Automated Patient Acquisition
Johns Hopkins - Case Study

Ty Allen – CEO SocialClimb
Colin Semper MBA, HCM, FAAMA. – Chief Administrative Officer
Department of Orthopedic Surgery - Johns Hopkins Medicine
Questions to be answered:

Can our online reputation be used to market our practice and not just defend it?

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

Can Automation and Artificial Intelligence help me market our physicians more effectively?
UNIQUE COMBINATION
What practices need to win - AUTOMATICALLY

REPUTATION
THE BEST REPUTATION MANAGEMENT/MARKETING SYSTEM

INTELLIGENT ADS
AI DRIVEN AUTOMATED AD AGENT

ACTUAL MEASUREMENT
IDENTIFY ACTUAL VALUE GAINED VIA MARKETING SPEND

Changing The Game
SocialClimb combines the best reputation tools and AI driven automated ad buying into our patent pending fully automated platform
GOOGLE LOCAL SEARCH

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 Surgeon
near Columbia, MD

Umasathan (Uma) Srikumaran M.D.
4.9★☆☆☆☆ (21)
Orthopedic surgeon · 10700 Charter Dr Suite 205
Closed · Opens 8AM Thu

Dr. James R. Kunec, MD
5.0★☆☆☆☆ (1)
Orthopedic surgeon · 11055 Little Patuxent Pkwy L1

Potomac Valley Orthopedic: Tang Daniel C H MD
3.0★☆☆☆☆ (10)
Orthopedic surgeon · 10700 Charter Dr #100
Closes soon · 5PM
Easy GMB Optimization within SocialClimb

SocialClimb streamlines Google My Business listings through an intuitive algorithm to help businesses manage and optimize their online presence. By following a few steps, businesses can improve their GMB listings to attract more customers.
Stand Out From The Crowd

Real Results For Dr. Valaik

➢ More than 3,220 Views via Google
➢ 191 new patient phone calls
➢ 199 website clicks
➢ 150 driving direction
Get That Silent Majority of Happy Patients Talking on Social Media

Ty,
Thank you for allowing me to help you. Please click the link below to leave your feedback!
Daniel J Valaik, M.D.

Johns Hopkins Orthopaedics
https://invite.onlinerevue.com/7f038655-63b9-4254-9eb
Patient Experience

Would you provide Johns Hopkins Orthopaedics a public review at Google, Healthgrades, or Vitals?

- YES
- NO

Please tap the stars above to give a rating
Comments (please be specific)
Nurse was not nice!
Patient Experience

Would you provide Johns Hopkins Orthopaedics a public review at Google, Healthgrades, or Vitals?

Options:
- YES
- NO
Patient Experience

Please take a moment to leave a review on any of the following platforms:

- Google
- Healthgrades
- vitals

These are public platforms and all reviews are visible online.

Great care from the full team!
Johns Hopkins Results – 3 Months - 39 Physicians

Monthly Reviews

Before SocialClimb

Sep 2019
- Google: 296 (4.80★)
- Facebook: 0 (0.00★)
- Other: 116 (4.94★)
- Private: 146 (4.49★)

SocialClimb

Google 4.81★ 872
Facebook
Other 4.88★ 458
Private 4.56★ 375
Example Summary Results

39 Doctors | 8 Locations

Google Reviews

180 Reviews
4.2
Previous 18 Months

1,225 Reviews
4.86
3 Months with SocialClimb

40% Increase in self-referring calls & clicks
Example Summary Results

55 Doctors | 30 Mid-Levels | 4 Locations

1,376 Reviews 4.39

5,089 Reviews 4.81

367% Increase in self-referring calls & clicks

5,089 Reviews

1.5 Years with SocialClimb

Previous 4 years
Midwest Ortho at Rush Insights Details

367% increases in calls and clicks
Automation/Integration

Simple Integrations to key platforms
Colin Semper  
MBA. HCM. FAAMA.  
Chief Administrative Officer  
Department of Orthopedic Surgery  

39 Surgeons  
8 Locations
Problem

- Johns Hopkins was known as the sub/sub specialists in Maryland
- Serve as a ‘Last Resort’ provider
- Only getting referrals for complex patients
- Leaving ‘bread & butter’ cases going to competition
Solutions

- To reintroduce ourselves to referring providers to change their perception
- Made major changes to internal operations to better position ourselves to allow greater access to care.
- Physician reputation and marketing are key ways to regain market share
Navigation Tips

- Start with your Marketing and Communications team
- Get SocialClimb Proposal review process started with your legal team as early as possible
- Epic integration has its own difficulties so it takes a while to get through the legal review – got approval for manual upload
- Started by establishing a service recovery team to address positive and negative comments
  - We use our marketing team
  - Data extraction (sends data to SocialClimb weekly)
  - Respond timely to patient comments as needed
### Johns Hopkins Medicine

#### All Location Ratings
3.87 stars (6522)
3.40 stars (1506)
4.18 stars (4447)
2.70 stars (569)

#### All Doctor Ratings
4.43 stars (2099)
4.56 stars (936)
4.33 stars (1163)

#### National Location Benchmark
4.26 stars (40)

#### National Doctor Benchmark
4.13 stars (27)

### Location Reputation

#### Johns Hopkins Outpatient Center Competitors

<table>
<thead>
<tr>
<th>Rank</th>
<th>Name</th>
<th>Rating</th>
<th>Address</th>
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<tbody>
<tr>
<td>1</td>
<td>Maryland Spine Center</td>
<td>4.40</td>
<td>301 Saint Paul Place, Baltimore, MD 21202</td>
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<td>Johns Hopkins Outpatient Center</td>
<td>4.20</td>
<td>601 North Caroline Street, Baltimore, MD 21287</td>
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<td>3</td>
<td>OrthoMaryland - Baltimore at Quarry Lake</td>
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<td>Towson Orthopaedic Associates</td>
<td>2.80</td>
<td>7505 Osler Drive, Towson, MD 21204</td>
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*Images and data from Social Climb*
Final 2 Questions

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

Can Automation and Artificial Intelligence help me market our physicians more effectively?
  - Get new surgeons to budget neutral
  - Enable new locations to grow quickly
Phase 2 - 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

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
Patient Analytics - Find The Profitable Market Share

Dr. P. Dean Cummings
2222 E Highland Ave # 300, Phoenix, AZ 85016-4879

Procedures

SocialClimb
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
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

## Marcus M Welby MD - Orthopedic Surgeon

**Rating:** 4.73/5 (44)

### New Patient Calls: (43 of 168 converted to appointment)

<table>
<thead>
<tr>
<th>Patient Name</th>
<th>Patient ID</th>
<th>Phone Number</th>
<th>Call Date</th>
<th>Appt Date</th>
<th>CPT</th>
<th>Projected Revenue</th>
<th>Actual Revenue</th>
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<td>2019/09/03</td>
<td></td>
<td>$1,250</td>
<td></td>
</tr>
</tbody>
</table>

*Social Climb*
Return On Investment

‘Close The Loop’ on marketing spend

Return on investment averages
  25x+ for reputation building
  30x+ for ad delivery
Automated Patient Acquisition

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