

A Website Case Study

Can A New Mobile Website, IT Setup and Social Marketing Consultation help Dr. Michael Lee launch a new private practice?



Goal

Create a mobile website within six weeks, helping this gynecologist launch his private practice.

Background

Dr. Michael Lee had a well respected practice and decided to leave his clinic of twenty years to become a sole practitioner in private practice. He had no IT support or access to prior customers so he needed to be found quickly with a new mobile website and HIPAA compliant marketing.

Our approach helped Dr. Lee begin marketing immediately with a one page website while the mobile website was developed. We created a custom photography shoot at his offices to establish his brand. Copy and imagery was selected to especially highlight his collaborative approach focused on educating patients as to their many alternative choices. Two reviews provided Dr. Lee and his team ample time to provide final input to our messaging.

Ideagility technical support provided was also critical to this project: we setup Dr. Lee's email system to meet HIPAA compliance and trained his support staff. We installed an SSL certificate to his site and ensured proper customer privacy. Dr. Lee had existing video that was incorporated into the site. Most importantly to Dr. Lee, we integrated his new site with Practice Fusion, the client intake database software needed. We also consulted with Dr. Lee on Facebook and email marketing.

Outcomes

Timeline goals were met with a client approved and live, mobile responsive site delivered on time within six weeks.

- We led the effort to identify and correct Dr. Lee's poor reviews on sites like Health Grades and Web MD: positive reviews and appropriate comments were added.
- Best of all, Dr. Lee's former patients enthusiastically sought him out and commented positively on the new site; his practice was very busy within 30 days of site launch.
- LeeGynecology.net remains a vital asset to this doctor's practice.
- Dr. Lee commented: "I couldn't have done this so well or so quickly without you!"