

How Digital Marketing Added Over 500 New Patients in One Year to a Phoenix-Based Orthopedics Practice

Integrated Orthopedics (www.integratedorthopedicsaz.com) is based in Phoenix, AZ. The practice was founded in January 2015 by Brian Gruber, MD, MBA with a mission to provide comprehensive and innovative orthopedic and physical therapy care that puts patients first.

The Challenge

Prior to founding Integrated Orthopedics, Dr. Gruber practiced in Phoenix for seven years and had a well-established patient base. However, as a new practice with growth goals, it was imperative to have a strategy to attract new patients. Integrated Orthopedics invested in digital marketing for its ability to:

- Provide the quickest and best return on investment.
- Create a strong online brand presence.
- Be easy to track progress and measure results.

The Solution

Integrated Orthopedics selected The Bryan Agency in May 2015 to create and implement a comprehensive digital marketing program that included:

- **Content marketing** – The content marketing program featured original, engaging and branded content with video blogs, patient testimonials, infographics, social media graphics and a monthly email newsletter.
- **Pay-per-click advertising** – The pay-per-click (PPC) program included Google AdWords campaigns for surgery and platelet-rich plasma therapy. A Yelp PPC campaign was added mid-year that has been highly successful.
- **Social Media** – The right social networks were selected where Integrated Orthopedics was able to share its content and build an online community. Social presence was established on Facebook, YouTube, Google+, Yelp and Pinterest.
- **Search Engine Optimization** – Since Integrated Orthopedics' website was newly launched, it was not optimized for search. An SEO audit was completed and changes were made to the website so that it was more frequently indexed by search engines and well-ranked in search.

The Results

After implementing the digital marketing program for one year, the following results were achieved:

- **538 new patients** acquired directly through the digital marketing program.
- **First page search rankings** for major search keywords, ranking alongside much larger and well-established competitors.
- **279 customer leads** on Yelp with an estimated **\$200,880 revenue**.
- An average of **2,500 actions** taken on Google monthly.
- An average of **200 calls** per month to the office generated through search.
- Over **500% return on investment**.



The Bryan Agency team have helped us grow our patient base this past year through innovative and modern marketing ideas and approaches. They also helped us establish a strong online presence, where new patients can easily find us and our services on the Internet. I look forward to our continued partnership.

Brian Gruber, MD, MBA
Board Certified Orthopedic Surgeon

About the Bryan Agency

The Bryan Agency is a Phoenix-based digital marketing agency that offers services in content marketing, pay-per-click advertising, search engine optimization, social media management and branding. It was founded by Brenda Bryan, a veteran healthcare and health IT marketer.