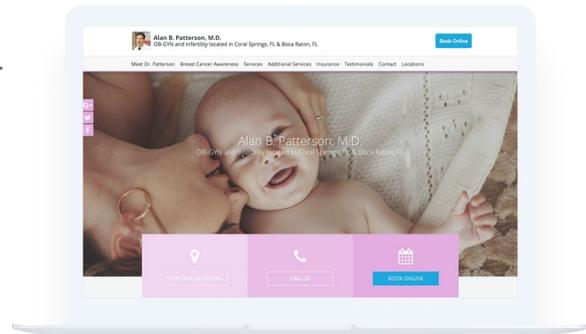


Healthcare Provider Attracts More New Patients with PatientPop Search Advertising

Alan B. Patterson, MD, is an OB-GYN with two practice locations in Boca Raton and Coral Springs, Florida. Dr. Patterson has worked in the competitive South Florida market for nearly 30 years. Though highly experienced, qualified, and well-liked by his patients, he found few new patients were booking appointments at his practices. The reason, he surmised, was because prospective patients couldn't find his website in search results.



According to Advanced Web Ranking, about 28% of people on desktops click the first link in search results, and about 14% and 11% click the second and third links, respectively. This means practices must rank well in search results to ultimately gain the attention of prospective patients. It's no longer sufficient just to have a website — doctors must do more to stand out in their specialty.

“There is a lot of competition in my area. I'd see my competitors on page one of search engine results pages, but I'd be all the way down on page seven or eight,” Dr. Patterson says. “People click on websites on the first page, so I needed to be close to the top of the first page.”

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“I'm extremely happy with PatientPop Search Advertising. I'm getting more and more patients from Google. PatientPop exceeded my expectations.”



Alan B. Patterson, MD

In early 2017, Dr. Patterson turned to PatientPop to increase his web presence and build a premium website specially designed to be found in search engines including Google, Yahoo, and Bing. Dr. Patterson knew organic search engine optimization efforts take time to show results, so he also chose to add PatientPop Search Advertising to gain visibility and attract new patients quickly.

“I was already happy with the service I was getting from PatientPop,” Dr. Patterson says. “PatientPop then showed me how search advertising works and how it could be effective for my practice.”



PatientPop search engine marketing experts worked with Dr. Patterson to develop advertising campaigns that would help him rank for competitive keywords in local search results. “I had a budget, and PatientPop told me the results I could expect from my budget and when I could expect them. I knew exactly what I was getting.”

Dr. Patterson began to see a noticeable increase in website visitors as soon as his campaigns launched. Over time, he saw an increase in appointment requests, many from new patients. “The quality of patients is good. Most of them had another physician they weren’t happy with or they are new to the area.” Even better, he says, is that many of the new patients who found him through search advertising are young, and so they have the potential to become lifelong patients.



“Search engines are the number one place prospective patients go to find doctors. PatientPop advised that the best place to spend extra marketing money is search advertising. They were right.”



Alan B. Patterson, MD

Dr. Patterson continues to work with PatientPop to attract even more new patients through search advertising. He says his PatientPop team has helped him get a better understanding of how search advertising works and that he appreciates the collaborative process.

“We work together to determine the keywords people click that apply to my practice,” he says. “When I suggest something, they tell me if it’s a good idea or not a good idea and why. I feel comfortable with them.”

He continues, “Some doctors don’t want to spend the time or money on search advertising, but it’s not that much time and the benefits are good. You have to spend money to make money. If you don’t want to spend money, then don’t expect to make money. I’m happy with what PatientPop does to help me grow my practice.”

Contact your Customer Success Manager to learn more about PatientPop Search Advertising and how it can benefit your healthcare practice.

Results with PatientPop



308%

increase in new patients



311%

increase in total appointment requests



167%

increase in organic search visitors