

Grow Your Medical Practice and Enhance Your Reputation

From family practice to regional showcase: Coastline Orthopaedic Associates' digital transformation journey.





Coastline Orthopaedic Associates is committed to providing compassionate musculoskeletal and orthopedic care and exceptional clinical outcomes to patients for nearly 30 years.



6 Board-Certified
Orthopedic Experts



30 years of
experience



Specialty Surgical
Care

Coastline Orthopaedic Associates' Story

Enhancing Online Presence and Attracting New Patients: Coastline Orthopaedic Associates' Journey to Success

Coastline Orthopaedic Associates has provided orthopedic and musculoskeletal care in California for over 30 years. The practice has earned a strong reputation among patients, their families, and the region. But, despite being a fixture in the California medical community, attracting new patients was becoming increasingly complex, given the growing online presence of other providers and the influx of new patient populations.

COA increasingly recognized that patients were seeking out their practice online and finding the outdated website challenging to navigate. Since online reputation is now a critical decision-making factor for many patients, COA sought a partner who could help them update their online presence and improve their visibility in the market.

Then, the surgical team discovered Steer Health...

When Coastline OA and Steer Health partnered in 2008, the orthopedic association wanted to improve its reputation, particularly its online presence. The team was further looking to establish digital patient engagement to build stronger loyalty and marketing opportunities with patients. Little did they know, however, that despite achieving these goals, Steer would also significantly improve provider and staff engagement and reduce administrative overhead.



Questions driving COA's decision to partner with Steer

- . **Reputation management:** How can we drive more patients to our practice?
- . **Patient experience:** How can we create stronger patient bonds and loyalty?
- . **Administrative burden:** How can we reduce phone calls, lengthy patient documentation processes, and unused data?



How COA achieved growth with Steer Health

Steer Health's AI-driven growth and automation platform increased clinics' online reputation from 3.7 to 4.7, helping to build a modern web presence for COAs. With Steer's modules for engaging patients online and digitizing the patient experience from appointment to follow-up, COAs can attract more patients, increase their loyalty and improve satisfaction rates over.

