



892 New Patient Leads

Coryell Health

PRODUCTS

PatientPoint® Leads™ (ROI solution)

CHALLENGE

Coryell Health, a comprehensive healthcare facility located in Gatesville, TX, was looking for ways to attract new patients across multiple service lines.

SOLUTION

PatientPoint collaborated with the facility to develop a Google Ads pay-per-click (PPC) campaign that targeted local patients searching for these particular service lines.

RESULTS

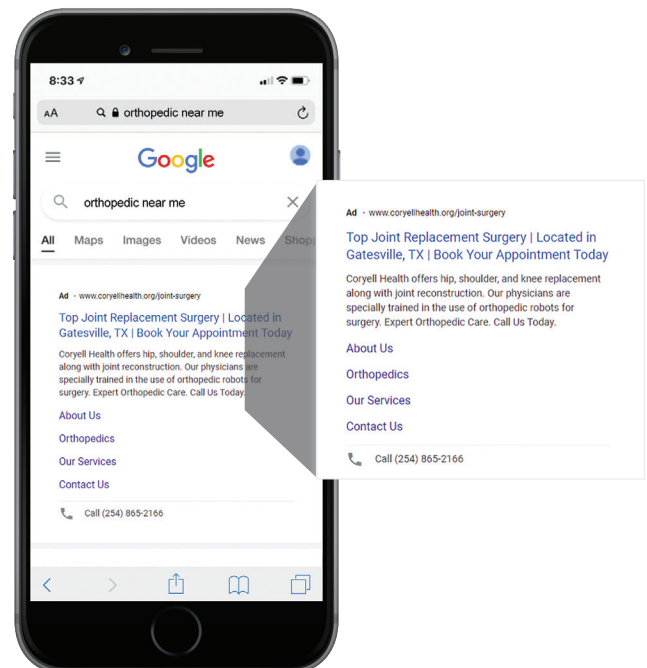
Within 17 months of starting the campaign, Coryell Health has received **892 new patient leads**.

- **6,720** clicks to their website
- An impressive 5.3% click-through rate
- **829** phone calls
- 63 contact form fills

With the success of the ad campaign, Coryell Health continues to add more service lines for PatientPoint to help promote to local potential patients.

The Power of PatientPoint Digital Marketing Solutions

The team of digital marketing experts at PatientPoint works with you to develop a **digital marketing strategy** that puts your hospital, practice, business or facility **in front of patients, residents or family members searching for your care online.**



We have seen great exposure and success in using PatientPoint to help us advertise our individual service lines. I would absolutely recommend giving PatientPoint the opportunity to promote a couple of service lines in order to see what results they can produce for you."

—Carly Latham,
Director of Marketing,
Coryell Health

To learn more, contact:

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