Automated Patient Acquisition

Ty Allen - CEO
Questions to be answered:

How can I grow my practice with a more profitable market share of patients?

Can I get new faculty members to ‘budget-neutral’ in half the time?

Can Automation and Artificial Intelligence help me market our physicians more effectively?
Key Items To Discuss

● Build your physician’s reputation (not on your website)

● Target your profitable market share using physician’s reputation & targeted ads

● Continuously measure the value
77% OF PATIENT JOURNEYS BEGIN WITH A MOBILE GOOGLE SEARCH

PRACTICES NEED TO ATTRACT NEW PATIENTS TO GROW

AUTOMATION IS KEY - STAFF IS TOO BUSY
Orthopedic Surgeons
near Las Vegas, NV  Refresh location

Desert Orthopaedic Center
4.7 ⭐⭐⭐⭐⭐ (802)
Orthopedic surgeon · Las Vegas, NV
Open · Closes 5PM

Silver State Orthopedics: David Silverberg, MD
3.6 ⭐⭐⭐⭐ (64)
Orthopedic surgeon · Las Vegas, NV
Open · Closes 5PM

Nevada Orthopedic & Spine Center
2.6 ⭐⭐⭐⭐ (76)
Orthopedic surgeon · Las Vegas, NV
Open · Closes 5PM
Easy GMB Optimization within SocialClimb

Public GMB View

Dr. Richard A. Berger
4.9 ★★ ★ ★ (41)
Orthopedic surgeon in Chicago, Illinois
Open

Google My Business

Overview Reviews About

Call Directions Save Website

1611 W Harrison St #400,
Chicago, IL 60612

Open – Closes 5PM

Make appointment: orthopedic@jhospice.com

Google Photos

Cover photo

Profile photo

Listing Score

5.5/8

Providers

Profile URL

Business description with categories

Accessibility

Open-Source Accessible

Service page URL

Appointments

https://outpatientjointreplacement.com/services/kluckarndk/Dr%20Richard%20Berger/shoulder

Bunion-verified orthopedic surgeon Dr. Richard Berger and his dedicated staff offer the cutting-edge, most experienced and comprehensive approach to minimally invasive hip and knee replacement surgery. Doctor Berger was the first to promote and perfect these advanced procedures, which result in minimal dissection and rapid recovery for patients. His method allows most patients to walk unaided and leave the hospital the very same day of surgery and is successfully used to alleviate the pain of arthritis for more than 1,000 patients each year.

SocialClimb
Stand Out From The Crowd

Real Results For Dr. Drukker

➢ More than 16,000 Views via Google
➢ 540 new patient phone calls
➢ 730 website clicks
➢ 450 driving direction
Get That Silent Majority of Happy Patients Talking on Social Media

Ty,
Thank you for choosing Midwest Orthopaedics at Rush. Please take a minute and leave me feedback at the link below.
Dr. Richard Berger
https://invite.onlinerevueone.com/957353e7-89dd-42ad-ae7f-4dcfa38987dc/yesno
Patient Experience

MIDWEST ORTHOPAEDICS at RUSH

Would you provide Midwest Orthopaedics at Rush - Chicago a public review on Google, Healthgrades, Vitals, Facebook?

YES  NO

Please tap the stars above to give a rating

Comments (please be specific)

Nurse was not nice!
Would you provide Midwest Orthopaedics at Rush - Chicago a public review on Google, Healthgrades, Vitals, Facebook?

Yes

NO

Please take a moment to leave a review.
Select a platform to leave feedback:

- Google
- Healthgrades
- Vitals
- Facebook

These are public platforms, reviews submitted are visible online.
Patient Experience

Please take a moment to leave a review. Select a platform to leave feedback.

Great care from Dr. Berger!
Example Results

Dr. Richard A. Berger
4.9 ★★★★★ (41)
Orthopedic surgeon in Chicago, Illinois

Ryan M. Tibbetts, MD
5.0 ★★★★★ (33)
Orthopedic surgeon in Kyle, Texas

David T. Hughes, D.P.M - Podiatrist
4.9 ★★★★★ (96)
Podiatrist in San Antonio, Texas

Midwest Orthopaedics at Rush
4.8 ★★★★★ (1,340)
Orthopedic clinic in Chicago, Illinois

Desert Orthopaedic Center
4.7 ★★★★★ (792)
Orthopedic surgeon in the Winchester,

Texas Orthopedics
4.8 ★★★★★ (776)
Sports medicine clinic in Austin, Texas
Example Summary Results

**55 Doctors | 30 Mid-Levels | 4 Locations**

![Google Reviews](#)

5,089 Reviews 4.81

367% Increase in self-referring calls & clicks

1,376 Reviews 4.39

Previous 4 years 1.5 Years with SocialClimb
Example Summary Results

39 Doctors | 2 Locations

180 Reviews 4.2
Previous 18 Months

657 Reviews 4.88
1.5 Months with SocialClimb

40% Increase in self-referring calls & clicks
Midwest Ortho at Rush Insights Details

400% increases in calls and clicks
We support all key PM/EMR systems with simple integration options.
SocialClimb Reputation Ad Features

- Patient Analytics - Identify the profitable market share of patients by zip code to enable targeted ad delivery.

- Boost Ad delivery, management and optimization
Patient Analytics - Find The Profitable Market Share
Boost - Automatically Run Targeted Ads

- Target the best zip codes
- Move to the top of search results
- Easily manage budget
- Measure results on every $ spent
Measure Results and Spend

Call Tracker and UTM tracking with extended location functions

Marketing Report Card - Identify value delivered via the GMB and Boost Ads

- Patients added to the practice
- Procedures done on those patients
- Revenue from those patients
- Return on Investment - Typically 10x to 30x
Call & Click Tracker

Patients by Tracker

- Abdi Raissi, MD – Orthopedic Surgeon
  8402 West Centennial Parkway
- Abdi Raissi, MD – Orthopedic Surgeon
  2800 E Desert Inn Rd # 100
- Andrew B. Kim, DO
  8205 West Warm Springs Road, Suite 250
- Andrew Kim, DO – Orthopedic Surgeon
  2800 East Desert Inn Road
- Archie C. Perry MD – Orthopedic Surgeon
  2930 W Horizon Ridge Pkwy #100
- Chad M Hanson MD – Orthopedic Surgeon
  2800 E Desert Inn Rd # 100
- Chad M Hanson MD – Orthopedic Surgeon
  8402 Centennial Pkwy # 100
- Chad M. Hanson, MD – Orthopedic Surgeon
  8205 West Warm Springs Road, Suite 250
- Chad M. Hanson, MD – Orthopedic Surgeon
  2930 West Horizon Ridge Parkway
- Craig T. Tingey, M.D. – Orthopedic Surgeon
  2800 East Desert Inn Road #100

Chad M Hanson MD – Orthopedic Surgeon
  2800 E Desert Inn Rd # 100
- new: 61
- existing: 16
Marketing Report Card - Organic and Paid

[Graph showing Organic and Boost ROI with corresponding data]

Organic ROI:
- Spend: 13,076
- Estimated Revenue: 6,234
- Clicks: 245
- Amount Spent: $334.22

Boost ROI:
- Spend: 1
- Estimated Revenue: 1
- Verified Calls: 47
- Map Actions: 34

SocialClimb
Return on Investment with SocialClimb

- Physician Reputation Building ROI = 25x
- Targeted ads for a physician ROI = 30x
Automated Patient Acquisition

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