



341 New Website Visits within 60 Days

Senior Care Facility

PRODUCT

PatientPoint® Leads™ (ROI solution)

CHALLENGE

A senior care facility had a limited budget and needed to grow their patient base aggressively.

SOLUTION

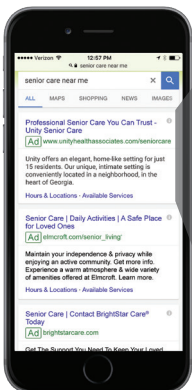
PatientPoint® experts took a deep dive into the facility's existing website and traffic flow. Our proprietary Digital Health Check found several cost-effective solutions that could easily be tested and proven to make the client comfortable with the investment. We started with a Facebook lead generation and Google AdWords pay-per-click (PPC) campaign.

RESULTS

The client was thrilled with the results:

- **341 new caregivers** visited their website within the first 60 days
- **13** calls
- **5** facility tours

PatientPoint also delivered 13 calls and 5 facility tours.



Professional Senior Care You Can Trust - Unity Senior Care

Ad www.unityhealthassociates.com/seniorcare

Unity offers an elegant, home-like setting for just 15 residents. Our unique, intimate setting is conveniently located in a neighborhood, in the heart of Georgia.

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*Not actual ads

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.**

Learn more

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PatientPoint®