



# An Astounding 43:1 ROI

## Urgent Care Clinic

### PRODUCT

PatientPoint® Leads™ (ROI solution)

### CHALLENGE

An urgent care clinic wanted to be the first urgent care patients thought of during an emergency.

### SOLUTION

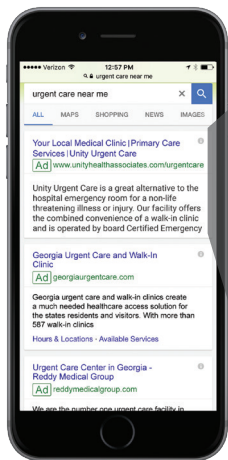
PatientPoint® built a thorough and strong Google AdWords program for all possible emergency questions patients might search for online when seeking help during their time of need. The effort required setting up hundreds of AdWords so that the urgent care led the search results during that pivotal moment when they were needed.

### RESULTS

Early results are amazing:

- **48 direct connections** via calls or form fills
- **43:1 ROI**

PatientPoint generated  
48 direct connections.



Your Local Medical Clinic | Primary Care  
Services | Unity Urgent Care  
**Ad** [www.unityhealthassociates.com/urgentcare](http://www.unityhealthassociates.com/urgentcare)

Unity Urgent Care is a great alternative to the hospital emergency room for a non-life threatening illness or injury. Our facility offers the combined convenience of a walk-in clinic and is operated by board Certified Emergency

\*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

onlinesolutions@patientpoint.com

PatientPoint®