



CASE STUDY

**HEALTHCARE SERVICE
PROVIDER**

COMPANY BACKGROUND

- Specialized cardiology service provider with 20+ doctors practicing in Central New Jersey.

CHALLENGE

- The Medical Group has been successfully practicing for over a decade, enjoyed a good reputation, and had the necessary admittance privileges in all of the leading hospitals.
- However, the Practice has been experiencing slower growth than in the past, despite significant population growth in the region.

STRATEGY

- Avlino's Business Analysts conducted a preliminary analysis, and found the following challenges:
 - Search Engines: The Practice did not get a top rank on popular search engines.
 - Social Media: The Practice had only a modest presence on social media.
 - Online Content: The content was dated and not engaging.
 - Partner Networks: The Practice was not promoting or getting promoted by ecosystem partners in the region.
- Following the analysis, Avlino implemented the Alenza platform to understand how prospective patients were searching for cardiology services, and what the patients were saying.
- The Alenza platform aggregated all of comments on social media that elaborated the experience before and after the doctor visits or hospital procedures.
- Using this information, the Alenza platform categorized prospective patients' preferences, choices, and most importantly topics of interest that would keep them engaged.

- Finally, the Avlino team:
 - Redesigned website with keywords for SEO.
 - Relunched existing social media accounts and created new accounts that were popular with the patient base.
 - Designed and implemented a relevant social media campaign to engage patients frequently.

RESULTS

