

Case Study – Surgery Center

Background

A well-established cosmetic and reconstructive surgery center was experiencing stagnant growth and loss of patients due to heavy advertising by competitors and a weakened brand position.

Practice management and doctors asked Altyris to help them rebuild their brand and improve their ability to acquire new patients.

Actions

Our team worked with practice personnel to pinpoint their primary audience, understand their current position, evaluate previous marketing activities, and analyze their competition. Based on this analysis, we developed their marketing and branding strategy and provided several recommendations to improve their brand position and increase marketing effectiveness.

Altyris updated the client's brand identity with new imagery and messaging, restructured their marketing to better target the primary audience, reshaped their media program to improve advertising efficiency, designed and launched a new website, and established a new program of patient testimonials to give first-hand accounts of the center's excellent care.

Results

Patient acquisitions increased by 17% within the first few weeks, and continued to grow for the next several months. With the increase in patients, the client expanded their surgical staff, increased the number and range of offered procedures, and also added new medical services for their patients.