Marketing Automation Enables Any Practice to Compete and Win

Ty Allen – CEO SocialClimb
Academic Settings – Johns Hopkins Example

- Known as the sub/sub specialists in Maryland
- Serve as a ‘Last Resort’ provider
- Only getting referrals for complex patients
- Leaving ‘bread & butter’ cases going to competition
Private Practice – Midwest & OrthoCincy

- Competitive environment for patient acquisition
- Practice acquisition pressures
- Little to no marketing expertise on staff – agency options
- Marketing savvy competitors
Questions to be answered:

- Can our online reputation be used to market our practice and not just defend it?
- How can I grow my department/practice with a more profitable market share of patients?
- Can I cut the time it takes to get a new surgeon to budget neutral?
GOOGLE LOCAL SEARCH

77% OF PATIENT JOURNEYS BEGIN WITH A MOBILE GOOGLE SEARCH

PRACTICES NEED TO ATTRACT NEW PATIENTS TO GROW

AUTOMATION IS KEY - STAFF IS TOO BUSY
UNIQUE COMBINATION
What practices need to win - AUTOMATICALLY

REPUTATION
THE BEST REPUTATION MANAGEMENT/MARKETING SYSTEM

INTELLIGENT ADS
AI DRIVEN AUTOMATED AD AGENT

ACTUAL MEASUREMENT
IDENTIFY ACTUAL VALUE GAINED VIA MARKETING SPEND

Changing The Game
SocialClimb combines the best reputation tools and AI driven automated ad buying into our patent pending fully automated platform

Confidential Information
Orthopedic Surgeon
near Columbia, MD  Refresh location

Umasathan (Uma) Srikumaran M.D.
4.9⭐⭐⭐⭐⭐ (21)
Orthopedic surgeon • 10700 Charter Dr Suite 205 
Closed  opens 8 AM Thu

Dr. James R. Kunec, MD
5.0⭐⭐⭐⭐⭐ (1)
Orthopedic surgeon • 11055 Little Patuxent Pkwy L1

Potomac Valley Orthopedic: Tang Daniel C H MD
3.0⭐⭐⭐⭐⭐ (10)
Orthopedic surgeon • 10700 Charter Dr #100 
Closes soon • 5PM
Easy GMB Optimization within SocialClimb

SocialClimb Scorecard

SocialClimb runs all Google My Business listings through our innovative algorithm to help you know how each one scores. Each listing is scored based on a scale of 0-10 and the breakdown can be reviewed below. The higher your score is here, the more favorable your listing will be when potential customers use Google for their searches.

9/10

✓ Basic Listing Information
✓ Phone Number
✓ Website
✓ Business Description Contains Categories
✓ Categories Mentioned on Website
✓ Validates Categories
✓ Attributes
✓ Campaign Set
✓ Surveys
✓ Settings

Umasuthan (Uma) Srikumar M.D.
1600 Charter Drive Suite 205, Columbia, MD 21044
Orthopedic surgeon

Sunday: Closed
Monday: 8:00 AM - 4:30 PM
Tuesday: 8:00 AM - 4:30 PM
Wednesday: 8:00 AM - 4:30 PM
Thursday: 8:00 AM - 4:30 PM
Friday: 8:00 AM - 4:30 PM
Saturday: Closed

Cover photo
Help your customers recognize your business on Google when they're searching. Your logo can help identify your business and set it apart from others.

Logo photo

Umasuthan (Uma) Srikumar M.D.
Orthopedic surgeon

Dr. Uma Srikumar is a Johns Hopkins orthopedic surgeon and shoulder and elbow specialist with expertise in shoulder pain, rotator cuff problems, traumatic injuries, shoulder instability or dislocations, fractures, osteoarthritis, sports-related and other injuries. His surgical expertise includes fracture fixation, rotator cuff repair, shoulder stability procedures, revision shoulder surgery, as well as total shoulder replacements and reverse shoulder replacements.

Easy GMB Optimization within SocialClimb

Public GMB View

Umasuthan (Uma) Srikumar M.D.
Orthopedic surgeon in Columbia, Maryland
1600 Charter Drive Suite 205, Columbia, MD 21044

OVERVIEW
CALL DIRECTIONS SAVE WEBSITE

Send Invite
Dashboard
Accounting
Reviews
Insights
Google My Business

Boost
Posts
Questions
Reports
Provider Report Card
Location Report Card
Provider Impact Report
Location Impact Report
Marketing Report
Patient Analytics
Report PDF's
Stray Disturbance
Notifications
Call Tracker
Surveys
Settings

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Stand Out From The Crowd

Real Results For Dr. Valaik

- More than 3,220 Views via Google
- 191 new patient phone calls
- 199 website clicks
- 150 driving direction
Get That Silent Majority of Happy Patients Talking on Social Media

Ty,
Thank you for allowing me to help you. Please click the link below to leave your feedback!
Daniel J Valaik, M.D.

Johns Hopkins Orthopaedics
https://invite.onlinerevue.com/7f038655-63b9-4254-9eb

Would you provide Johns Hopkins Orthopaedics a public review at Google, Healthgrades, or Vitals?

