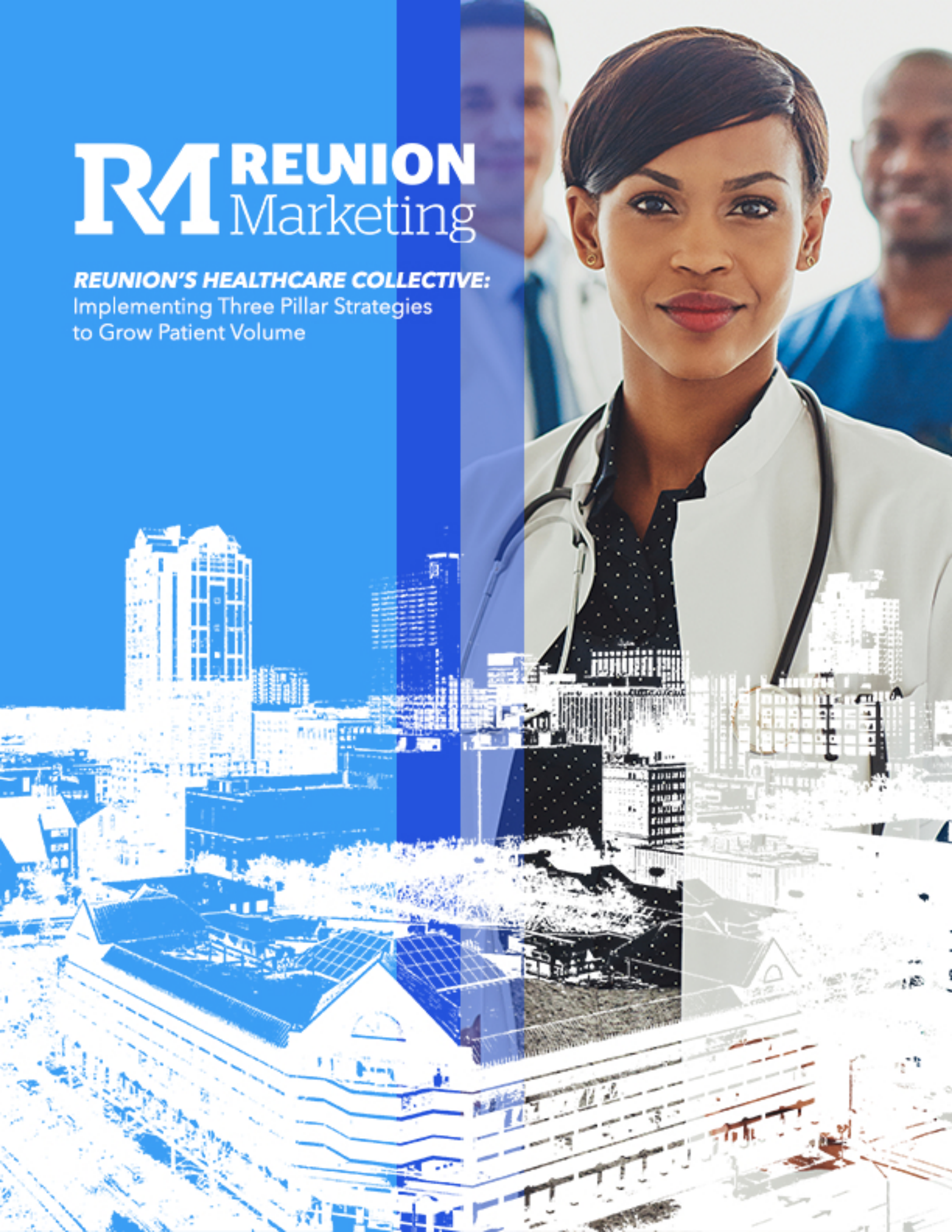


# **RM** REUNION Marketing

**REUNION'S HEALTHCARE COLLECTIVE:**  
Implementing Three Pillar Strategies  
to Grow Patient Volume



# The Challenges

Healthcare is oversaturated with marketing agencies that fail to understand the landscape and properly serve their clients. As a result, many clinics, organizations, and professionals in this vertical have little or no foundation for being found online. This created several challenges that we and our healthcare partners had to overcome.

## Website Content


was a significant hurdle. Few of our healthcare partners had information on their website framed for how and what patients would search. Instead, the **content was rather clinical, and as a result their sites received very low traffic.** The need for more accessible content was apparent.

