



# Digital Patient Marketing *from a* Leading Medical Agency

An experienced vein specialty agency providing results-based approaches to maximize patient leads, appointments and procedures.



Contact us today for a digital market assessment.

[www.mdconnectinc.com](http://www.mdconnectinc.com) • 888-623-4443 • 781-235-0999

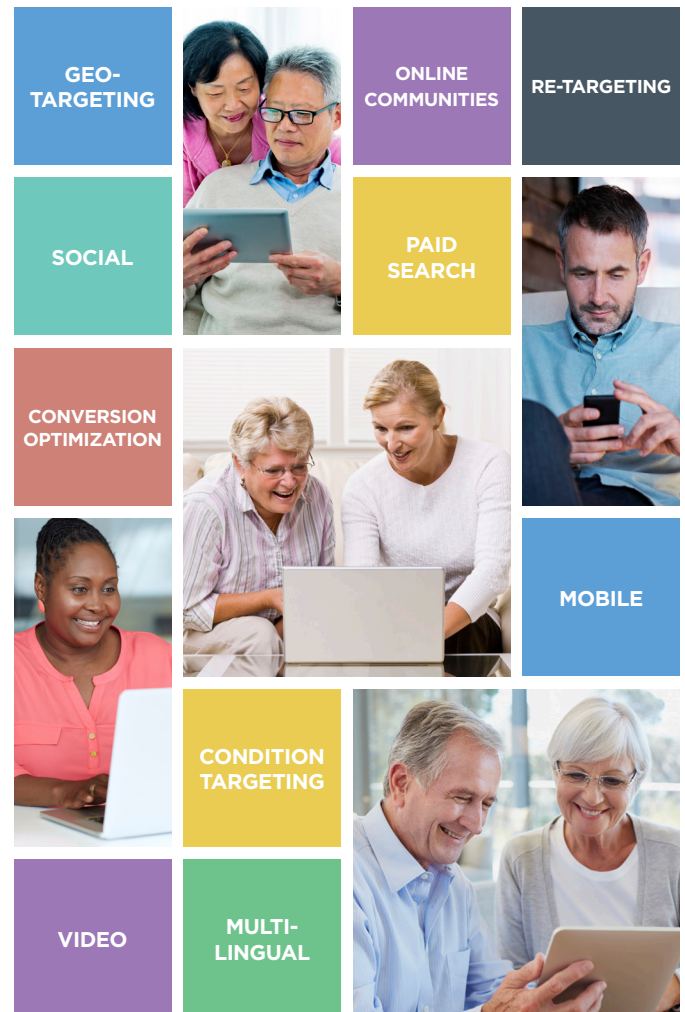
# Targeted Digital Marketing

Effective digital marketing is all about precise targeting of 'active' patients; those local to your practice(s), with the condition you are targeting, and actively seeking help today. With experience having driven more than a million leads, MD Connect® can help provide a highly targeted approach that maximizes results:

- Search marketing
  - » Paid search (PPC)
  - » Search engine optimization (SEO)
- Social media advertising
- Display & Contextual advertising
- Major health networks & databases
- Vein specific online community

## Did You Know?

- 77% of online health inquiries start on a Search Engine. (Google Partners)
- More than 50% of searches for healthcare conditions are on a mobile device.
- 66% of seniors [65 and older] use the internet to look up medical/health information. (Pew Internet)

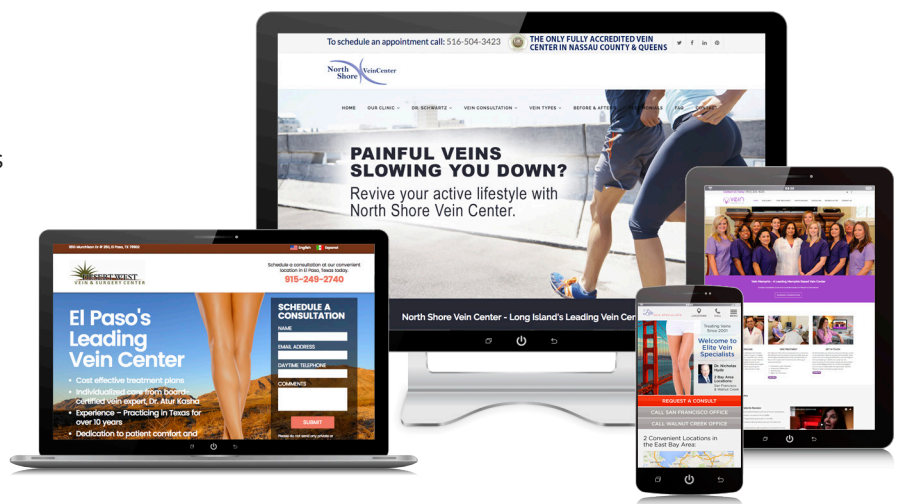


# Engaging Patient Websites

Providing an informative, educational website (or landing page) is critical to engaging prospective patients, confirming your expertise and convincing them to contact your practice. We provide everything from cost-effective template solutions to fully customized creations:

- Websites
- Landing pages
- Video
- Conversion optimization solutions
- Patient education materials (e-books, brochures, etc.)

With more people relying on mobile devices to research healthcare solutions, our landing pages and websites are designed to engage users on phone, tablet or desktop.