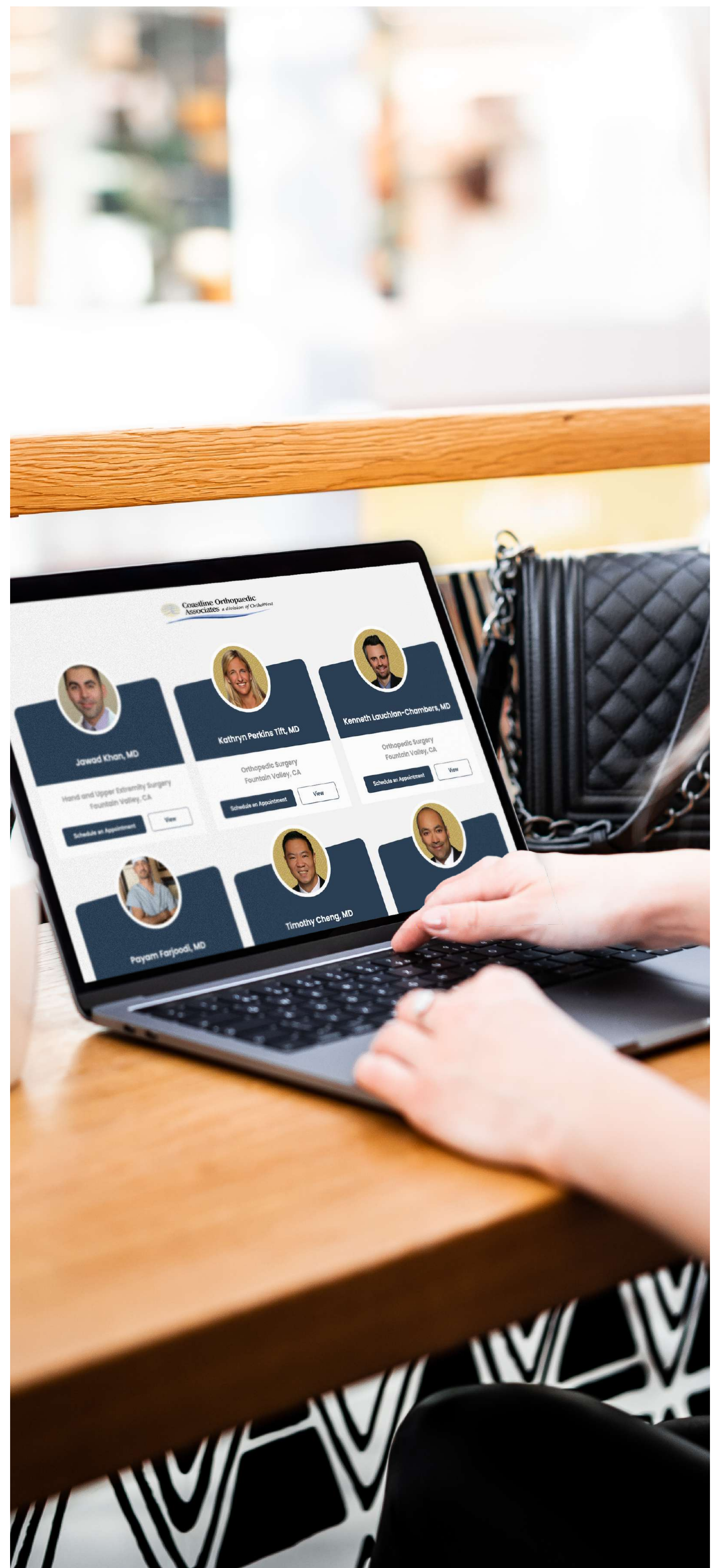
Enhancing Patient Experiences

OAS received a modernization of its online presence, with call-to-action buttons featured on every page. Patients can easily find their desired doctor, schedule and re-schedule appointments, contact the staff for essential questions, and get directions or indications. Steer's Chatbot gives Coastline's website visitors an even quicker communication option and resolves inquiries faster than via phone calls. Lastly, Physician Directories with Enhanced MD Profiles to improve visibility and boost online bookings.



Results:

- . An **optimized Web presence** attracts more visitors and converts them into patients.
- . **100+** SMS conversations monthly.
- . Significant **reduction of hold times** due to Online Appointment Scheduling (OAS)
- . Options for telemedicine **engage new patient populations and enhance access to medical attention.**



Strengthening Online Reputation

Together with Steer, COA has built a strong foundation for continued online reputation growth. Automated and personalized patient surveys now encourage patients to provide feedback and leave online testimonials. Critical reviews are captured immediately, allowing staff to offer solutions or additional care. Search engine optimization increases brand awareness and drives more traffic to the website via Google search.



127%

improvement in online ranking on Google



4.7 ★

on Google My Business with 664 patients recommending COA on Google



100%

satisfaction rating via Steer's Patient Surveys



These days, I think that there is not a patient who I see daily who has not either researched me or their family member has researched me or my practice online. Now we can manage that reputation, that online presence, and access for patients to have important information.



Payam Farjoodi MD

Robotic and Minimally Invasive Spine Surgeon OrthoWest, Fountain Valley, CA

Increasing Efficiency via Automation

Steer Health automates intercepting incoming referral requests, notifying patients, communicating with patients about their appointments via chatbots, integrating EHR data, enabling e-registration, patient surveys, and more.

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By leveraging technology and the Steer platform, we could offload that burden on our providers so they can really focus on what's important and spending time with the patient face to face. So it was a pretty impressive rate of improvement, and we're excited about what the future holds at some of our other sites.

