



## My Doc Urgent Care Case Study

URGENT CARE MEDICAL CENTER

### EXECUTIVE SUMMARY

My Doc Urgent Care, a healthcare facility dedicated to delivering fast, efficient, and quality care, sought to build a trusted brand and increase their patient base. Facing the challenge of a negative reputation inherited from the previous urgent care center at their location, they partnered with Estro Medical Marketing to revitalize their online presence and implement a comprehensive marketing strategy. This case study highlights the successful collaboration between My Doc Urgent Care and Estro Medical Marketing, resulting in enhanced reputation management, improved online visibility, and increased patient acquisition.

### CLIENT BACKGROUND:

My Doc Urgent Care opened its doors in April 2017, with a mission to provide a wide range of services, including flu shots, urgent care, allergies, primary care, on-site labs, x-rays, cancer screening, and occupational medicine. However, they faced the challenge of overcoming the negative reputation associated with the previous urgent care business at the same location.

### CHALLENGES FACED:

#### Reputation Management:

My Doc Urgent Care needed to address the negative reputation inherited from the previous business and establish a positive online presence.

#### Building Trust:

To attract new patients and grow their patient base, they needed to build a brand that patients could trust.

#### Increasing Patient Count:

My Doc Urgent Care aimed to boost their daily patient count through targeted marketing efforts and improved online visibility.

### WHY ESTRO MEDICAL MARKETING?

After careful evaluation of various medical marketing companies, My Doc Urgent Care chose Estro Medical Marketing due to their proven expertise in the healthcare industry, reputation management, and strategic marketing. Estro's commitment to understanding the unique needs of urgent care centers and their track record of successfully building trusted brands made them the ideal partner.

### SOLUTION OFFERED:

#### Reputation Management:

Estro implemented a comprehensive strategy to clean up My Doc Urgent Care's online reputation. Through an intensive six-month process, they strategically removed negative search engine result page (SERP) listings associated with the previous business, improving the online perception of the urgent care center.

#### Local SEO and Google Ads Campaign:

To increase online visibility and draw more traffic to the website, Estro employed local search engine optimization (SEO) techniques. This resulted in My Doc Urgent Care appearing prominently in over 10,000 monthly searches, including key phrases like "urgent care" and "urgent care near me." Additionally, a targeted Google Ads campaign was implemented, with carefully selected keywords and optimized ad placements, driving relevant traffic to the website.

#### Email Marketing and Blogs:

Estro leveraged email marketing to keep patients engaged and informed. By sending regular email blasts, My Doc Urgent Care remained top-of-mind with their patient base, resulting in a 15% open rate. Additionally, Estro developed informative and patient-centric blog posts, addressing common questions and concerns, positioning My Doc Urgent Care as a reliable source of healthcare information.



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### Social Media Engagement:

Estro recognized the importance of social media in connecting with patients and building trust. They created engaging profiles on Facebook and Instagram, allowing physicians to attract and interact with patients effectively. This social media presence helped establish a deeper sense of trust between My Doc Urgent Care and their target audience.

### Multi-Channel Advertising:

Estro implemented a multi-channel advertising approach to maximize brand exposure. They utilized broadcast television advertisements, targeting Bergen County East and Passaic County in New Jersey, generating over 1.1 million impressions. Supermarket advertising at the entrance of PriceRite in Garfield, NJ, further expanded My Doc Urgent Care's reach. Additionally, they utilized Every Door Direct Mail (EDDM) mailers, reaching 2,500 households in Garfield.

### RESULTS ACHIEVED:

#### Increased Brand Awareness:

Estro's branding efforts significantly improved our center's recognition and recall value. Our brand equity increased by 45%, making My Doc Urgent Care the preferred choice for urgent care services in their area.

#### Enhanced Patient Acquisition:

Through targeted digital marketing campaigns, Estro helped My Doc Urgent Care achieve an 80% increase in patient acquisition within six months. The campaigns specifically targeted our desired patient demographic, resulting in a higher conversion rate and improved patient volume.


#### Improved Online Presence:

Estro's expertise in website design and SEO improved their search engine ranking, resulting in a 60% increase in organic traffic to their website. My Doc Urgent Care's social media engagement also soared, with a 150% increase in followers and meaningful interactions with patients.

#### Increased Patient Satisfaction and Retention:

Estro's patient engagement strategies led to a 25% increase in patient satisfaction scores. Their consistent communication and valuable content resonated with patients, leading to a 50% rise in patient retention and positive online reviews.



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