

Strengthening patient acquisition and driving new revenue

Orange County Neurological Associates' (OCNA) team of highly-experienced neurosurgeons provides individualized treatments for a range of conditions affecting the spine and brain.



2 Office locations in
South Orange County

9 Surgeons, 1 Assistant

Specialty Care

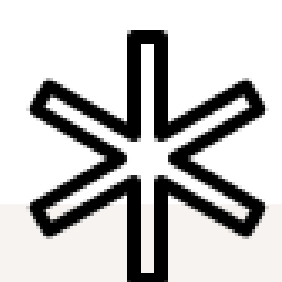
OCNA's unique success story

OCNA has been providing spine and brain surgery in Orange County for many years. In doing so, the practice has built a strong reputation with patients and their families in the region. However, it has become increasingly difficult to attract new patients, especially since new online providers have entered the market.

The surgeon groups also recognized that patients were searching for their practice online. Their outdated website was difficult to navigate, and the practice's reputation lacked strength to attract new patient leads.

Challenges

When OCNA and Steer Health teamed up, they wanted to optimize their online presence to attract new visitors and convert them into patients. Knowing the importance of a strong Google presence, online reviews and a good reputation, Steer was able to offer a complete package.



- **Reputation Management:** How can we enhance our reputation so patients choose our facility?
- **Patient Experience:** How can we create stronger patient bonds and loyalty?
- **Patient Acquisition:** How can we drive more patients to our practice?





Powering practice growth

Adopting Steer Health's AI-powered plug and play suite of tools has helped OCNA enhance their web presence, attract more patients, and effectively guide patients online through every step of their healthcare journey.

Enhanced Patient Experiences and boosted Patient Acquisition

OCNA received a modernization of its online presence. With "action buttons" featured on every page, patients can easily find a doctor, schedule appointments, contact the staff, and get directions – all in a seamless experience.

Physician Directories with Enhanced MD Profiles improve visibility and boost online bookings. Lastly, search engine optimization (SEO) increases brand awareness and drives more traffic to the website and Google.

Results:

- Optimized web presence
- 100+ SMS conversations monthly
- Reduction of hold times on call
- Search Engine Optimization (SEO) increases brand awareness and drives more patients to website



The Steer platform offers the best set of customized medical office automation solutions out there. This platform is easy to use and I really like its modular approach. With Steer, our staff have the ability to respond to our patient's needs in real time.

Farzad Massoudi, M.D., F.A.C.S.

President, Orange County Neurosurgical Associates, Laguna Hills, CA



Strengthened Reputation Management and Market Positioning

OCNA has been able to build a solid foundation for continued online reputation growth. Automated and personalized surveys after each visit encourage patients to provide feedback and leave online testimonials.

Negative reviews are automatically captured, and solutions are offered to help patients understand the value of attentive care.

Results:

- 100% satisfaction rate with 97 patients recommending OCNA on Google
- Consistent patient feedback offers opportunities for enhancing care quality
- Service recovery options help improve customer service and satisfaction.



The future: More patients, more personalization

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We are also excited about having seen a significant uptick in our patient satisfaction levels with Steer's personalized patient nudging algorithm, which gives our patients the opportunity to engage in post-surgical recovery highly. Steer has, thus, been instrumental in improving our star ratings in a genuine and organic way in a short period of time.



Farzad Massoudi, M.D., F.A.C.S.

President, Orange County Neurosurgical Associates, Laguna Hills, CA

As OCNA grows, the team wants to use Steer to further automate their front office. That in turn, helps build a stronger relationship and help attract new patients. Being able to engage more patients in a shorter team means greater revenue opportunities and continued growth in the future.





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all from a single platform.

Start your journey to modernized
healthcare now.

steerhealth.io/request-a-demo/