Payam Farjoodi MD

Robotic and Minimally Invasive Spine Surgeon OrthoWest, Fountain Valley, CA



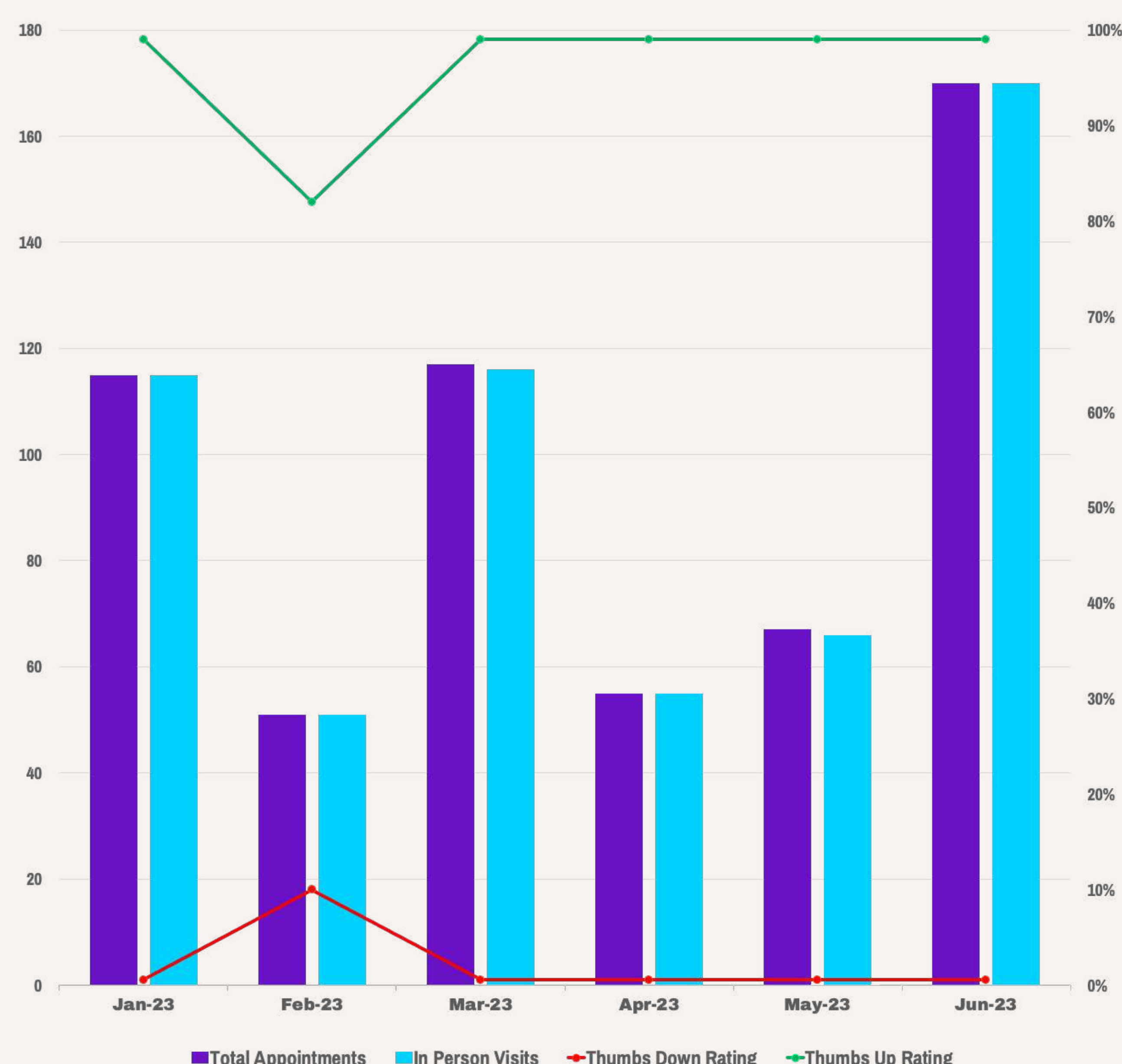
Patient prep instructions, e-Registration, and follow-ups are all automated.



The website manages on average 75+ appointments per month with a 99% show rate.



Chabot handles simple conversations and frequent patient requests per month.



In the future: more patients, more personalization

As OAS grows, the team wants to use Steer to build a closer relationship with its patients as OAS grows by sending personalized messages. That, in turn, helps build a stronger relationship and attract new patients. More patients and more referrals mean more excellent revenue opportunities and continued growth in the future.



Get Steer Health and achieve your revenue and growth goals – all from a single platform.

Book a demo with our dedicated specialists and start your journey to modernized healthcare now on Steerhealth.io!

steerhealth.io/request-a-demo/