# Media Tracking & Intelligence

The ability to gauge the effectiveness of your media advertising investment—and make quick adjustments as needed—is key to the success of any digital marketing program.

MD Connect's Performance Portal™ Lead Tracking & Intelligence system provides detailed, real-time tracking and analysis of both online (web form) and offline (phone) leads.



Example Output: Not Actual Client Data

## Key Features:

- Phone call tracking (by media source or program)
- Lead scoring (e.g. call auditing)
- Coding & implementation
- Return on Investment (ROI) Reporting
- Media comparison/efficacy
- Integrated HIPAA compliance features
- CRM integration
- Tracking insight beyond the lead (to appointment, procedure)
- Benchmark performance against vein clinics nationally

“I was stunned to see the improvement. We actually reduced our spend, just a bit, but saw our results more or less triple.”

**Dr. Jonathan Calure**

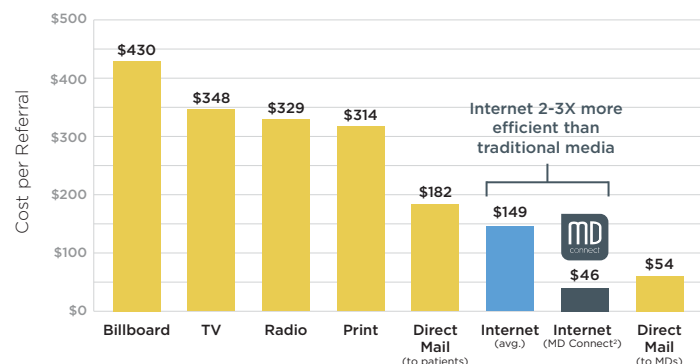
Owner / Cardiovascular Surgeon | Maryland Vein Professionals



## Results

- Over 6,000 vein patient leads generated per month (250,000+ overall)
- Over 150 vein clinics promoted
- Lower costs per lead<sup>+</sup> than:
  - Traditional media (TV, print, radio)
  - Other online agencies (by 29-70%)
- Further lead cost reductions<sup>+</sup> (19-41%) from program start (within months) through campaign optimization

## Marketing Investment Value<sup>1</sup>



<sup>1</sup> Based on survey data from 219 vein practices across US. Stempel DS 2009 US Vein Practice Marketing: A Profile of ACP Membership Practices' Marketing Investment and Return during the Recession.

<sup>2</sup> Based on MD Connect internal data of vein practices' nationwide fully-loaded cost per referral in 2015-2016.

# Client Case Study

## Vein Screening Event Campaign

The Vein Center at Muto Surgical (North Andover, MA) specializes in minimally invasive procedures that treat superficial venous disease, most commonly known as varicose veins.

Dr. Paulo Muto approached MD Connect about developing a digital outreach strategy to drive attendance to her free vein screening events, held quarterly. The resulting two week promotion—comprised of landing page development, search marketing, display advertising, contextual ads and social media—generated 37 qualified leads (e.g. patients who booked appointments or were interested in booking), leading to 20 new patient appointments.

As a result of the program, Dr. Muto received 10 new patients (\$2,500 in revenue per each new patient), a 16X return on investment (ROI).



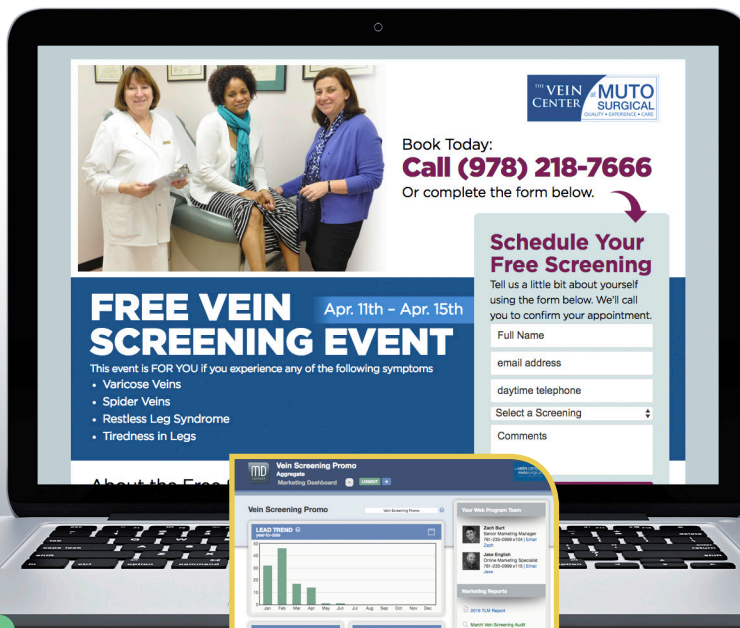
Best Overall SEM Initiative—Small Business



SEARCH MARKETING



SOCIAL MEDIA



MOBILE



DISPLAY ADVERTISING



LEAD TRACKING

“Thanks to MD Connect, we developed a scalable and proven digital strategy for my screening events that can be replicated multiple times a year.”



**Dr. Paula Muto**  
Board-certified Vascular Surgeon | Muto Surgical

### Key Metrics: One Event (2 week period)

**37** Qualified leads  
(22 telephone leads/15 form leads)

**20** Confirmed appointments

**10** New patients  
(@ \$2500/patient)

**16X** Return on investment (ROI)