

56% Increase in Website Visits

Hearing Assistance Practice

PRODUCT

PatientPoint® Leads™ (ROI solution)

CHALLENGE

A hearing assistance practice had almost no traffic to their website and needed help driving more patients to their door.

SOLUTION

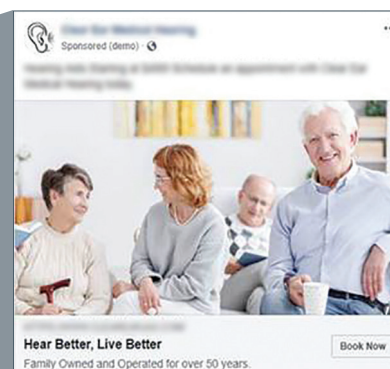
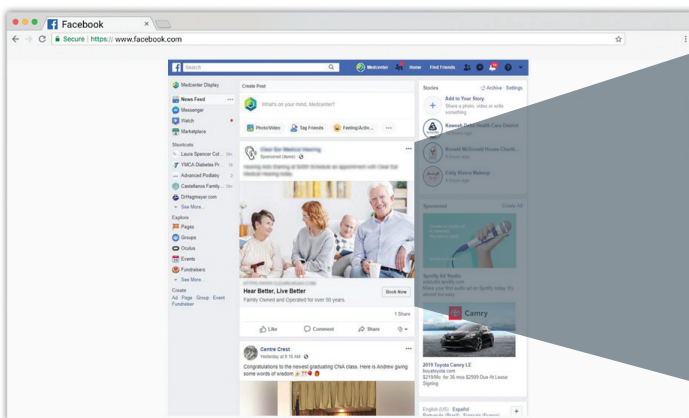
PatientPoint® performed a proprietary Digital Health Check and recommended starting with a Google AdWords pay-per-click (PPC) campaign to attract patients looking for the services the practice offers.

RESULTS

Last 30 days:

- **56%** of traffic driven to site by PatientPoint PPC campaign
- Generated **217 sessions** to their site; **90% were new visitors**
- **10 calls** to set appointments
- Value: **5:1 ROI** for the spend

The PatientPoint solution generated a 5:1 ROI.



The Power of PatientPoint Digital Solutions

The team of experts at PatientPoint Digital Solutions works with you to develop a **digital marketing strategy** that puts your hospital, practice, business or facility **in front of patients searching for your care online.**

Learn more

onlinesolutions@patientpoint.com

PatientPoint®