



A Strategy for Success

A CASE STUDY:

Digital Marketing at Urology Associates

legato[®]
healthcare marketing

UROLOGY



ASSOCIATES

UROLOGY



ASSOCIATES

UA Background

- Founded in 1950
- Nine providers
- Provides urologic healthcare to Milwaukee, Waukesha, and surrounding metropolitan suburbs



The Challenge

When Urology Associates formed a relationship with Legato in January 2016, they had no marketing plan in place. Their website was out-of-date from both a design and content perspective. In terms of social media, Urology Associates was not established on any platforms. Metrics also showed that Urology Associates was not being found in online searches.

Our Solution

Legato Healthcare Marketing took Urology Associates through a comprehensive planning process to identify gaps and opportunities in their digital marketing program. Legato then developed a strategic marketing plan for Urology Associates. At the heart of the plan were three initial goals:

1. Grow online visibility and optimize web presence
2. Create engaging content for patients
3. Build reputation with positive patient reviews

Step I Web Design

To accomplish our objective of growing Urology Associates' online presence, Legato recommended a redesign. Legato's digital and design teams conducted a website audit, reviewing functionality, most visited webpages and important content, brand, and expectations for the new website. Then, based on the information gathered in the website review stage, a new sitemap and wireframes were developed. Legato then created a responsive, custom web design.

In the final stages, Legato performed a content review and an SEO strategy was developed for optimum readability and search engine opportunities.



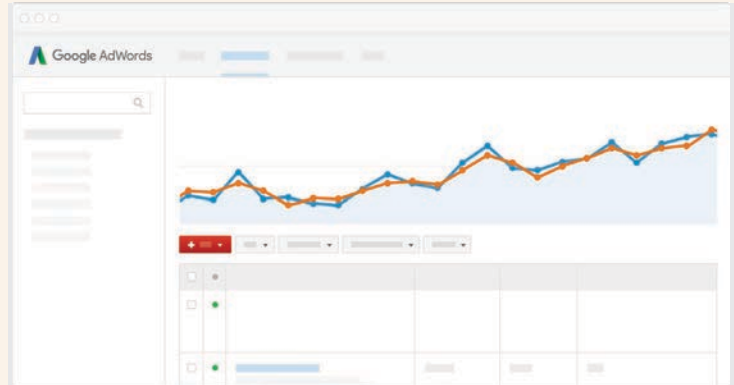
Urology Associates Old Website



Legato developed a robust website to assist with the education of treatment modalities, procedures and general information in the world of urology for Urology Associates' patients. In doing so, we created links to materials from partner pharmaceutical companies and equipment providers to develop educational components for shared patients. Visit the new and improved website at www.wisconsinurology.com.

Step 2 Search Engine Marketing (SEM)

Legato also conducted keyword research and analyzed search term reports to determine what online users were searching for in the primary and secondary service areas. As a result, Google AdWord groups were created for Men's Fertility, Kidney Stones, Erectile Dysfunction, and Low Testosterone.



Step 3 Social Media

Because Urology Associates lacked a Facebook presence, Legato established a profile page for the clinic, sharing the latest urology health news, clinic information, and patient education. Legato also developed monthly editorial calendars and managed post scheduling.

Step 4 Digital Referral Card

As part of a comprehensive digital strategy, Legato created a digital hand-out card to encourage online reviews from patients. Legato also created personalized after-care follow up letters for individual providers to send as a thank-you. The letter encouraged patients to share their experience via Google, Healthgrades, Vitals, RateMD, Facebook, or the website.



Results Speak for Themselves

In just six months, website traffic increased an impressive 66%.

66% ↑
Website Traffic



Google AdWords

As a result of Legato's analysis and digital program implementation, click through rates (CTR) significantly exceeded the industry's average of 1.79%.

$$\text{CTR} = \frac{\text{CLICKS}}{\text{IMPRESSIONS}} \times 100\%$$

CTR: Click-Through Rate

Clicks: # of people who click on your link or ad

Impressions: # of people who view your link or ad

5.65%

Click-through rate
Men's Fertility

5.05%

Click-through rate
Kidney Stones

3.48%

Click-through rate
Erectile Dysfunction

3.42%

Click-through rate
Low Testosterone

15% ↑
Patient Form Submissions

Following their website redesign, Urology Associates saw a 15% increase in their patient form submissions. Website visitors are viewing, on average, three webpages during each visit.

The percentage of website visitors who navigate away from the site after viewing only one page is defined as the bounce rate. The lower the percentage, the better. Urology Associates' bounce rate is 40%, well below the 55% national bounce rate average.

40%
Bounce Rate

Comprehensive Planning Process

Legato recommends the development of a long-term, comprehensive marketing plan using the Legato Planning Process. This process allows for the alignment of marketing objectives with overall organizational goals, and puts together a framework for achieving these objectives and goals.

The four stages of the Legato Planning Process dive into the unique challenges and opportunities specialty clinics face to ensure Legato creates a custom-designed plan.



What is Legato?

Legato is a musical term that describes the process of keeping various elements of music in harmony with one another. Legato Healthcare Marketing serves as the conductor, striking harmony among the myriad of healthcare issues, and developing results-driven, strategic marketing solutions.

Legato Healthcare is... In Concert with Healthcare

Who is Legato?

- A full-service healthcare marketing and communications firm
- A team with experience on the agency and client side
- With its senior-level healthcare leadership, Legato understands:
 - Physician dynamics
 - Building patient volumes
 - Driving referrals
 - Importance of a strong brand in healthcare

Legato brings a sharper focus to healthcare marketing.

Many agencies market healthcare. Some even specialize in it. But few focus specifically on specialty clinics. Legato does.

Our niche means no time is wasted getting to know your environment; we work in it every day. And each day we gain a deeper understanding of a complex arena in which we already are knowledge rich.

We also bring you the advantage of knowing what has worked for other clients in similar environments, and what has not. Our “real-world” experience helps us develop business and marketing plans that work—and brands that resonate with patients and referral sources.

“Urology Associates had no marketing plan in place. Legato guided us through the entire process, from prioritizing service offerings to developing a strategic digital marketing plan. We enjoy working with the Legato team, and look forward to our continued partnership.”

-KC Frescoln, Practice Administrator at Urology Associates



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