

The Houston Stem Cell Center

A New Age Advertising Solution For A Cutting-Edge Treatment

Through a Modern Approach and a Re-Branded Digital Practice Presence

"My cost-per-patient was unbelievably low and offered us exactly what we needed"



Dr. Bobby Pervez

Medical Director of The Houston Stem Cell Center



The Obstacle

Unable to connect and nurture new patients into procedures

Dr. Pervez was offering cutting-edge stem cell solutions to their current pain management patients but wanted to expand their reach. They wanted to reach people that were already searching for their ancillary services and convert them into patients. The staff at the Houston Stem Cell Center knew how to generate more leads but they were not used to strategically selling new, cutting-edge techniques like stem cell therapies – the staff didn't know how to nurture the leads they were receiving. After watching potential patients not converting into consults and procedures, Dr. Pervez realized that comprehensive digital marketing strategies were the best way to move forward.

Problem is, they couldn't efficiently convert existing leads and didn't know what digital strategies to use

The team had spent so much time getting the facility up and running that they didn't have the time to perfect their lead nurturing skills through proven sales scripts

The staff at The Houston Stem Cell Center knew that converting leads into patients and creating an online persona for the doctor was crucial but...

- ▶ *They needed some help saying the right things to new patient leads to book appointments*
- ▶ *They didn't know how to "brand" a doctor in a digital landscape*

After realizing that maybe they couldn't do it on their own, the team at The Houston Stem Cell Center decided to outsource their digital marketing to a third-party firm that could handle everything they needed and more



The Solution

Comprehensive Staff Development and Practice-Focused Re-branding

1 Offered sales conversion and lead nurturing training coupled with call tracking software

The Houston Stem Cell Center utilized the expert marketing team at Patients Now to help them create a comprehensive website for the Practice – HTXstemcellcenter.com.

To help the website convert leads into patients, the Patients Now team of marketers hosted numerous “Lunch and Learn” events for The Houston Stem Cell Center staff. The events allowed the staff to learn how to nurture and transform warm leads into actual patients for the Practice. Their efforts in lead conversion were aided by call tracking and form tracking software implemented in the website – these technologies helped them to keep track of all the new people interested in stem cell therapy

2 Re-Branded the practice and Dr. Pervez to create an authority in the Stem Cell field

With the rise in popularity of social media and doctors who were embracing the new “digital culture”, our team recommended that Dr. Pervez begin “branding” his stem cell experience and the procedures themselves.

Our expert team of marketers used the information provided by Dr. Pervez and created the hashtag “#REBORN” to send a message to patients depicting the rejuvenating abilities of stem cell procedures.

The hashtag was also used in conjunction with rebranding of Dr. Pervez as “The Stem Cell MD” to position him as the foremost authority on stem cell research and pain management therapy.

3 Launched Search Engine Marketing Campaigns to Increase Advertising ROI

The creation of a website and re-branding Dr. Pervez would not have been as immensely successful as they were unless patients were actually able to see the finished products.

By running expertly created Search Engine Marketing Campaigns, The Houston Stem Cell Center was able to position itself in front of patients who were interested in pain management therapy but had not quite learned about stem cell therapy as a viable solution to their problems. The campaigns were connected to a trackable phone number that let the team at the Practice know exactly how many people called and how they interacted.



