



Growing Referrals, Acquiring New Patients

THE CHALLENGE

[Muskegon Family Care](#) is a West Michigan medical services provider offering medical, dental, and behavioral health, immunizations and other primary care services to underserved populations. Their mission is to improve the quality and access to care for all of their patients, regardless of their ability to pay. Their brand is working harder for a healthy community, evidenced by their service excellence as well as commitment to overcoming barriers to seeking health services, like transportation assistance.

ABOUT THE AREA MFC SERVES

Muskegon Heights' demographic profile offers a compelling case study for a healthcare institution seeking to address the needs of a diverse population. The city's high concentration of residents under the poverty line, socioeconomic challenges, higher than average rate of young/working age residents and health disparities highlight the importance of providing culturally competent and accessible healthcare services. By understanding the unique needs of this community, a healthcare institution like Muskegon Family Care is challenged to develop targeted programs and interventions to improve health outcomes and reduce disparities (as sourced by <https://datausa.io/>)

This provider came to us with two primary focuses:

1 Improve Sentiment and Brand Perception

We focused on high-level branding and awareness to inform the community of the available services, with an emphasis on behavioral health.

2 Increase Patients through Inquiries, Calls and Appointments

We've implemented conversion tactics driving those raising their hands, like in search, while connecting those same searchers to pieces of influential content.

Products Included:

- Display
- In Story Video
- Print
- Search Engine Marketing
- Sponsored Content

Case Study Highlights

AT THE TIME OF THIS WRITING, OUR PARTNERSHIP HAS BEEN IN PLACE FOR ABOUT 1 FULL YEAR.



1.5M

CAMPAIGN VIEWS



6000+

CONTENT CLICKS/
ENGAGEMENTS



+45%

SELF-REFERRING
PATIENTS*



+8.5%

PHYSICIAN
REFERRED PATIENTS*

*Those engaging with written content about Muskegon Family Care read and engaged for 54 seconds, on average. **It was clear the content was resonating with the audience.***

OUR APPROACH

Once we'd established how we'd consider the campaign a success, we crafted a comprehensive digital marketing strategy that focused on three key pillars: branding and awareness, engagement, and conversion. We leveraged a blend of display, print, sponsor content and in story video on the top Michigan news site, mlive.com. For the conversions, we utilized search engine marketing.

NEW PATIENT ACQUISITION IS OUR BUSINESS

At Advance Healthcare, we help practices and clinics tell their story. But we also work with hospitals, health systems, senior care facilities and others. While we specialize in patient acquisition, we also help with goals such as thought leadership, public awareness, onboarding new providers, and staff recruitment. Learn how we do this for practices and clinics [here](#).