

# 53% significant increase in patient engagement and 2X Revenue growth for a Top 5 US Healthcare Provider



**4.5/5**

Rated 4.5/5 from a total of 3000+ online reviews

**2X**

revenue growth within the first two months

**47%**

Increased leads by 47%

**10**

new patients per week

## CLIENT

The ambulatory clinics of the client feed into a 522-bed community hospital in Kansas which serves both affluent and low-income communities. In order to increase their footprint across the state and drive patient engagement, the client was looking for a strategic creative partner capable of executing campaigns across various channels.

## CHALLENGES

- Low patient database
- Less reviews which led to a lower ranking
- Lack of investment in local medical SEO and business listings
- Less focus on content marketing

## SOLUTION

- Creation of videos which were adopted as the main medium for content marketing
- Better utilization of social media as a marketing strategy to reach out to more patients
- Effectively using micro influencers to extend social media reach

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Grow your business and Double your ROI**

## RESULTS

- 500+ new patients and better reviews across social media
- Increased the patient base of the practice
- Increased loyal physician reference to the practice



"When we began our search for a partner to help us with our digital marketing, we were looking for one with industry experience who would continue to add value. Bringing in Lake B2B allowed us to focus more on the big picture as we worked together to improve customer loyalty and engagement."

**Rick Powell, Head of Marketing**

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