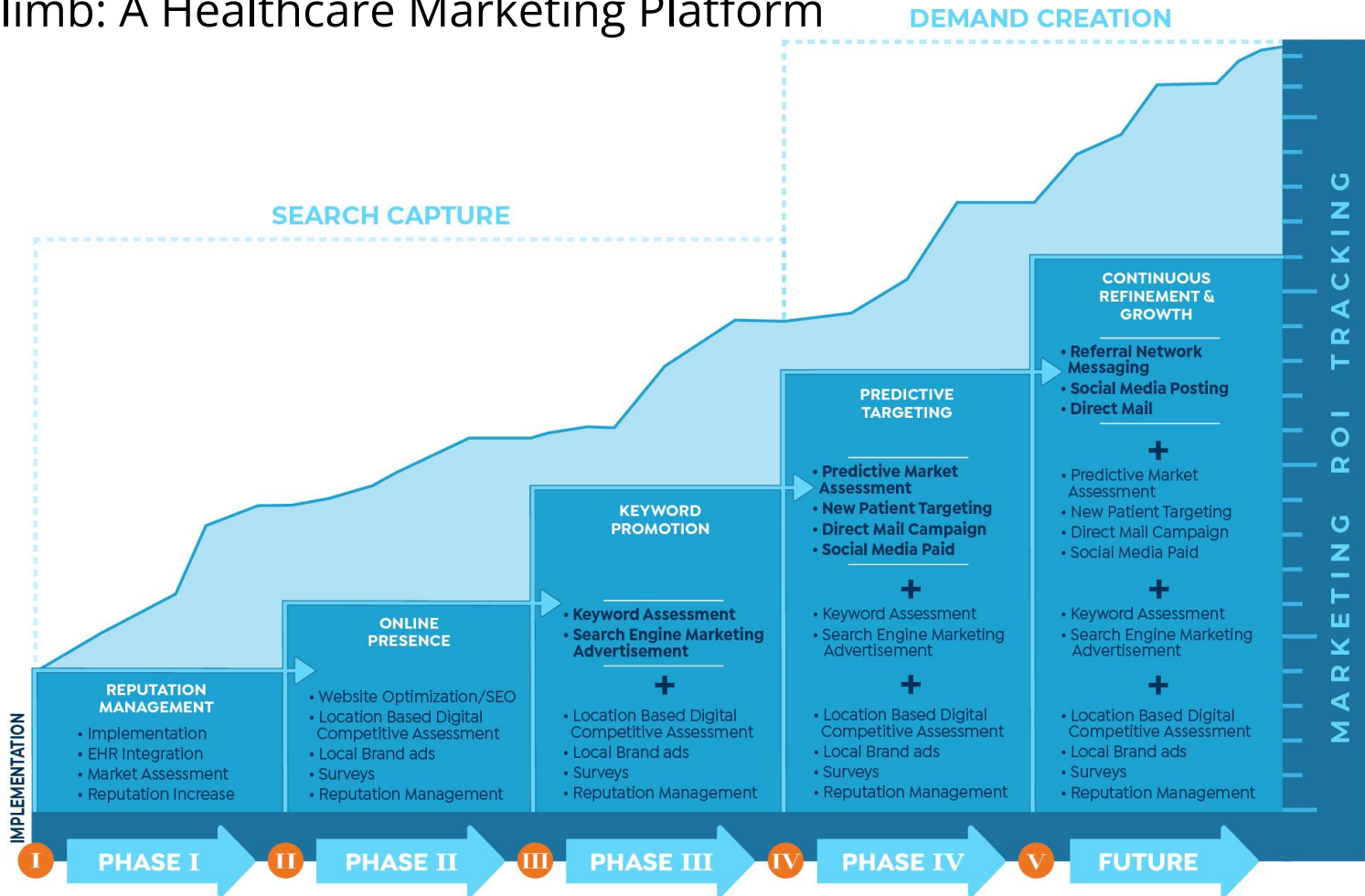




Team Training

Grow SCA cases w/ Predictive Patient Targeting & SocialClimb's
Healthcare Marketing Platform

SocialClimb: A Healthcare Marketing Platform



Does it Work?



