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## CASE STUDY #3 - US News Top 10 Hospital

### **Background:**

A leading hospital ranked in the top ten of [US News' 2011-12 Honor Roll](#) began using MD Connect in early 2009. They had previously used at least three different paid search agencies but had been dissatisfied with both their performance and their lack of ability to truly understand and develop an approach tailored to the medical sector.

### **Execution:**

As part of their effort, MD Connect implemented the following online marketing strategies:

- Localized micro-websites (with 10-20 pages of search-engine optimized content written by professional medical writers) created for each specialty and customized with corporate branding.
- Paid search campaigns created on all major search engines (Google, Yahoo, MSN/Bing) and segmented for search, display, mobile, placement, content, Spanish and branded terms.
- Detailed lead and referral tracking via keyword-level call tracking, Google Analytics profile set-up, goal administration and monitoring
- Integrated 3<sup>rd</sup> party (hospital CRM) appointment data into monthly reporting
- Worked cooperatively with various hospital constituents (marketing, IT, clinical, administration)

### **Results:**

This hospital saw results almost immediately:

*“In just our first month, we received 57 referrals from the program” said their practice manager. “An in-depth audit of the results showed we scheduled 30 new patient appointments from this initial activity, for a very impressive return on investment.”*

Based off the strong results in the first program, the hospital has since contracted in four different specialties:

- Interventional Radiology
- Reproductive Medicine (Infertility)
- Oncology
- Plastic & Reconstructive Surgery

In each case, results are tracked through to leads, calls and specifically appointments and all programs (according to client) are showing a positive return on investment (ROI).

**“In just our first month, we received 57 referrals ... and scheduled 30 new patient appointments ... a very impressive return on investment.”**