## Lead Volume

was another challenge. Most of our partners' sites did not provide opportunities for patients to contact them. This was particularly troublesome because most consumers don't enjoy making a doctor's or dentist's appointment, so making it difficult to connect gave them reasons to continue avoiding their needs. In fact, according to Futuredontics, **23% of dental patients report that difficulty in scheduling an appointment would make them switch practices.**

## Website Goals

had to be defined so we could better understand our partners' objectives and create an empirical way to track progress. **Goal-setting also gave our partners the means to better understand our strategies.** Their previous marketing providers offered no way of tracking the effectiveness of their digital efforts, not even through setting up a Google Analytics account.

A close-up photograph of a person's hand in a light blue sleeve, holding a pen and writing on a clipboard. The background is slightly blurred, showing a stethoscope and medical documents.

"We have partnered with Reunion Marketing since 2015. We appreciate their ability to turn our ideas into a reality and keep our website updated and maximized for performance. They have helped us evaluate internet advertising opportunities and products as well as keep tabs on the performance of other internet related vendors. They are forward thinking and on point with communications and reporting."

**-Heidi Cox DHPM Charlotte**



# The Results

## Dynamic Health & Pain Management

### Year-over-Year Growth

Organic Traffic – **45% Increase**  
Leads – **87% Increase**  
New Online Patients – **103% Increase**  
Website Form Submissions – **27% Increase**  
Mobile Click-to-Calls – **162% Increase**

## Carolina Center for Surgery

### Year-over-Year Growth

Organic Traffic – **26% Increase**  
Leads – **422% Increase**  
Form Submissions – **140% Increase**  
Form-fill Conversions – **90.5% Increase**

## Monroe Family Dentistry

### Year-over-Year Growth

Social Media Ad Clicks – **26% Increase**  
Social Media Ad Reach – **422% Increase**

## Wilson Pediatric Dentistry

### Year-over-Year Growth

Total Traffic – **80% Increase**  
Organic Traffic – **132% Increase**  
Goal Completions – **606% Increase**  
Directions Requests – **51% Increase**  
Phone Calls – **235% Increase**

# Our Solutions

## Prioritize Website Updates to Improve User Experience

We created a prioritized task list to update the web pages, so patients could find healthcare services when, where, and how they want to. Some of the key updates included the following:

- Creating conversion opportunities on the most frequently visited pages.  
***Our data showed that people visit doctor biography pages more frequently than procedure pages.***
- Filling in content gaps, which meant crafting pages about general symptoms instead of focusing on procedural information.

**The core goal was to appeal more to patients and not clinicians** with our content by leveraging multiple strategies, such as search engine optimization (SEO), content marketing, and paid search, based on terms we ranked from analyzing millions of keywords.

## Create Content for Consumer Search to Acquire More Traffic

In order to take advantage of an improved user experience, our partners needed prospective patients to be able to find them in a search. We applied different SEO strategies to help them acquire relevant local traffic, such as:

- **Updated meta titles, tags, and descriptions** so search engines know what the pages contain and where the practice is located.
- **Corrected and unified directory information** because consistency is crucial to being found online.
- **Created sitemaps and registered websites** with Google and Bing webmasters to allow Google to properly index all website content

All of our decisions came from data gathered, analyzed, and assessed via platforms like Google Analytics and Moz.

# Our Solutions

## Build Client Relationships Through Continuous Communication

There is no shortage of vendors who “do medical digital marketing.” Many of these businesses are often disconnected from their partners. We like to distinguish ourselves by offering an elevated level of service:

- A dedicated marketing consultant
- Monthly review calls and emails
- On-site visits as appropriate
- Other monthly communication as needed

This approach lets us communicate our progress, remain up-to-date with what objectives they’re trying to achieve, and understand where our partners need patient growth, whether that’s with a new service offered, a new field of discipline added to the practice, or a new practitioner who joined the team.

## For Our Dentistry Partners: Leverage Industry Data to Build Social Media Audiences

It was important for us to understand the overarching patient trends within the dental industry and changes in patient demographics, so we pulled ADA data. We discovered that **the patient segment with the lowest utilization of dental services was, and still is, adults aged 18-65.**

We then coupled that with research on the distance people will travel to see a dentist to create a smart segmentation strategy. Our team created ads on the importance of dental health and targeted audiences of 18-65-year-olds focused on geographic locations within certain radii of our clients’ practices. **This approach transformed social media into some of our dental partners’ most effective mid-funnel traffic drivers and brand builders.**