164% Increase Calls



20% YoY Growth

"This is the best marketing dollar I've spent. Hands down."
— Andrew Carlson,
Bluegrass Director of Sports Medicine

SOCIALCLIMB
HEALTHCARE MARKETING PLATFORM

CUSTOMER SUCCESS STORY

BCO BLUEGRASS ORTHOPAEDICS

How Bluegrass Orthopaedics Increased Inbound Calls by 164% with Boost Ads

Problem
Bluegrass Orthopaedics works with athletes of all ages or recovery, serving 16,000 patients in central and southwest. With 14 specialized physicians, three locations, and seven cover a wide variety of sports medicine injuries. The online reputations of some of their physicians did not. Andrew Carlson, Bluegrass Director of Sports Medicine, & these mismatched reputations were interfering with the physicians to attract patients. In early 2019 Bluegrass had improve their physician and practice reputations. As their ratings, they wanted to capture the power of their in to fuel their digital marketing efforts.

"I believe the biggest influence helping us achieve these results is SocialClimb."
— Ben Short,
Longview Orthopaedic Clinic CEO

SOCIALCLIMB
HEALTHCARE MARKETING PLATFORM

CUSTOMER SUCCESS STORY

LONGVIEW ORTHOPAEDIC CLINIC ASSOCIATION

How Longview Orthopaedic Clinic Achieved 20% YOY Growth

Problem
Longview Orthopaedic Clinic, a leading surgical practice in East Texas, provides exceptional patient care to people in the area. Despite being well revered, their online reputation didn't match the care they provided. Two of their doctors had a handful of reviews each, but the other eight doctors had none. With competition in the market heating up fast, they knew they needed to act quickly to remain the top choice for orthopaedic and spine care. They set out to find an affordable solution that would improve their online reputation and solidify their market presence.

"SocialClimb has been a great decision for our business."
— Rachel Sherburne,
Olympia Project Manager

SOCIALCLIMB
HEALTHCARE MARKETING PLATFORM

CUSTOMER SUCCESS STORY

OLYMPIA ORTHOPAEDIC ASSOCIATES INC.
Your Life in Motion

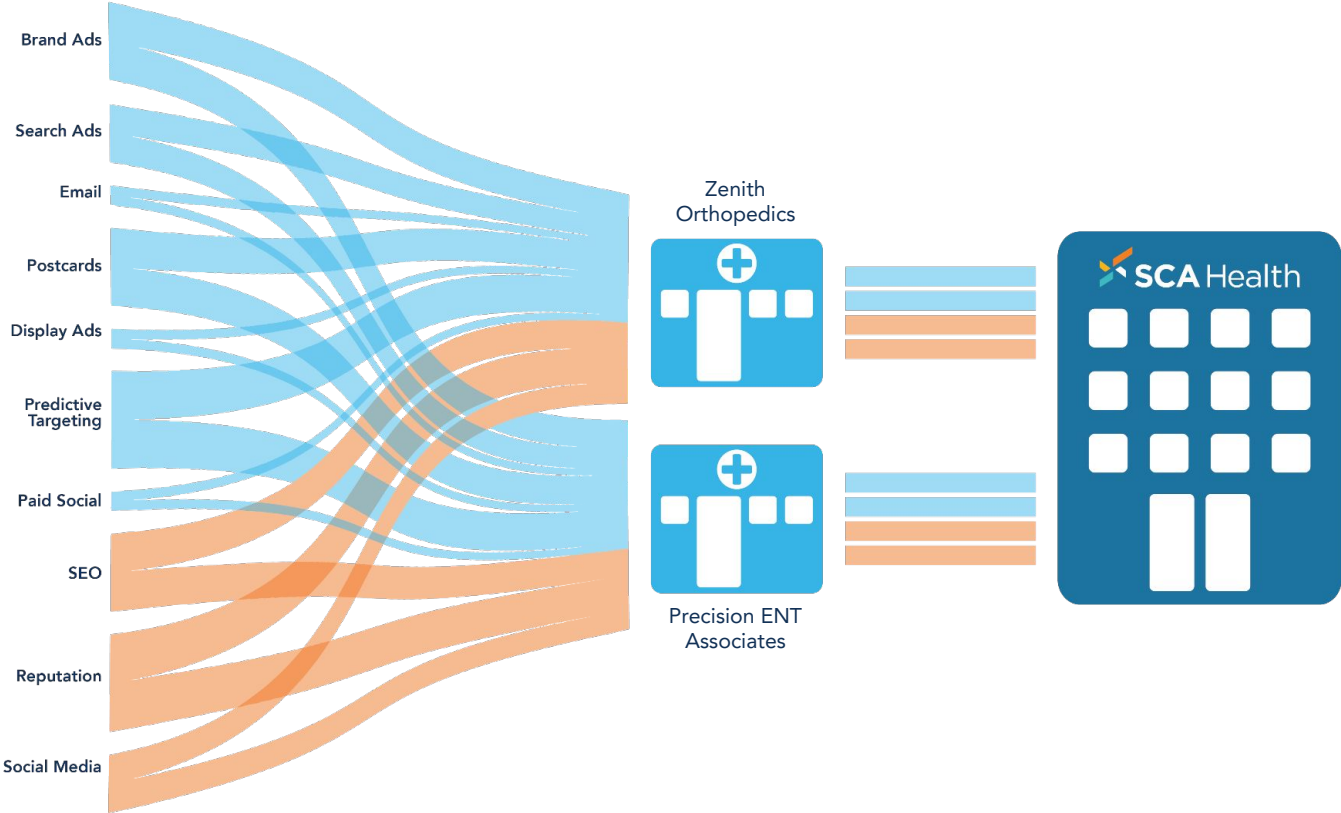
Oly Ortho Sees a 7,400% Increase in Reviews