The Result

Clear increase in patient volume and lead collection



\$65.52

Cost-Per-Lead



70

Verified Leads



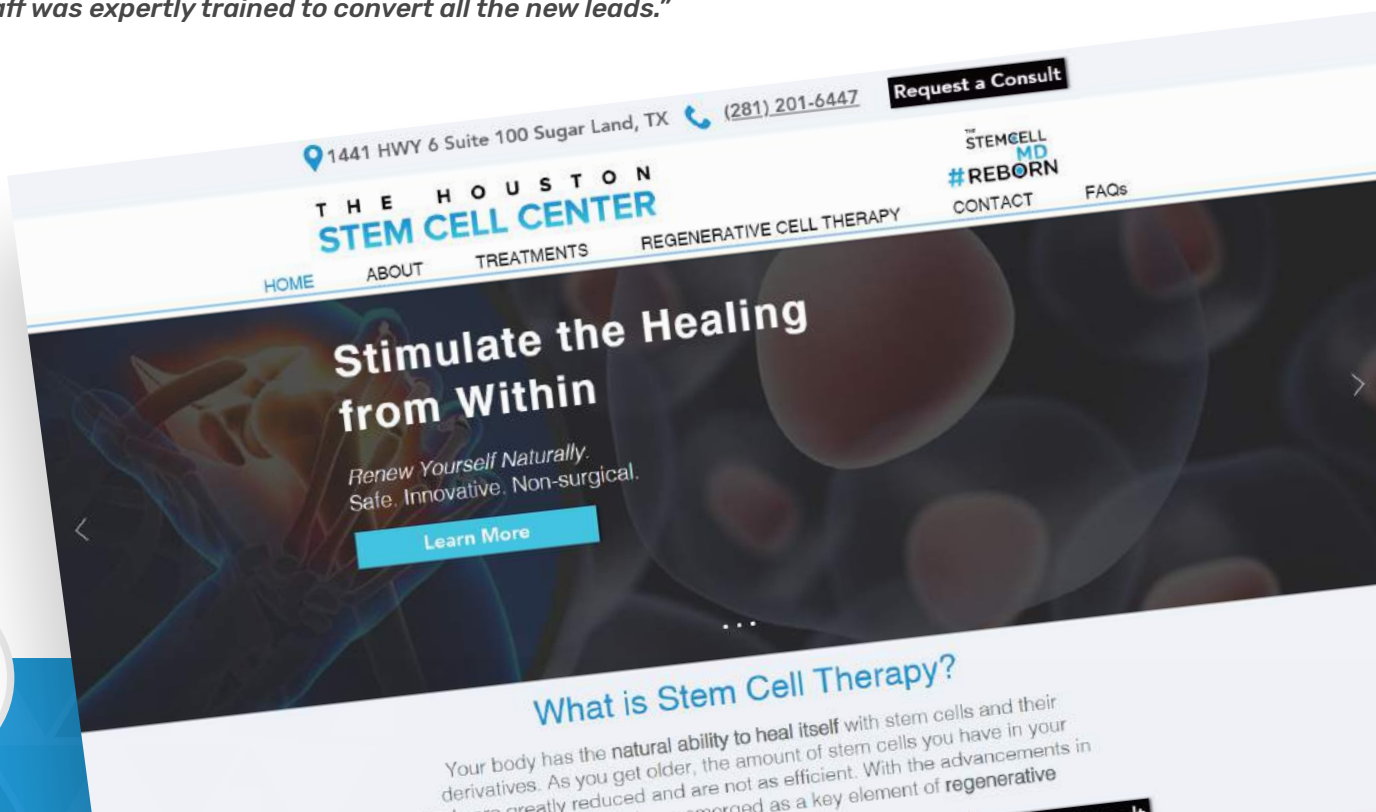
\$26,700

Revenue Generated

*Estimate

The Houston Stem Cell Center had 70 new, verified leads within the first 90 days of their digital marketing with Patients Now. The Practice was able to achieve a spectacularly low cost-per-lead and had more patients consistently calling in to schedule appointments and request consultations. The various “Lunch and Learn” events helped the staff effectively answer questions and lead patients to see the doctor.

“If it wasn’t for the Patients Now team, I’d still be trying to understand why we weren’t converting more patients. It was a genuinely amazing feeling to know that the marketing efforts were consistently putting leads into the hands of my staff. Not only did their team jump-start the growth of my Practice, they made sure my staff was expertly trained to convert all the new leads.”



About The Houston Stem Cell Center

The Houston Stem Cell Center has been serving the Sugar Land since 2002, providing professional pain management and pain treatments. More recently, Dr. Pervez started offering ancillary pain management therapy in the form of cutting-edge stem cell treatments. This treatment has been proven to offer better results and with recent advancements in technology and his own practice capabilities, this solution produces unprecedented results. The Houston Stem Cell's recent expansion is designed to better serve the metro-Houston community.

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.



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for Your Practice?**

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