

Advanced Houston Surgical + Nobilis Health

# Driving Revenue for Independent Hospitals and Bariatric Surgeons

By strategically designed comarketing campaigns that increase brand awareness and drive growth.

*"Our biggest success is that we are consistently increasing our new patient count month-over-month"*



**Dr. Rizwan Chaudhry**

MD, FASMBS

Bariatric Surgeon and CEO,  
Advanced Houston Surgical



# The Problem

## Inefficient Advertising, No Tracking, and Sole Reliance on PCP Referrals

**D**r. Rizwan Chaudhry wanted to increase the flow of patients walking into his Practice and wanted to perform more cases month after month in an efficient and effective manner. His goal was to drive high-value cases directly to his practice without the need for a Primary Care Physician (PCP). He had attempted to use traditional advertising methods and word-of-mouth referrals but realized he needed more. The team at Advanced Houston Surgical understood that the best way to wean away from PCP referrals is to engage in some sort of digital marketing techniques

*Their problem? They weren't the experts in turning advertising budgets into results.*

Dr. Rizwan Chaudhry's team at Advanced Houston Surgical had always used manual methods of following up with every potential lead without utilizing any automated technologies.

Dr. Chaudhry and his staff understood that using automated software and various online outlets were crucial to the success of the Practice but...

- ▶ *They were running ineffective digital ads that were using up their advertising budget without resulting in any viable ROI*
- ▶ *Were unfamiliar with a conversion-based approach that both maximized consultation appointments and nurtured potential leads into becoming patients*
- ▶ *Did not utilize crucial lead-gathering tools such as landing pages and sitelink extensions*

In order to scale Advanced Houston Surgical and increase their patient count, Dr. Chaudhry and his staff knew they had to do something different. To help grow the practice, they decided to partner with the expert advertising team at Patients Now. It was clear to them that in order to achieve new levels of growth, they needed expert advice and professional implementation.



# The Solution

Targeted Landing Pages, Paid Search Engine Marketing, and Automated Technologies

## 1 Created Highly Customized and Specifically Targeted Landing Pages

Patients Now's expert marketing and design teams came together to create highly customized landing pages that were specifically created to convert audiences. Multiple different landing pages were created through a co-marketing partnership with Nobilis Health. These pages were designed to inform patients both about Dr. Chaudhry and the professionalism of Nobilis Health

## 2 Published Expertly Designed Campaigns

With the vision of Dr. Rizwan Chaudhry and the expert marketing skills of the team at Patients Now, numerous Google AdWords campaigns were created and optimized over the course of Advanced Houston Surgical's marketing cycle. The budget was steadily increased through a tight-knit partnership with Nobilis Health which allowed for consistent increases in ROI

## 3 Integrated Automated Email Follow-Ups

Previously, the team at Advanced Houston Surgical would have to manually send follow-up emails to patients who were interested in their service. By utilizing automated email technology, Patients Now was able to send automatic follow-up emails to patients who filled out the interest forms on the Landing Pages and the website. This greatly increased the available time for the staff to focus their time on different things for the Practice.

## 4 Hosted Staff Learning Events

To handle the influx of new patients due to Advanced Houston Surgical revamped advertising strategies, Patients Now hosted numerous "Lunch and Learn" events, created targeted sales scripts, and explained the importance of lead nurturing to staff members. The "Lunch and Learn" events were specifically designed to offer staff members a stress-free environment where they could learn the importance of nurturing each and every lead towards a consultation appointment. In the same way, the sales scripts were designed to complement the staff's existing conversion scripts and aid in higher booking rates.