Problem
Olympia Orthopaedic Associates (Oly Ortho), the largest full-service orthopaedic group in the South Puget Sound area, wanted to improve their online reputation. The doctors at Oly Ortho provide excellent care for the people in their community, improving their quality of life, but their online reviews did not accurately reflect the positive sentiment of their patients. The problem was, as an organization, they only received about three Google reviews a month. That meant that each review heavily impacted their star rating. They knew that with more reviews coming in, their rating would stabilize and better reflect actual patient sentiment. Oly Ortho needed a solution that would bring in more reviews and improve their star rating but not make extra work for their staff.



7400% Increase in Online Reviews

SCA Health & SocialClimb Combined Goals



Getting Started

Use the *Predictive Patient Explorer* to share the practice opportunity size.

Hip & Knee Audience for the Saraland Location DRAFT Date Created: Jan 10, 2023

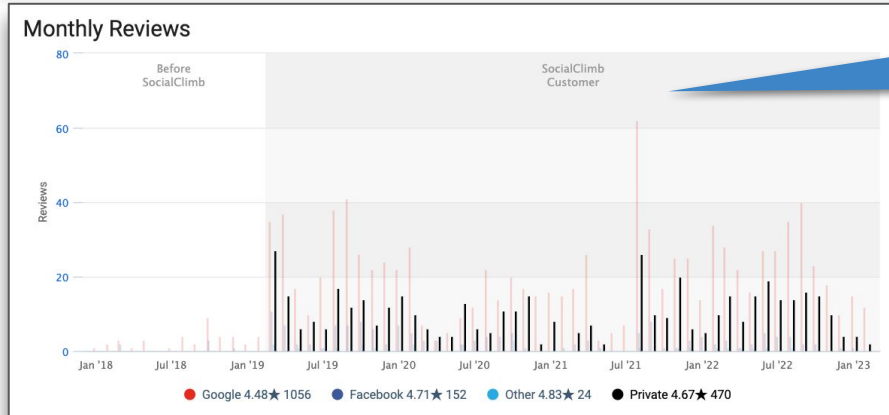
AUDIENCE SIZE: **27,847**

MODEL: Orthopedics: Hip & Knee
RISK: Extreme Risk, High Risk, Elevated Risk

TARGETED LOCATIONS: 36525, 36571, 36572, 36608, 36613, 36618, 36695

PURCHASE MAILING LIST: MAILABLE AUDIENCE 15,726
PURCHASE FB AUDIENCE: TARGETABLE AUDIENCE 25,706

Targeting the right patients significantly reduces marketing spend.



Show Before and After SocialClimb to illustrate growth potential.

CHANNEL ▾	CALLS	APPOINTMENTS	NEW PATIENTS	COST	COST/CALL	COST/APPT	COST/PATIENT
Organic Search	7,198	1,674 (23%)	419 (25%)	\$15,588.00	\$2.17	\$9.31	\$37.20
Paid Search	415	119 (29%)	111 (93%)	\$4,864.99	\$11.72	\$40.88	\$43.83

Ask if they are currently tracking Marketing ROI.

