



CASE STUDY: HEALTHCARE

A med spa practice in the Midwest

New patients increased 308% during a 24-week period in 2024.

+308%

New Patients
after 10 quarters of flat growth
vs. prev 24 weeks

-62%

Cost per Patient Acquisition
vs. prev 24 weeks

+87%

Lead Conversion Rate
vs. prev 24 weeks



The Problem

Word-of-mouth was our client's greatest source of new patient acquisition. With their aging patient roster, referrals slowed, stagnating new patient numbers for 10 straight quarters.

Results

- Case Acceptance Rate improved by 31%.
- New Site Visitors from organic search increased by 78%.
- Practice reviews, a ranking factor, increased by 81%.

What We Found—And Did

The client was not ranking highly organically for category keywords such as “find botox near me”. We launched an extensive non-branded keyword campaign on Google and paired that with Connected TV, paid social media, and specialty-specific landing pages.

What This Means for You

- Growth not solely dependent on referrals
- More brand-aware patients in market.
- New referral and review opportunities.
- Increased organic site visitors.

Methodology:

New patients defined as new to the clinic per the practice's Zendesk records. Lead conversion measured with tracking pixels on public, unauthenticated pages only; no patient information was transmitted. Case acceptance and revenue were reported to us by the practice in aggregate. New visitors is a GA4-defined statistic. Specific patient counts withheld at the client's request.

Book a 15 Minute Consultation:
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