



Need patients? Need staff? PatientPoint can manage it all.

Home Health Care

PRODUCTS

PatientPoint® Digital Marketing Solutions

CHALLENGE

The Home Health Care industry is highly competitive and requires continual effort to attract more patients to your business. It can be challenging to keep up with recruitment efforts while also taking care of other ongoing business needs that include regular website updates, appointment scheduling and recruiting staff.

SOLUTION

PatientPoint can help. We have a full suite of digital marketing solutions, from website development, listing and reputation management, patient and staff acquisition, content management and more, that are proven to help drive more patients and staff to your door.

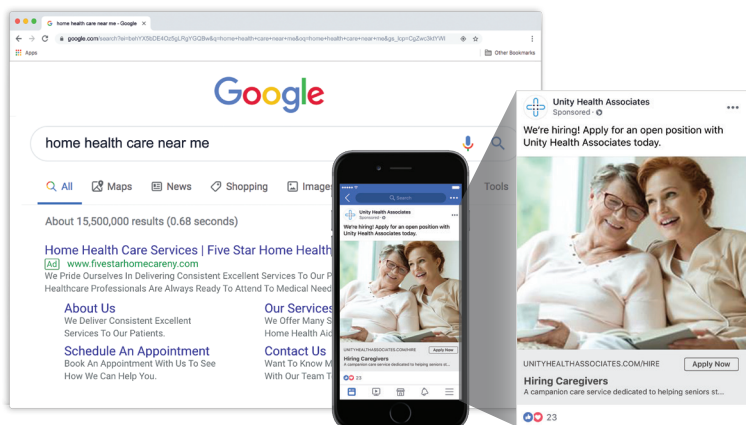
RESULTS

For one client, during our **first 6 months** working together, our digital marketing efforts showed significant success generating new patient leads:

- **370 conversions**
- 3,000+ clicks on their ads
- 58,000 impressions
- 5.42% click-through rate

To help with recruitment efforts for another facility partner, we managed a Facebook ad campaign that showed results in less than 3 months:

- 239 leads delivered – an average of **15 leads per week**



“

PatientPoint has successfully led our online advertising and search engine optimization efforts for over four years. The increase in traffic and visibility has had numerous benefits for our company.”

– Judy Wright,
Visiting Angels

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

onlinesolutions@patientpoint.com

PatientPoint