



# 233 New Appointments Booked in 4 Months

## Dermatology Practice

### PRODUCTS

PatientPoint® Leads™ (ROI solution)

### CHALLENGE

A new dermatology practice needed to promote their medical and cosmetic services in order to rapidly grow their practice.

### SOLUTION

PatientPoint® experts performed a proprietary Digital Health Check on the practice's existing website and traffic flow. We then collaborated with the practice to develop a Facebook lead generation and Google AdWords pay-per-click (PPC) campaign that targeted local, high-value patients.

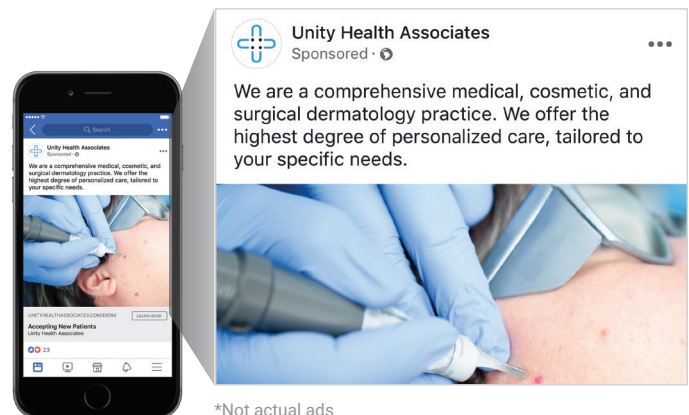
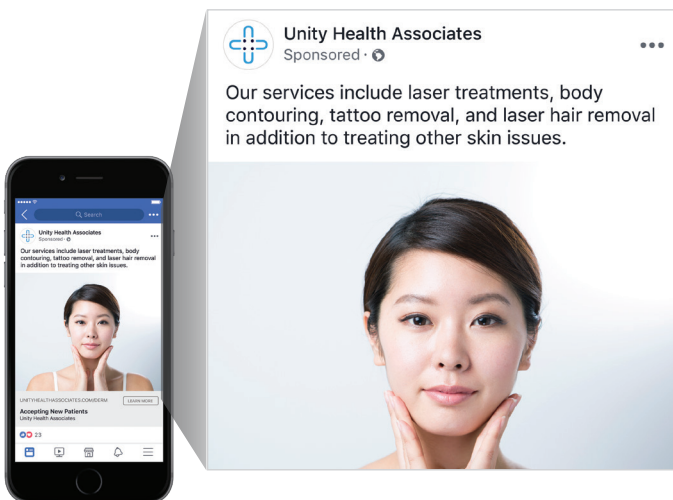
### RESULTS

In just 16 weeks, the practice saw a huge increase in results from the new online ads:

- **233** appointments booked
  - An average of **15 per week**
- **245** phone calls
  - **140** from their website
  - **105** directly from mobile ads
- **3,770** website visitors
  - An average of **235 per week**

The practice booked 15 appointments per week.

The Facebook campaign generated **131 leads** in 12 weeks —averaging **11 per week**. For these leads, the patients submitted their contact information directly to the practice.



\*Not actual ads

## The Power of PatientPoint Digital Marketing Solutions

The team of experts at PatientPoint Digital Marketing 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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