****Increase Practice Volume and Revenue

Dr. David Cohen went into practice in Paramus, N.J. as an interventional cardiologist. After 20 years he established Circulatory Care of New Jersey and The Center for Advanced Vein Therapy. In 2012, Dr. Cohen focused 100% of his practice on the management of vein disorders. In early 2012, he changed his practice name to Cohen Vein Care, where he met with issues in with staffing and securing new patients.

## **Solutions**

## Brand Strategy

Mission and vision

Repositioning,

Brand promise and brand statements

Brand Development: Logo, taglines and messaging

Brand guidelines

* Marketing /Advertising Plan and Reviews

Service review/ SWOT

Patient/referral research

Competitive review

* Print

Print Ads: series of 6 ads, 2 campaigns

Brochures, services, patient and physican referral

Physican referral presentation materials and tools

Testimonial development

* Physician Liaison

Marketing materials

Hiring, sales and commission plan development, and sales training and coaching

Salesforce implementation and training

* Digital

Website development

email

Videos

Digital and mobile ad campaign

Hosting for website and email

Blogs

Social media and reviews

Pay-Per-Click

SEO and Video SEO

Metrics: definition and analysis

Dashboard development with Tableau with GA

* Referral Development and patient satisfaction surveys
* Public Relations

Press releases

Bios

Cause marketing

* Media planning and placement
* “Convert Inquiries Into New Patients “ front desk training

# **Results**

* NPMD’s overall marketing efforts increased revenue by **50% in year 1, with a 100% ROI.” In 10 months..**
* A 30% growth target for 12 months **was met in 3 months.**
* NPMD helped increase average ne**w patients per month over 31%.**
* NPMD Increased new patient calls **29% over prior year.** “
* NPMD Increased **new patient call conversion to appointments over 35%**
* NPMD drove an increase of 37% in physician referrals in2 months after the Physician Referral Program was implemented…”a**n all-time record. “**
* As part of his exit strategy Dr. Cohen able to merge his practice with Advanced Vascular Vein Care and tap into expentional referrals offered with the larger group, and achive the heighted revenues and profits he was seeking.