

Practice Makes Patients

Brain, Spine & Orthopedic Practice Increases Appointments with Digital-First Strategy

“ More than 30% of my patient appointments come from our digital marketing efforts”

~Dr. Adam Lipson, Managing Partner, IGEA Brain, Spine & Orthopedics



350%

Year-Over-Year new patient appointments born of marketing efforts have increased 350%



400%

When it comes to driving qualified visits, IGEA's best day with their previous agency is 400% lower than their worst day with Single Throw.



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IGEA has muscled their way to the top, taking coveted page one positions (including rich-snippets/position zero) from industry behemoths WebMD and May Clinic.

The Challenge

There is no shortage of highly skilled and top-rated medical practitioners for patients to choose from in the NJ/NY area. IGEA Brain, Spine & Orthopedics needed to rise above in a saturated market and reach new patients in a way that was measurable, responsive, and directly accountable to revenue.

The Plan

IGEA hired Google Premier Partner, Single Throw Marketing to develop a "digital-first" strategy designed to be accountable to revenue born of marketing. The 2-decades old digital agency developed a disruptive re-brand campaign that allowed IGEA to stand out against their peers and compete with authorities such as WebMD and Mayo Clinic.

Single Throw worked directly with Google teams in NYC to launch a full-scale digital assault, including local, organic, and paid search, as well as social, display, and content. Strategically selected and measurable print media was placed to enhance visibility of the new brand. By identifying and focusing only on metrics that could be tracked back to verified success, course correction and enhancements yielded greater outcomes in a shorter time while maximizing budget efficiency. Within 6 months IGEA was able to verify revenue positive outcomes across all success metrics. This was a first for the practice.

The Goals

- Increase appointments and patient acquisition across all practice areas
- Develop a disruptive brand that stands out in a saturated market and enhances the visibility of the practice and physicians
- Create an accountable model that aligns marketing success metrics to practice profitability

Strong Results

- Rebrand & digital efforts led to a 39% brand lift
- New patient increase of >350%
- IGEA enjoys a click through rate that is over 4% higher than the industry average
- Authority increases led to page one Google positions that displaced industry leaders such as WebMD & Mayo Clinic
- Qualified organic search traffic increased >500% YOY

**SINGLE
THROW
MARKETING**

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BRAIN | SPINE | ORTHOPEDICS

