



Need new residents? PatientPoint can help.

Timber Ridge Health Care Center

PRODUCTS

PatientPoint® Leads™ (ROI solution)

CHALLENGE

Skilled nursing facilities can be highly competitive. From the patient perspective, there is a lot of confusion on where to go and who to select for support.

SOLUTION

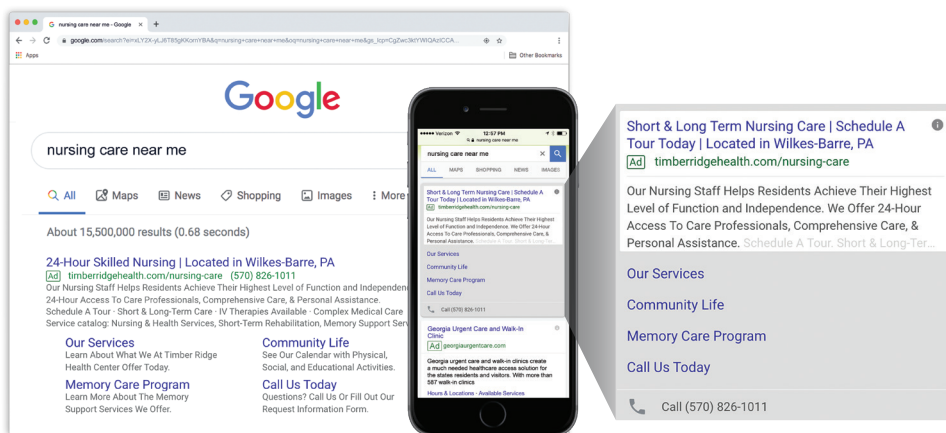
After a two-year struggle to gain an uptick in patient counts, Timber Ridge Health Care Center brought in PatientPoint® to help with its digital marketing strategy. PatientPoint developed a modest lead generation program for the facility that included a Google AdWords campaign targeting people searching online for relevant services.

RESULTS

In the **first 30 days** of the campaign, Timber Ridge saw strong results:

- **10 conversions**
- 147 clicks to the website
- 40 phone calls

After seven months, the facility continues to see results, with over **106 conversions** and **1,400 clicks** to the website. On average, the campaign generates more than **15 conversions a month** and has generated more than **10x the return on investment.**



We have tried newspaper, billboards and other forms of marketing. None of these have had the results and ROI as this Google Adwords campaign."

—Tricia Whaley,
Senior Director
Provider Relations

The Power of PatientPoint Digital Marketing Solutions

The team of experts at PatientPoint Digital Marketing 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