



# How Does \$2 Million in New Patients Sound?

## Podiatry Practice

### PRODUCT

PatientPoint® Leads™ (ROI solution)

### CHALLENGE

A podiatry practice was looking for additional ways to drive new patients to their door. They had tried traditional media advertising but were not attracting enough new patients.

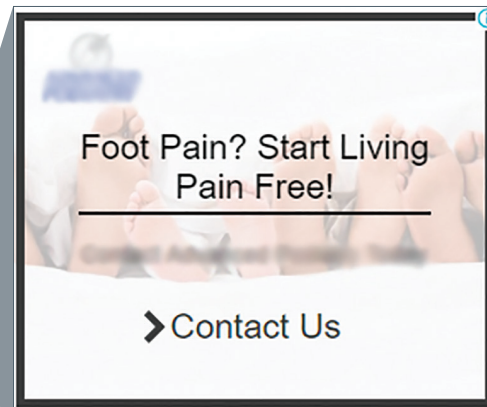
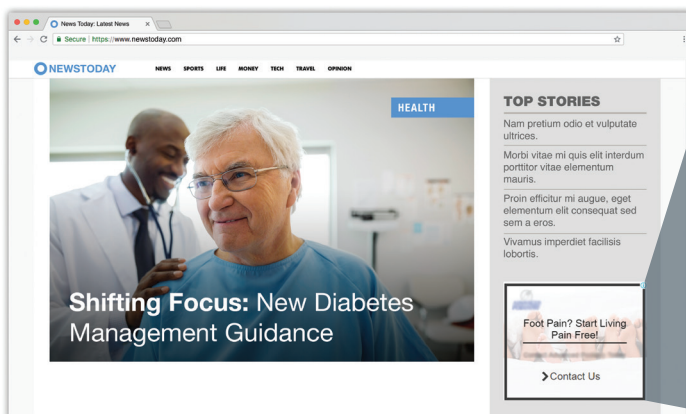
### SOLUTION

PatientPoint focused on targeted solutions: Display and SEM against specific goals.

### RESULTS

After 24 months, the PatientPoint solution generated **530 calls** with potential lifetime value of **\$1.6 million**. In addition, the solutions generated **5,500 visits** to the practice's website. And their Display and SEM are performing at 2X the industry average.

PatientPoint generated 530 calls worth a potential \$1.6M.



## 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

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PatientPoint®