# The Result

Consistent Increase in Unique Lead Count and Cohesive Digital Image



**\$99.61**

Cost-Per-Lead



**100**

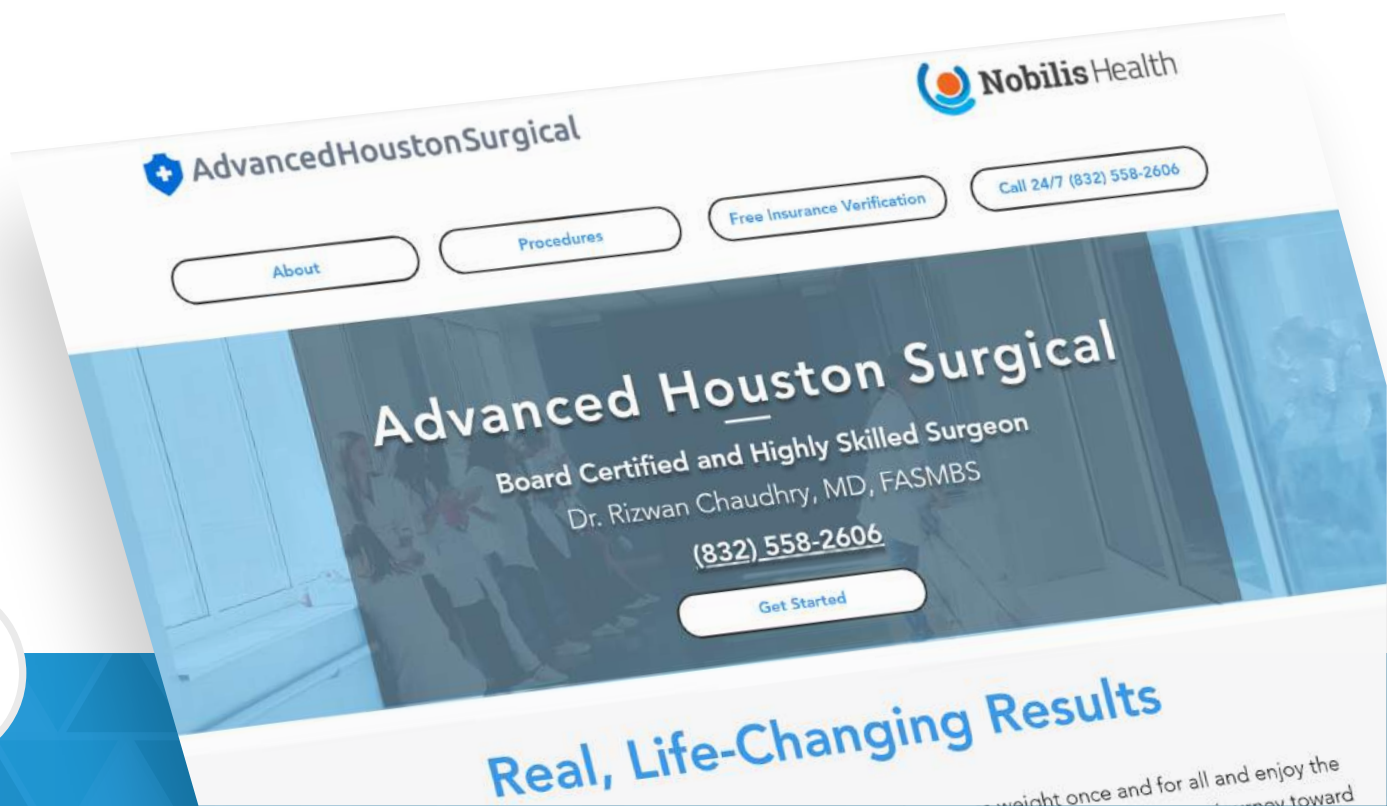
New Leads per Month



**\$100,000**

Estimated Revenue Generated

Dr. Rizwan Chaudhry was able to achieve one of the lowest Cost-per-Leads (CPL) in his market. The low CPL allowed Advanced Houston Surgical to increase their revenue, month-over-month. In addition, Patients Now's expert advertising team ensured that Advanced Houston Surgical stayed consistently booked with consultation appointments – the surgical center was able to achieve and maintain a 4x Return-on-Marketing-Investment due to the consistent influx of leads month after month.



weight once and for all and enjoy the  
money toward

## About Advanced Houston Surgical

Advanced Houston Surgical, Houston's Premier Bariatric Surgery Practice, provides professional, compassionate, and highly-personalized care. Advanced Houston Surgical serves the Greater Houston Area with offices in Sugar Land and the Webster/Bay Area. Its accredited Bariatric Surgeon, Dr. Rizwan Chaudhry, is highly-skilled and experienced in his field and has an outstanding bedside manner. He specializes in Weight Loss Procedures that include the Gastric Sleeve, Gastric Bypass, or any other Weight Loss Surgeries.

## About Nobilis Health

Founded in 2007, Nobilis Health is a full-service healthcare development and management company, with more than 30 locations across Texas and Arizona, including hospitals, ambulatory surgery centers, and multi-specialty clinics. In addition, Nobilis Health partners with more than 30 facilities across the country. Marketing nine independent brands, Nobilis Health deploys a unique patient acquisition strategy driven by proprietary, direct-to-consumer marketing technology, focusing on a specified set of procedures that are performed at our centers by local physicians.

## About Patients Now

Patients Now is a full-service digital advertising firm that aids doctors and their practices by creating expertly designed campaigns. Patients Now focuses on offering custom solutions to doctors to help them reach more patients. Clients are given access to our full suite of services, including Search Engine Optimization, Website Design, Social Media Marketing, Search Engine Marketing, Logo Creation, and many more digital solutions.



**Want More Patients and Better Results  
for Your Practice?**

Contact Patients Now

at **1 (844) 243-6239** or visit **[www.patients-now.com](http://www.patients-now.com)**