



# ROI Generated 25:1

## Orthopaedics Northeast P.C.

### PRODUCT

PatientPoint® Leads™ (ROI solution)

### CHALLENGE

Orthopaedics Northeast P.C. wanted to reach people who needed their services and were near one of their two offices.

### SOLUTION

The PatientPoint team pinpointed locations and targeted patients who need orthopedic services using Display and SEM.



*We agreed to let PatientPoint take a look at our program, and I am so glad we made that decision. Right away they found a few things that we were overspending on. **I could not be happier with the results.** And the best part—we saved thousands of dollars per year!*

—Kerry Sullivan, Orthopaedics Northeast P.C.

PatientPoint found they were overspending in several areas.

### RESULTS

- Generated leads at a **25:1 spend**
- Value to **\$200,000** to the practice in the first three months

The screenshot shows a Facebook post from Orthopaedics Northeast P.C. The post content includes: "Relief for Chronic Joint Pain", "Orthopaedics Northeast provides superior care, comfort & convenience in O.N.E. office", and "Our goal is to provide superior care, comfort, and convenience in O.N.E. office". The advertisement features images of a human skeleton and a person in pain. An appointment form is overlaid on the right side of the post, titled "Schedule an Appointment for Joint Pain Relief". The form includes fields for Email (example@patientpoint.com), Full name (Example Example), and Phone number (US +1 (234) 567-8912). A "Submit" button is at the bottom right of the form.

## The Power of PatientPoint Digital Solutions

The team of experts at PatientPoint® Digital Solutions works with you to develop a **digital marketing strategy** that puts your hospital, practice, business or facility **in front of patients searching for your care online.**

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