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– Dr. T. Ellis Barnes



CUSTOMER SUCCESS STORY

Surgeon's Success With SocialClimb Rocks the Boat

Problem

Dr. T. Ellis Barnes is a general surgeon in Savannah, Georgia, specializing in robotic-assisted surgery using the da Vinci surgical system. Working with robots to heal patients with minimally invasive procedures, it should come as no surprise that Dr. Barnes is forward-thinking when it comes to medicine.

At his previous practice, Dr. Barnes was searching for a way to boost his own visibility and that of the other providers he worked with. Dr. Barnes' colleague, an orthopedic surgeon, informed him of the success they were seeing with SocialClimb. Intrigued, Dr. Barnes looked into SocialClimb's online reputation management, targeted ads, and analytics.

Solution

Dr. Barnes brought the idea of implementing SocialClimb's suite of tools to some of the senior members of the practice. The senior partners of the practice were dismissive of the value SocialClimb could offer but authorized Dr. Barnes and some of the newer providers to begin using the service.

Results

In a short time, Dr. Barnes began seeing an influx of new patients.

"I cannot tell you how many people I had come into my office, and I'd say, 'How did you find me? I have no idea who this referring provider is.' And they would say, 'Well, we found you on Google, and your reviews are amazing, and it sounds like you're really kind. So we asked our referring provider to refer to you.'" — Dr. T. Ellis Barnes.

After starting with SocialClimb, Dr. Barnes began seeing an average of three new extra cases a week. Business was booming.



438 appointments
in 16 months



232 new patients
between Aug '21 - Dec '22



2,825 calls
in 2022

Secondary Problem

However, it wasn't long before the senior partners began to take notice, but not in the way you might think. "One senior partner, in particular, was driven by being the busiest surgeon in the practice," said Barnes, "And I jumped way ahead." The senior partner began complaining that Dr. Barnes was getting **too much** business.

"They told me to shut the whole thing down, and their argument was, 'We're a practice; we promote the practice, not the individual.' I argued that each of us is an individual within the practice. We should each be promoting ourselves. No one comes to look for a practice. They come to a person. We're all salaried, so it doesn't matter who's the busiest." — Dr. T. Ellis Barnes

Dr. Barnes suggested that, since his senior partners were now seeing the value of SocialClimb, they should allow him to set up the whole practice with the program.

To his bafflement, the senior partners seemed to feel challenged by Dr. Barnes' influx of new business rather than excited about what it meant for the practice as a whole. That was when it became clear that **this friction would ultimately make it difficult to remain compatible as colleagues.**

Not only did egos cause Dr. Barnes' former employer to lose a competent and well-reviewed robotic surgeon, but according to Dr. Barnes, it got worse.

"I'm going across the street to [their competitor]," said Dr. Barnes. "I told [my new employer] what I've done, and they want to talk to me about SocialClimb. I'm hoping to make a comeback with a seven-man group, all interested in replicating what SocialClimb has done for me."

Value

Fortunately, Dr. Barnes will be landing on his feet, and he has a sense of humor about the strangeness of his situation. "Good things are happening in a very uncomfortable way," he said. "It's okay to laugh! It's ridiculous!"

In his time with his previous practice, Dr. Barnes' business improved along a variety of metrics, from reviews and calls to new patients and an increased number of appointments.

Dr. Barnes' situation presents a unique case of just how effective healthcare marketing with SocialClimb can be. SocialClimb usually won't cause friction with your employer, but we can't guarantee that you won't be perceived as a threat!