Getting Started



Cooperative Sales Opportunities

Ryan Evans - VP of Sales

revans@socialclimb.com

801-995-5595

Schedule time:

www.calendly.com/ryanevans1

<https://app.socialclimb.com>

SocialClimb

app.socialclimb.com/login?next=%2Fapp%2Fhome

SOCIALCLIMB
HEALTHCARE MARKETING PLATFORM

Sign In to Your Account

Email

Password

I'm not a robot

reCAPTCHA
Privacy - Terms

SIGN IN

[Trouble signing in?](#)

Find Prospective Patients

1. Click Patient Targeting *Predictive Patient Explorer*
2. Input the location
3. Choose Model
4. Choose Risk levels
5. Create audience by selecting multiple zip code(s)
6. Save the audience

The screenshot displays the SocialClimb Predictive Patient Explorer interface. The browser address bar shows the URL: `app.socialclimb.com/app/patient-explorer/analytics/wizard?accountid=15518&levels=1&levels=2&levels=3&model=Orthopedics:%20Hip%20...`. The page title is "Predictive Patient Explorer > Predictive Analytics > Create New Audience". The user is logged in as "Sales Team 2 SCA Health".

The interface features a dark blue sidebar with navigation options: Send Invite, Dashboard, Executive Report, Reviews, Google Business Profile, Patient Targeting (expanded), Predictive Patient Explorer (highlighted), Manage Audiences, Postcard Campaigns, Boost, Marketing Report, Calls, Surveys, Reports, and Settings. At the bottom of the sidebar are links for SocialClimb Help Center, EULA, Terms, and Privacy Policy.

The main content area shows a three-step process: 1. Explore Audience, 2. Name Audience (current step), and 3. Use Audience. The "Name Audience" step includes a form with the following fields:

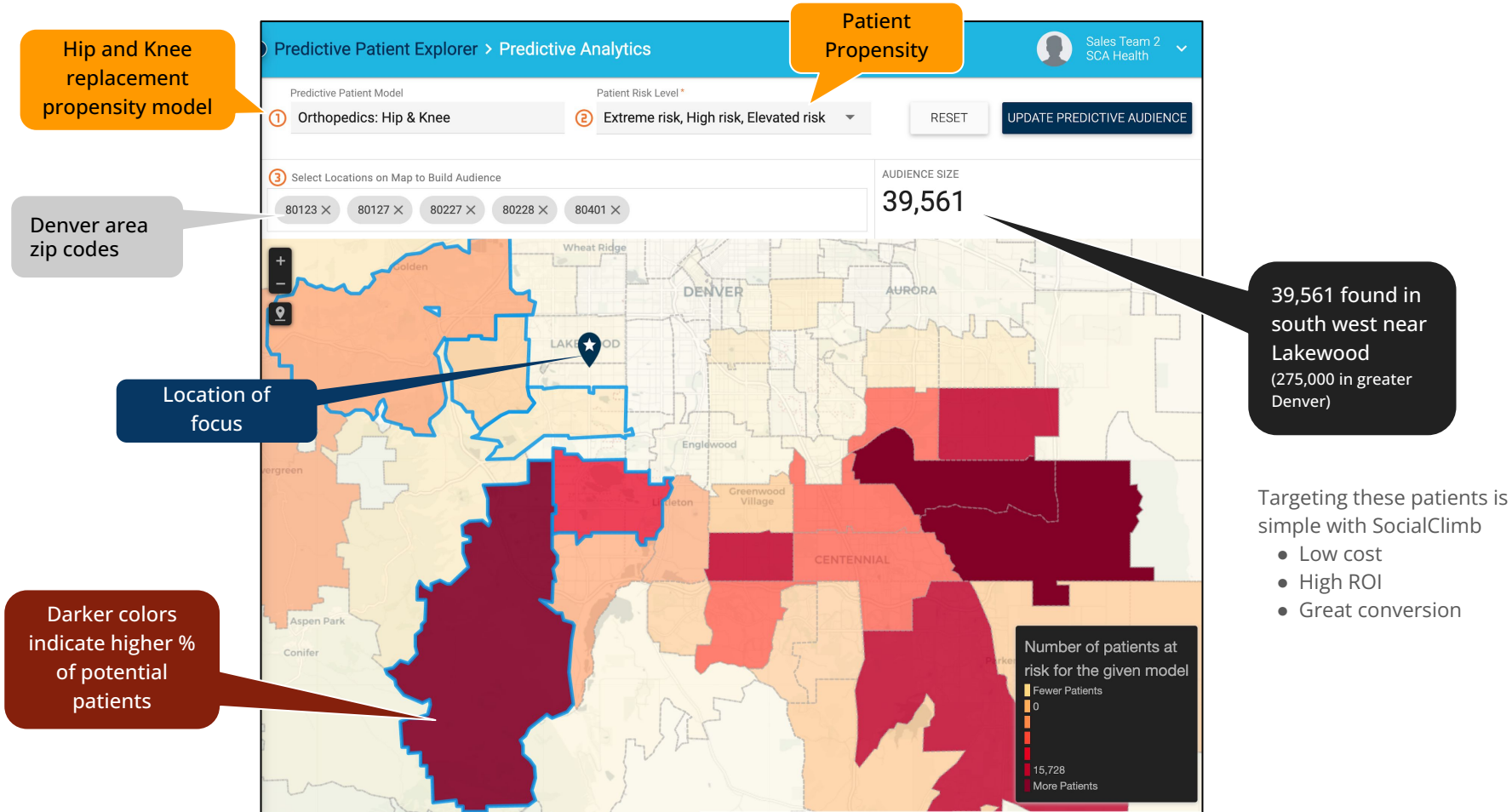
- Audience Name***: Ty's Lakewood, CO audience for Hip & Knee
- Name of the Predictive Audience**: (empty)
- Summary***: The audience for Hip & Knee in Lakewood for discussions with Colorado Ortho Specialists.
- Description of the Predictive Audience**: (empty)

