

# Use Case: Driving Patient Acquisition for Orthopedic Surgery Center

## CHALLENGE

A regional, multi location provider of Orthopedic care needed to drive volumes for its Total Joint service line and be able to track ROI on marketing spend.



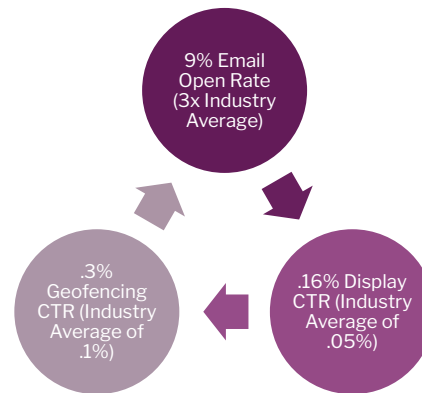
## TARGET AUDIENCE

We identified individuals in the designated proximity who fit our customized patient profile: Age Group, Fitness Enthusiasts/Active Lifestyles (pilates/yoga, running/jogging, tennis, golf, etc.), Show orthopedic interests (as defined by offline purchase patterns and online search behavior).

**Our ability to know the exact identity (name, address, etc.) of the target audience allows for ROI tracking.**

## APPROACH

We identified specific individuals within 20 miles of the primary office location who were most likely to be suffering from joint pain.



## RESULTS

over a 15 week campaign

### 601 Patients

Matching our targeted list of pre-identified individuals to people who had appointments showed that 601 people from our target list had appointments as a result of this 15 week campaign.

### 20x ROI

The 601 patients driven in by our campaign have yielded the practice a 20x Financial Return (Total Payments for these patients/Total Spent on Marketing program).