

2023 Case Study

A 53% Increase In New Patients

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About

Frederick Mountain Group (FMG) is focused on helping your organization succeed on your terms.

We help clients identify what success means for their organization. Where is the organization today relative to the goal(s)? What tools and resources does your organization have today? We then build a detailed plan that we implement to help organizations achieve success quickly.

We know modern businesses must be nimble, efficient, and operationally sound. They must have the ability to maximize revenues not only through the services they offer but also through the application of technology across the entire landscape of their enterprise.

The risks associated with anything less than full-scope planning and execution are tremendous, and FMG has the experience, knowledge, and expertise to help organizations navigate their way through a myriad of complex choices and scenarios.

Frederick Mountain Group

**The Difference
Between a Good Idea
and A Good Result**

Executive Summary

In April 2021, a private dermatology practice contacted FMG to help drive more patient visits. The practice had four offices in the Chicago area and each of the locations was suffering from low patient volume and declining patient visits.

FMG acted quickly and focused solely on Digital Ads, knowing this would drive results quickly. The practice saw rapid growth and results, with a 17% jump in patient visits in the first 3 months.

By the end of the first year, the practice reported 8,002 new patient visits and 35,638 total patient visits. This represented a 53% increase in new patient visits and a 35% increase in total patient visits compared to the previous 365 days.

Because of the success they saw with digital ads, the practice signed an expanded contract with FMG in March 2022. In this new engagement, the practice transitioned from Digital Ads only to a full 360 Marketing client.

Within four months of 360 Marketing, new patients and total patient visits increased by an additional 7.5% and 10.9% compared to the same time period in the previous year.

"FMG has helped us grow our patient volume by increasing our digital footprint. With their aid, we have seen a surge in phone calls because our advertisements are getting in front of the right people." - Practice Manager

RESULTS

+53%

Increase In New Patient Visits

+35%

Increase In Total Patient Visits

FMG 360 Marketing Package

Three blog articles per month

Organic social media calendar creation as well as daily engagement

Email Marketing (3x month)

Digital Advertising including ad creation, audience targeting, adjustment, and monitoring

Website updates and integration

Google My Business posting and management

Monthly reporting to client

The Challenge



When the practice initially contacted FMG, they were 6 months into a 16-month contract with a marketing firm that was not producing results. Nevertheless, the practice could not break the contract.

With limited funds to engage an additional firm, the practice managers needed results immediately.

FMG reviewed its existing marketing program and decided the most cost-effective way to help the practice grow quickly was to take over digital ads management.

After the completion of the contract with the previous marketing firm, the practice quickly expanded marketing services with FMG to drive more results using the 360 Marketing package.

Challenges

- Low patient Volume
- 16-Month Contract with Existing marketing company despite no results
- Spending Marketing money with no ROI
- No consistent marketing message across Channels

How We Helped



We Started With Ads

The other marketing provider the practice hired was not running any digital ads. We knew from other clients that we could drive patient appointments with digital ads, even if the other marketing pieces were not managed by FMG.

Why The Ads Were Successful

Digital advertising is both an art and a science. Crafting a compelling message, creating eye-catching imagery, and designing a landing page that converts is just the start. Having the technical skills for navigating advertising platforms like Meta and Google, understanding the use of demographic targeting, bid strategies, advertising policies, and performance planning is yet another factor. FMG has the experience and capability to deploy digital ads that drive results, fast. This is exactly why the practice saw a 17% increase in patient encounters within the first three months of their contract.

360 Marketing

The power of the 360 Marketing process is the ability to amplify a consistent message across social, digital, email, and print marketing. When the contract ended with their previous marketing provider, the practice was eager to add 360 Marketing to drive more results.

Blogs

Written content is the backbone of the FMG 360 Marketing process. Each month, the practice chooses 3 topics to focus on, ranging from cosmetic products, procedures, educational information, or provider features. These topics are crafted into individual blogs and posted on the practice website.

Creating An Echo Chamber

The 3 topics are then echoed via email, organic social media, print flyers, and digital ads. All of the content is delivered to the client for review and final approval before going live.

Reporting and Client Communication

FMG monitors digital engagement activity daily and is in communication with the practice manager for content and messaging approval. FMG also sends monthly data reports with analytics from each of the 360 Marketing components.

Results by the Numbers

FMG started work with the client on April 1, 2021. By July 2022, the practice reported a 25.2% increase in the monthly average for new patients (compared to 2019). Additionally, the practice reported a 6.7% increase in overall patient visits each month (compared to 2019).

On average, the practice saw 507 new patients and 2754 total patients each month in 2019. As of 2023, the practice averages 678 new patients each month.

This accounts for an additional 171 new patients each month on average compared to 2019.

Monthly Averages

New Patients Total Patients

	2019	507		2754	
	2020	420	-20.7%	2181	-26.2%
Work Begins April 21'	2021	623	+32.6%	2842	+23.3%
	2022	678	+8.11%	2953	+3.75%
		+25.2%		+6.7%	

Questions?

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