

# Capturing `new_patient` Event Parameter with Google Tag Manager

## Introduction

Now that the core setup is in place, let's add an **additional section on capturing custom event parameters** in Google Tag Manager and forwarding them to Google Analytics. We will focus on the `new_patient` parameter (which is a boolean flag) as an example, and format its value as a more readable string ("Yes"/"No") for Analytics. The same technique can be applied to any other custom parameters you want to track.

## How to Capture and Send the `new_patient` Parameter:

### 1. Create a Data Layer Variable for the Parameter:

In your GTM container, go to **Variables** and click **New** to create a user-defined variable. Choose **Data Layer Variable** as the variable type. Enter the Data Layer Variable Name exactly as it appears in your data layer push (in this case, "`new_patient`"). This will capture the boolean value (`true/false`) from the data layer whenever the event occurs. For easier interpretation in Analytics, we can convert this into a human-readable string ("Yes" or "No") by formatting the value using the convenient "Format Value" Settings. Select "Convert `true` to..." and input Yes. Likewise select "Convert `false` to.." and input No. Save the variable (e.g., name it *DLV – new\_patient* for clarity).

Variable Configuration

Variable Type

Data Layer Variable

Data Layer Variable Name

new\_patient

Data Layer Version

Version 2

☐ Set Default Value

Format Value

☐ Change Case to...

☐ Convert null to...

☐ Convert undefined to...

☒ Convert true to...

Yes

☒ Convert false to...

No

Screenshot: Configuring a Data Layer Variable for the *new\_patient* parameter in GTM.

## 2. Pass the Parameter to Google Analytics:

Next, include this parameter in the GA tag so that it gets sent along with your event hits. Open your GA4 **Event Tag** in GTM (or create a new GA4 Event tag if you haven't already). In the tag configuration, find the **Event Parameters** section and click **Add Parameter**. In the **Parameter Name** field, enter *new\_patient* (this will be the key that shows up in Analytics). In the **Value** field, insert the variable that holds the Yes/No value – i.e., choose the Data Layer variable from step 1. This mapping tells GTM to send an event parameter named "new\_patient" with each event, using the value of our variable (e.g., "Yes" or "No").

The screenshot shows the 'Event Parameters' section of a GA4 Event tag configuration. At the top, there is a dropdown for 'Event Settings Variable' set to 'None'. Below this, there are two input fields: 'Event Parameter' and 'Value'. The 'Event Parameter' field contains the text 'new\_patient' and has a small icon to its right. The 'Value' field contains the text '{{DLV - new\_patient}}' and also has a small icon to its right. To the right of the 'Value' field is a minus sign icon. Below these fields is a blue button labeled 'Add parameter'.

*Screenshot: Adding a custom event parameter in a GA4 Event tag. Here, a parameter (`new_patient`) is being added; you would also use `new_patient` as the name and select your `DLV - new_patient` variable as the value.*

### 3. Save and Publish:

After configuring the tag, **save** your changes. Use GTM **Preview and Debug** mode to test that everything is working correctly – trigger the relevant event on your site and verify in the GTM debug panel that the `new_patient` variable is pulling in the correct value and that your GA4 Event tag is firing with the parameter attached. Once confirmed, publish your container to make the changes live.

## Verify in Google Analytics:

When the above is set up, your events sent to GA4 will include the `new_patient` parameter. To **pick up this parameter in Analytics reports**, you should create a corresponding custom dimension in GA4 (since GA4 only automatically surfaces some parameters, and custom ones need registration to be visible in standard reports). In Google Analytics, go to **Admin > Custom Definitions > Create Custom Dimension**. Choose an Event-scoped custom dimension and enter the exact parameter name (`new_patient`) as the Event Parameter name, with an appropriate display name (e.g. "New Patient"). Once this custom dimension is created and data starts flowing, you will be able to use it in GA4 reports and see values like "Yes" and "No" for the `new_patient` flag (which is much more readable than a raw true/false).

**Note:** We focused on the `new_patient` boolean parameter, but you can apply the same approach for other parameters. Simply push them to the data layer on events, create corresponding Data Layer Variables in GTM, transform the values if needed (e.g. format booleans or codes into human-friendly strings), and add them as event parameters in your GA4 tags. By doing so, you enrich your Analytics events with additional context, and with the proper custom dimensions set up in GA4, you'll be able to analyze those parameters (e.g., segmenting

events by `new_patient = "Yes"` vs `"No"`, or any other custom info you send). This technique ensures your boolean flags and other custom data are captured and reported in a clear, actionable way.