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CASE STUDY #5 – Cost-Competitive MRI Center

Background:

Highfield MRI, a Columbus, OH-based Magnetic Resonance Imaging center with competitive MRI pricing, leading edge technology (e.g. new open MRI), and scheduling convenience (same/ next day appointments) was looking to leverage their advantages versus a number of larger, local competitors (Ohio State University, Mount Carmel Healthcare Systems, Cleveland Clinic) through targeted advertising. They wanted to be sure that whatever money was invested in marketing and advertising had a clear return on investment by driving additional MRI scans.

Execution:

As part of their effort, MD Connect implemented the following online marketing strategies:

- Localized micro-website (www.columbus-mri.com) with content written by professional medical writers, highlighting their technology and capabilities, and explicitly listing pricing.
- Paid search campaigns created on all major search engines (Google, Yahoo, MSN/Bing) and segmented for search, display, mobile, placement, content, Spanish and branded terms.
- Search engine optimization of site including implementation of outsourced medical blog (published twice monthly) to provide continual content updates to site.
- Directory listings and optimization on over 40 local directory sites including Google Plus, CitySearch, Yelp, Yahoo, Bing, Merchant Circle, etc.
- Detailed lead and referral tracking via keyword-level call tracking, Google Analytics profile set-up, goal administration and monitoring

Results:

This MRI Center has seen a clear impact on their business including the following **typical monthly results**:

- 400-500 visitors driven to microsite
- 80+ tracked phone calls directly attributable to microsite visitors
- 40-50 tracked referrals/leads directly attributable to program
- 10+ appointments
- At least 6 additional MRI scans driven per month resulting in a clear positive return on investment.

The client has deemed the program a solid success, and has continued it for over two years now. Said General Manager, Greg Zytowski, “we’ve advertised in many other media over the years, but for us, online marketing (and specifically MD Connect) offer a clearly measurable and superior return on investment for our MRI Center.”

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