



STACEY ROBERTSON GROUP  
MEDICAL PRACTICE MARKETING AND DEVELOPMENT

## Practice Growth

# Primary Care and Specialty Practice Expansion

Stacey Robertson Group, LLC

Business Development Consulting

Union City, NJ

Private Practice Marketing & Development

## THE CHALLENGE

### Small Private-Practice Budgets

We have been working with private medical practices in the greater NYC Metropolitan area for over 10 years. Many of our clients started out with very small marketing budgets and needed to attract new patients to survive.

We set upon growing their respective practices with little to non-existent media budgets using a combination of strategic partnerships, smart web design, referral generation and community partnerships.

**302%**  
increase  
in web traffic

#### Multi-Specialty Practice

**\$0 Media Spend**

Results achieved inside 11 months

**566%**  
increase  
in patient enrollment

#### Home Visit Program

**\$0 Media Spend**

Results achieved through partnerships

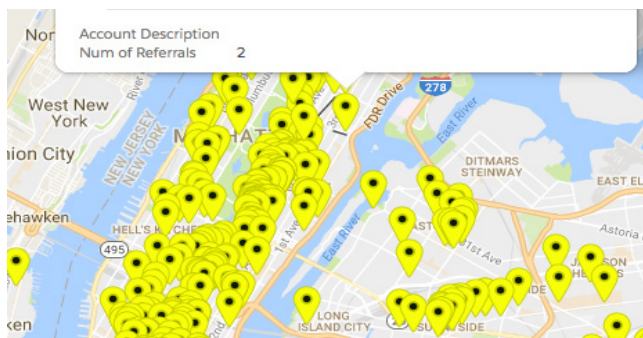
**471%**  
increase  
in referring physicians

#### Retina Specialty Practice

**\$0 Media Spend**

Results achieved through outreach

### Referral Generation



## Targeted Outreach

Our team helps specialty practices develop physician liaison programs to build up referrals from physicians in the local area. Using a Salesforce tool called MapAnything, we created a system to identify potential referral sources and schedule friendly visits to build practice awareness.

The result of identifying and tracking referrals is a steady increase in new patients and lasting relationships with referring physicians.

## Digital Marketing

### Organic growth and paid digital ad campaigns

We like to help clients build up capital before investing in media buy. To that end, we have a process to help practices establish a strong brand, clean website and local business awareness, and reputation management to drive new business with little investment.

June 1 - July 1 2020

Appointment Form Submissions	Click to Email (Total)	Click to Call (Total)
149	20	89
↑ 156.9%	↑ 42.9%	↑ 67.9%

Once the digital marketing basics are in place and have proven organic (free) growth, then we put a finely-tuned paid advertising plan in place to really increase results.

Appointments  
**122%**  
ONE- MONTH INCREASE

**SOLUTION**



This endocrinology practice was ready to invest in paid advertising and saw immediate results in their very first month.

Web Traffic  
**21%**  
MINIMUM DAILY INCREASE

**SOLUTION**



After 7 months of paid advertising, the practice maintains a daily increase in web traffic and appointment conversions.

## Future Programs

Our newest endeavor involves price transparency in the private practice setting. Through cooperative relationships with ambulatory surgery centers, we are discovering how bundled surgery fees can attract direct procedure purchases from local employers, ultimately driving new business to private practice owners.



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Clients have seen 50% to 150% physical practice growth

New programs within the practice help serve niche health communities

Reputation management is a low-cost way to build up a patient following and increase word-of-mouth referrals

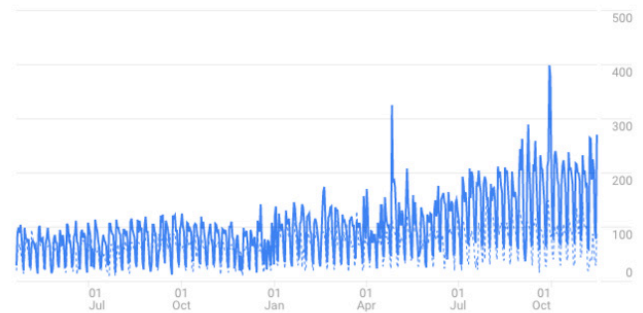
## RESULT

Practices work with us as long-term partners. We work with practice administrators and even in-house marketing staff to bring new market insights and cost-effective agency vendor contracts so that our private practices are always in a position to compete with large health systems.

We believe private practices have a unique opportunity to serve their communities, and we bring our many years of targeted marketing expertise at an affordable price so that our clients can succeed.

### Organic (Unpaid) Web Results

Users	Sessions	Bounce Rate	Session Duration
44K	67K	70.12%	1m 25s
↑64.2%	↑61.7%	↑13.1%	↓19.2%



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