-value patients.
21	With 547 five-star reviews, Dental Beauty Bromley has clearly built something special we'd love to help you turn that reputation into a consistent stream of new private patients.
22	With 626 glowing reviews and a specialist implant offering, Bromley Park Dental is clearly delivering outstanding care — I'd love to show you how we're helping similar private dental practices in London fill their implant and cosmetic treatment books consistently.
23	With 321 glowing reviews and a 4.9-star rating, All Smiles Dental Practice is clearly delivering exceptional care — we help practices like yours turn that reputation into a consistent stream of new implant and private treatment patients.
24	With a 4.9-star rating and nearly 200 glowing reviews, The Buckley Practice is clearly delivering exceptional dental care in Bromley — we help practices like yours turn that reputation into a steady stream of new private patients.
25	With 398 glowing reviews and a 4.8-star rating, Hayes Dental Specialists is clearly delivering exceptional care — we help leading private dental practices like yours consistently fill appointment books with high-value patients.
26	With 349 glowing reviews and a perfect 5-star rating, Smile Dentist Bromley is clearly delivering exceptional care — we'd love to help you turn that reputation into even more private patients through targeted acquisition campaigns.
27	With a 4.9-star rating across nearly 200 reviews, Orchard House Dental Practice is clearly delivering exceptional care — we help practices like yours convert that reputation into a steady stream of new private patients.
28	Hi! Rochester Lodge team, with your impressive 5-star reputation across 107 reviews, I'd love to show you how we're helping top Bromley dental practices convert more of that online credibility into new private patient bookings.
29	With a 4.9-star rating across 170 reviews, White & Co. is clearly delivering exceptional dental care in West Wickham — I wanted to reach out about helping you attract even more private patients who are actively searching for a practice like yours.
30	With 266 five-star reviews, Kent Smile Studio has clearly built a fantastic reputation in Orpington — I'd love to show you how we can turn that credibility into a consistent stream of new cosmetic patients.
31	With 619 glowing reviews and a 4.8-star reputation, Smile 4 U is clearly delivering exceptional cosmetic dentistry in Chislehurst — I'd love to show you how we can bring even more ideal patients through your doors.
32	With 100 five-star reviews, Smile 4 U is clearly delivering exceptional cosmetic dentistry in Chislehurst — I'd love to show you how we can bring even more ideal patients through your doors.

Claude writes a unique opener per business — referencing name, location, and review data

What This Enables

Once leads are captured and scored, the pipeline becomes the trigger for any downstream workflow. One run — multiple channels activated automatically.



Email Outbound (Instantly)	Qualified leads push directly to Instantly with score, opener, and business data as merge tags. Personalised cold email sequences launch automatically — no manual upload.
Outbound AI Calls (Vapi / Retell AI)	A webhook triggers an AI voice agent to call each qualified lead. The agent uses the Claude-generated opener as the conversation starter, referencing the business by name for instant relevance.
Inbound Call Handling	Pair with an AI receptionist so when a prospect calls back, the system already knows who they are, their score, and their profile — and books them straight into a calendar.
SMS Follow-Up	Trigger personalised SMS sequences alongside email using the same lead data — multi-channel touchpoints from a single scrape.
Any Niche, Any Location	Change the Apify search terms and location. The full pipeline re-runs in under a minute for dental, physio, aesthetics, chiro — any city, any country.
Any CRM Integration	n8n connects natively to HubSpot, Salesforce, Pipedrive, and more. Leads are created, tagged, and assigned to reps automatically on qualification.

Ready to deploy this for TargetPatientsMD. markautomationva@gmail.com | available EST hours