



CASE STUDY

How to set up a marketing framework for a primary care practice

OVERVIEW

Established in the year 2000 in Lehigh Acres, this primary care practice earned its reputation for chronic complex care management, catering to mostly those aged 30 and above.



BACKGROUND

Dr. P. Y. currently has a primary care practice at Lehigh, Florida, established in the year 2000. Over the years, the practice has been operating traditionally, relying on word of mouth or unsolicited referrals to gain patient traffic. His practice is composed of himself as the primary physician, 2 Nurse Practitioners and 4 medical and administrative staff.

Recognizing the need to expand due to increasing demand for primary care physicians and the low supply of practitioners, Dr. Y. has strategically decided to utilize the autonomy extended by the federal and state regulations to Nurse Practitioners by rebranding his current practice. With this rebranding, the doctor aims to establish his team as the go-to for Primary Care, and not just him, particularly with Chronic Care Management/Chronic Complex Care Management. With this, he can expand his patient pool and continue to strengthen his relationship with his existing ones.

CHALLENGES

Despite having an established practice, Dr. P. Y. recognizes that he needs to upscale his business, amidst his competitors. While word of mouth has worked for him over the years, he recognizes it's not sustainable, given the fact that he is surrounded by competitors. Majority of his competitors are backed up by big medical groups such as Millennium Physician Group and Lee Physicians Group.

No structured marketing framework

The client has primarily depended on word of mouth and unstructured referrals to increase his patient pool. While he has a website, he's unable to utilize the leads it has generated for over 2 years and has not been actively utilizing social media channels that was set up for him years ago by his website developer. He was not able as well to utilize any offline channels available to him, such as revamping his practice including the front desk and signage or partnering with local health groups to widen his network within the area.

Strict federal and state guidelines for the healthcare industry

Regulations such as HIPAA and Florida Patient Brokering Act are some of the only regulations preventing us to use comms channels to their full potential, as well as other marketing tools to be able to communicate to the patients in every step of their journey.

Availability of the practice owner

As the head of the practice, Dr. P. Y. doesn't always have the time to grant us access to the tools we need, such as access to his social media account, patient database etc. Also, there are certain materials that needs his approval but due to unforeseen circumstances in the practice, some the things that needs to get done got delayed in the timeline that we have set

SOLUTIONS

We devised a comprehensive marketing plan for the practice by doing research about the industry landscape, defining the brand identity and implementing marketing communications strategy and programs.

MARKETING PLAN

To tackle the challenges this practice faced and set up a solid marketing foundation, we started by researching the industry, looking at what competitors were doing, and understanding the specific needs and restrictions of a healthcare setting. From there, we built a plan that focused on making the practice more visible, improving how it communicates with patients, and strengthening its online presence.

DIGITAL MARKETING

- Website and Lead Management: Took over the website dashboard to optimize performance and created a process for following up on leads generated through the site, ensuring timely responses and consistent communication.
- Metrics Setup: Established key performance metrics to track the impact of marketing activities, including website traffic, lead conversion rates, and patient growth. This system allowed for ongoing evaluation and data-driven adjustments to strategies.
- Website Optimization and SEO: Implemented changes in the website to improve search engine ranking and user experience.
- Social Media Management: Activated and regularly updated social media profiles, including Facebook and LinkedIn, with relevant content to engage the target demographic.
- Newsletters: Created newsletters and appointment reminder templates, focusing on patient engagement and re-engagement.



LOCAL ADVERTISING

- Enhanced Office Signage: Updated front office signage to boost visibility and brand presence.
- Redesigned Print Materials: Created new calling cards and informational leaflets for the practice to hand out to potential patients, giving the materials a fresh look that aligns with the practice's rebranding and core services.

BRANDING

- Rebranding the practice: Shifted focus from an individual practitioner to a team-based approach, emphasizing chronic care management as a core service.
- Consistent Branding Guidelines: Introduced a strong, cohesive brand identity, with all materials following a set color palette, updated logo, and unified brand voice to build recognition and trust. Ensured that all content, both online and offline, reflects this consistent image.



PATIENT ENGAGEMENT

- Educational Content: Leveraged blog posts, and social media to provide health-related content, promoting the practice as a trusted health resource.
- Review Encouragement: Actively encouraged patients to leave reviews on platforms like Google and WebMD, creating transparency and building trust with potential new patients while showcasing the practice's commitment to patient satisfaction.



RESULTS

In less than a year, we have successfully planned and executed our targeted marketing strategies, that helped increase our website traffic, convert leads and attracted more new patients to the practice. Patient retention is high, and we expect continued growth as communication channels become more consistent.

New Customers

+9%

Conversion rate
(leads)

47%

Website traffic
boost

+53%

- **Website Traffic Growth:** Monthly website traffic has increased by an average of 2% MoM, reversing a -5% trend from the previous year. A one-month ad campaign boosted traffic by 53%.
- **Patient Growth:** New patient visits are up 9% compared to last year, and returning patients have increased by 8%, despite various operational challenges.
- **Lead Conversion:** Conversion rate of leads is now at 47%, a strong start given that lead follow-up was previously non-existent.
- **Ad Campaign Performance:** Our initial ad campaign achieved a click-through rate (CTR) of 1.75%, exceeding the industry standard of 1.1%. Engagement rates reached 49.67% (industry standard is 6%), and conversion rates (CR) were 1.76%, higher than the 1.5% industry average.

LET'S WORK TOGETHER

Inspired by this success story?
Get in touch with us to start your
journey toward outstanding results.



CONTACT



princessmoleta@gmail.com
+639989835946