Below the form, the following details are displayed:

Audience Size 39,561	Audience Details MODEL Orthopedics: Hip & Knee RISK Extreme Risk, High Risk, Elevated Risk TARGETS 5
---------------------------------------	---

Buttons for "RETURN" and "NEXT" are located at the bottom of the form.

Example Practice – Denver, Colorado



Targeting Highly Probable Patients

Use Audience

CHF-Denver

CHF-Denver

Audience Size	Audience Details
18,066	<p>MODEL Cardiology: Congestive Heart Failure</p> <p>RISK Extreme Risk, High Risk, Elevated Risk</p> <p>TARGETS 4</p>

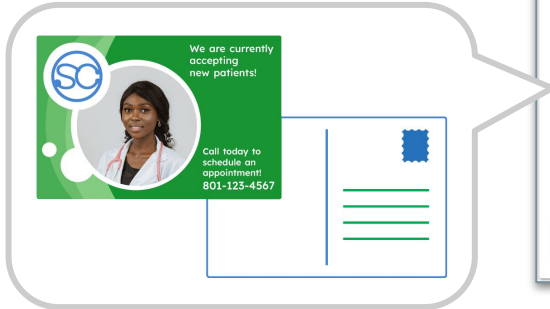
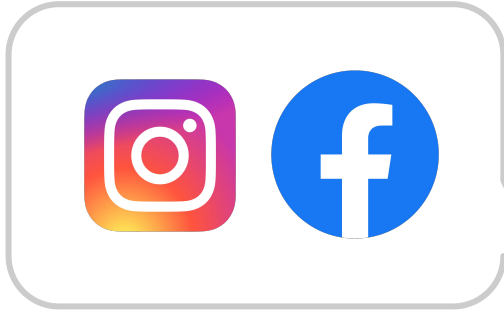
Upload to Facebook Size: 18,066

Purchase this audience and upload to Facebook PURCHASE AUDIENCE

Post Card Mailing List Size: 14,229

Buy patient leads to send a direct mailer PURCHASE LIST

BACK CLOSE



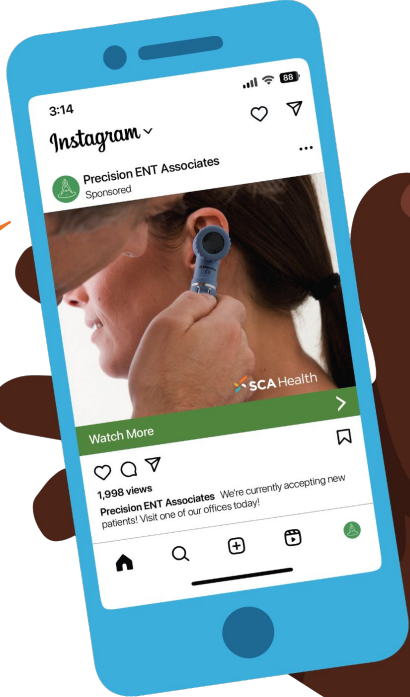
Audiences are de-duped for mailing

Export prospective patients for Post Cards or Social Media targeting

Audience Targeting - Social Media



Co-branded
Social Media
ads with SCA



Audience Targeting - Direct Mail



Co-branded Postcards

