

**"I believe the biggest influence helping us achieve these results is SocialClimb."**

– Ron Short,  
Longview Orthopaedic Clinic CEO

## CUSTOMER SUCCESS STORY



# 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 orthopedic and spine care. They set out to find an affordable solution that would improve their online reputation and solidify their market presence.

## Solution

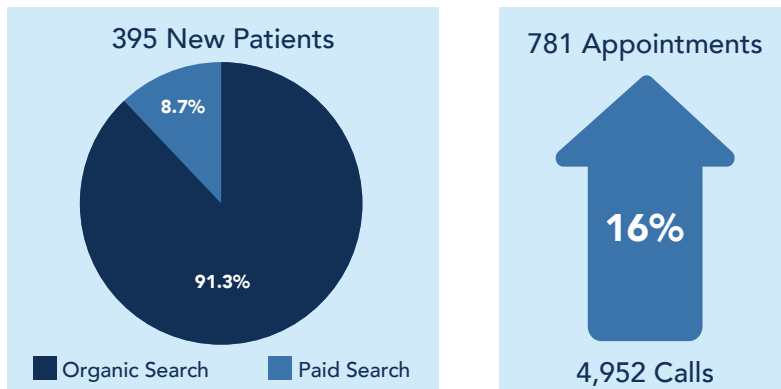
Ron Short, Longview Orthopaedic Clinic CEO, wanted a software solution that would help earn the clinic a greater number of reviews, improve their standing in Google Local Search results, and provide usable report information. He discovered SocialClimb and implemented its suite of tools in November, 2019.

In November, 2021, Short added call trackers through the platform and began sending paid ads. With reputations in excellent shape, he wanted greater control of patient acquisition. Adding call tracking also provided access to data that would show him exactly how patients were finding the clinic and which of his marketing tactics were most effective.

## Results

The clinic has seen great results with SocialClimb. Perhaps the most striking and impactful are a 2,650% increase in Google reviews every month and a 41% increase in monthly calls from the Longview Orthopaedic Google My Business Profiles.

Call trackers allow Short to see which of his new patients have come from organic and paid search efforts. The Marketing Report he receives shows that in November and December, 781 appointments were made from patients calling in from either the Google profiles or ads, and 395 of those—51%—were new patients. Short can also see that the cost to bring in a new patient from ads was \$85, the cost for new patients from organic search was just under \$8, and their overall patient acquisition cost was \$16.73.



	Organic Search	Paid Search
Calls	4,521	431
Appointments	688	93
New Patients	349	46
<b>Patient Acquisition Cost</b>	<b>\$7.79</b>	<b>\$84.92</b>

## Value

Thanks to SocialClimb, Longview Orthopaedic Clinic has the data in hand to know the ROI of their marketing tactics and make strategic growth decisions. The highest rated orthopedic provider in the region, all of their doctors, NPs and PAs have a 4.6 star rating or higher on Google. In addition, eight to ten patients a week report finding them on Google.

“I believe the biggest influence helping us achieve these results is SocialClimb,” said Ron Short, Longview Orthopaedic Clinic CEO. “I have no doubt that their platform is the number one driver of our 20% YOY growth over the past two years.”