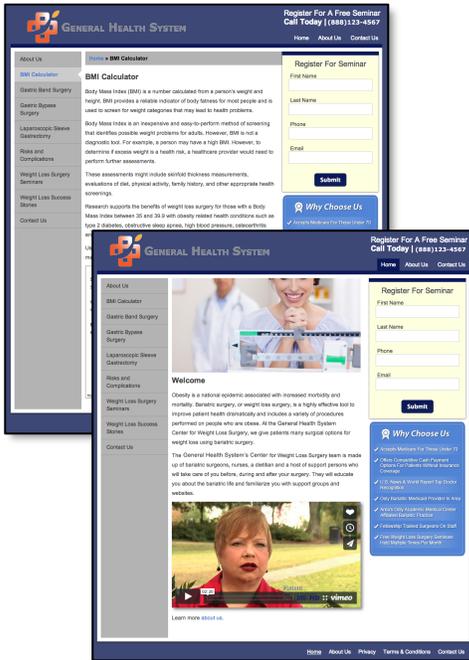


CASE STUDY (De-identified for client privacy)

Bariatrics: Seminars for lead capture

Digital marketing to increase bariatric surgical candidates

Search



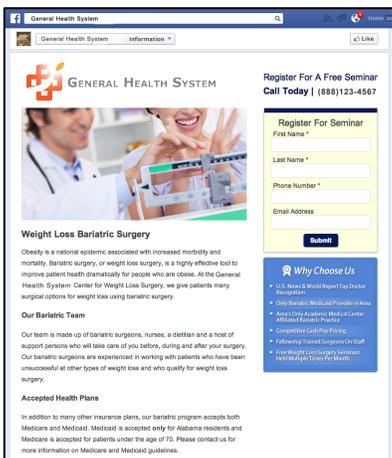
Background

A large regional teaching facility historically used traditional marketing avenues to promote their Bariatrics program. This marketing strategy was losing effectiveness due to declining newspaper subscriptions and difficulty in measuring success from print. The marketing department conducted an evaluation of service line advertising alternatives and decided to pursue a digital driven strategy.

Challenge

The medical center saw a need to pivot from traditional marketing methods, but would a digital strategy provide the same volume of Bariatric Surgical candidates as newspaper advertisements? Could they implement a robust patient acquisition solution and grow Bariatric case volume? Would they be able to take advantage of the shift to mobile? Could their Facebook presence generate meaningful ROI?

Social



Facebook clicks stay in Facebook
Easier for hospital to implement
since no HIT resources are needed

Approach

They turned to **BrightWhistle** to develop a digital marketing strategy designed to increase patient volume through social patient acquisition.

- Use both Search and Social as digital channels
- Focus on long-tail and IP based Google keywords
- In Facebook, use hidden Page Post Link Ads *only*
- Expect mobile users: Design and optimize for mobile
- Measure Cost-per-Lead and Conversion Rates
- Shift budgets between Google and Facebook



Google PPC

[Weight Loss Resolutions? - GHSWEIGHTLOSSSURGERY.COM](http://www.GHSWEIGHTLOSSSURGERY.com/Bariatric)
www.GHSWEIGHTLOSSSURGERY.com/Bariatric
Our Bariatric Center Can Help You Achieve Your Weight Loss Goals!

[Top Bariatric Surgeons - GHSWEIGHTLOSSSURGERY.COM](http://www.GHSWEIGHTLOSSSURGERY.com/Bariatric)
www.GHSWEIGHTLOSSSURGERY.com/Bariatric
Board Certified Surgeons In State- Of-The-Art Facility.

Facebook News Feed

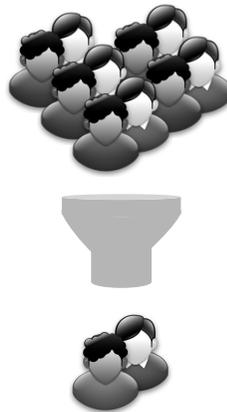


63% of leads were via mobile or phone call



Results

Measurable Results: Only eight months after launching their digital patient acquisition strategy with **BrightWhistle**, the number of new Bariatric Surgeries volume more than tripled, increasing to **104 new surgical candidates** – versus just 35 annually candidates in previous years. Additionally their number of Bariatric candidates more than quadrupled, increasing **+400%**.



Increase
334%
Appointment requests

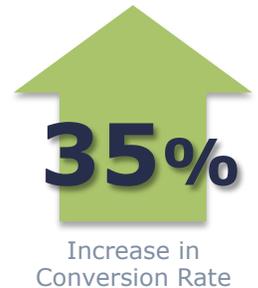


Increase
400%
Bariatric candidates



Improved Conversion

Using traditional marketing channels, this medical center averaged a **24.3%** conversion rate. After implementing the BrightWhistle digital patient acquisition campaign their conversion rate increased to **32.8%**.



We understand the needs of healthcare marketing. Just as each patient is unique, we know that all service lines and procedures are unique and as a result require different marketing strategies.



BrightWhistle SP³ was designed to be the only digital healthcare marketing platform that combines the best of Search (Google AdWords API Client) with the power of Social (Facebook Ads PMD).

brightwhistle

For more info:

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