

Driving OB/GYN Patient Growth in a Competitive Market

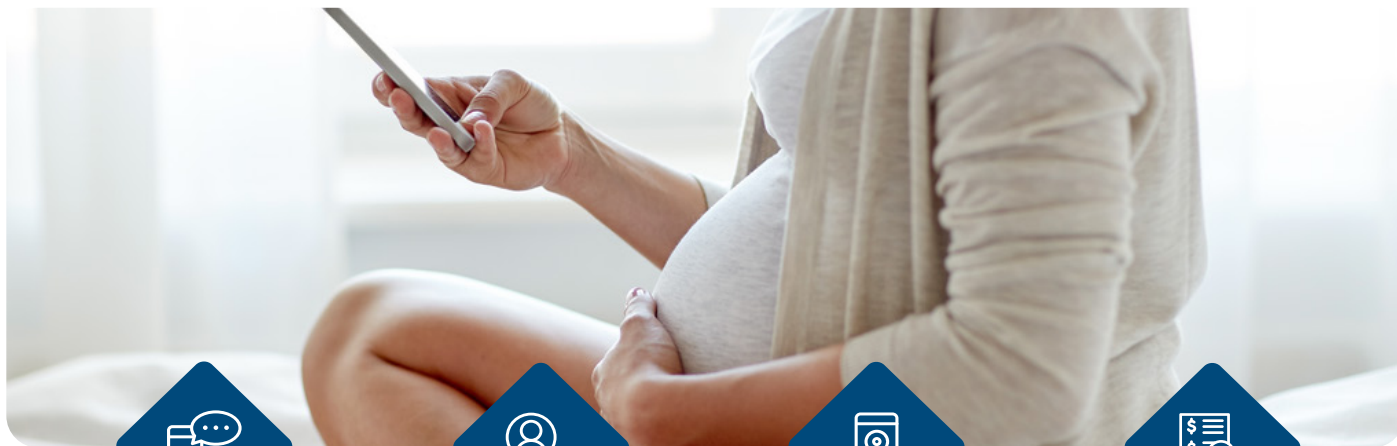
Patient growth case study

Challenge

A coastal Carolina health system aimed to increase OB/GYN patient acquisition by 2% YoY despite declining birth rates and growing competition from both new and established healthcare providers in the region.

Solution

We launched a targeted digital marketing strategy to attract both pre-OB and OB-seeking women. Our approach included:



Paid search and social campaigns tailored to patient intent



Optimized keyword strategies to capture high-intent searchers



Geo-targeting across 40 key zip codes



Data-driven ad placements across social platforms and paid search

Outcomes

The campaign exceeded expectations and led to expanded discussions on increasing their brand awareness:



+10%
form fills over goal



+40%
patient visits over goal