

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.



PatientPoint found they were **overspending** in several areas.

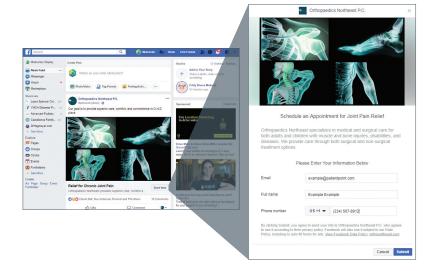
₩ RESULTS

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



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.



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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