

Driving Pediatric Primary Care Appointments by Integrating Paid Media + SEO

Challenge

Facing a reduced budget, UCLA Health needed to increase call volume and online appointments for Pediatrics Primary Care. Maintaining visibility among their audience of caregivers while improving efficiency across channels was critical.

Solution

To maximize appointment-ready demand, we unified paid media and SEO around a shared, intent-driven strategy designed specifically for caregivers seeking pediatric primary care.



Our team

- Aligned paid media and SEO around high-intent pediatric searches to reach caregivers actively seeking primary care
- Shifted from fragmented, location-based campaigns to four consolidated brand/non-brand campaigns, allowing smarter, agile optimization across thousands of signals
- Refined keyword strategy by
 - » Prioritizing pediatric primary-care-only terms
 - » Removing specialty searches (“pediatric oncologist,” etc.)
 - » Eliminating low-intent broad terms (“find local doctor”)
- Strengthened organic visibility with stable, high-performing pediatric content and local SEO enhancements
- Consulted to improve landing experience with clearer value propositions, appointment CTAs, and flexible location filtering to match caregivers’ needs

Outcomes

In the four months following launch, we achieved



600+

pediatric primary care
appointments generated



58%

increase in call volume



46%

reduction in cost per call



20%

YoY increase in location
page impressions



75

local 3-pack rankings
(up from 48 YoY)



46

pediatric AIO rankings
(up from 1 YoY)



15%

YoY increase in search
impressions



UCLA Health



CONTACT US
iqvia.com