YES
NO
Patient Experience

Would you provide Johns Hopkins Orthopaedics a public review at Google, Healthgrades, or Vitals?

Would you provide Johns Hopkins Orthopaedics a public review at Google, Healthgrades, or Vitals?

Yes

No

Please tap the stars above to give a rating

Comments (please be specific)

Nurse was not nice!
Patient Experience

Would you provide Johns Hopkins Orthopaedics a public review at Google, Healthgrades, or Vitals?

YES

NO

Please take a moment to leave a review on any of the following platforms:

- Google
- Healthgrades
- Vitals

These are public platforms and all reviews are visible online.
Patient Experience

Please take a moment to leave a review on any of the following platforms:

- Google
- Healthgrades
- vitals

These are public platforms and all reviews are visible online.

Great care from the full team!
Example Summary Results

39 Doctors | 8 Locations

Google Reviews

180 Reviews
4.2

Previous 18 Months

1,025 Reviews
4.82

50% Increase in self-referring calls & clicks

4 Months with SocialClimb

SocialClimb
Midwest Ortho at Rush University

Monthly Reviews

Before SocialClimb

SocialClimb Customer

Jul 2019
- Google: 245, 4.81★
- Facebook: 61, 5.00★
- Other: 146, 4.64★

2019: 4.79★, 5612 reviews

SocialClimb

Google 4.83★ 3708
Facebook 4.90★ 1414
Other 4.67★ 4102
Private 4.65★ 4188
Example Summary Results

55 Doctors | 30 Mid-Levels | 4 Locations

5,089 Reviews
4.81

367% Increase in self-referring calls & clicks

1,376 Reviews
4.39

Previous 4 years
1.5 Years with SocialClimb
Midwest Ortho at Rush Insights Details

367% increases in calls and clicks
Example Summary Results

33 Doctors | 7 Locations

OrthoCincy
Orthopaedics & Sports Medicine

Google
Reviews

1,232 Reviews
4.25
Previous 4 years

1,830 Reviews
4.78
10 Months with SocialClimb

180% Increase in self-referring calls & clicks
OrthoCincy Insights

Details

180% increases in calls and clicks
Automation/Integration

Simple Integrations to key platforms
Automation and AI Can Help

How can I grow my department/practice with a more profitable market share of patients?

Can Automation help me market our physicians more effectively
- Get new surgeons to budget neutral
- Enable new locations to grow quickly
- Fill physician schedules
Phase 2 - Reputation Ad Features

Patient Analytics - Identify the profitable market share of patients by zip code to enable targeted ad delivery.

Boost Ad delivery, management and optimization

Call Tracker and UTM tracking with extended location functions

Marketing Report Card - Identify value delivered via the GMB and Boost Ads
- Patients added to the practice
- Procedures done on those patients
- Revenue from those patients
- Return on Investment - Typically 10x to 30x
Patient Analytics - Find The Profitable Market Share
Boost - Automatically Run Targeted Ads

- Target the best zip codes
- Move to the top of search results
- Easily manage budget
- Measure results on every $ spent
# Marketing Report Card

## Marcus M Welby MD - Orthopedic Surgeon

4.73 ★★★★★ (44)
Orthopedic surgeon

**New Patient Calls: (43 of 168 converted to appointment)**

<table>
<thead>
<tr>
<th>Patient Name</th>
<th>Patient ID</th>
<th>Phone Number</th>
<th>Call Date</th>
<th>Appt. Date</th>
<th>CPT</th>
<th>Projected Revenue</th>
<th>Actual Revenue</th>
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<tbody>
<tr>
<td>Steve Jones</td>
<td>3684774</td>
<td>2095551117</td>
<td>2019/05/02</td>
<td>2019/05/21</td>
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<td>$1,250</td>
<td>$850</td>
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<td>Sara Nelson</td>
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<td>2045551117</td>
<td>2019/09/13</td>
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<td>Katie Dobbs</td>
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<td>2035551117</td>
<td>2019/07/17</td>
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<td>Gail Call</td>
<td>3231232</td>
<td>6029343562</td>
<td>2019/08/20</td>
<td>2019/09/03</td>
<td></td>
<td>$1,250</td>
<td></td>
</tr>
</tbody>
</table>

SocialClimb
Return On Investment

‘Close The Loop’ on marketing spend

Return on investment averages
25x+ for reputation building
30x+ for ad delivery
Automated Patient Acquisition

Ty Allen CEO
tallen@socialclimb.com – 512.623.7890
Colin Semper
MBA. HCM. FAAMA.
Chief Administrative Officer
Department of Orthopedic Surgery

39 Surgeons
8 Locations
Navigation Tips

- Start with your Marketing and Communications team
- Get SocialClimb Proposal review process started with your legal team as early as possible
- Epic integration has its own difficulties so it takes a while to get through the legal review – got approval for manual upload
- Started by establishing a service recovery team to address positive and negative comments
  - We use our marketing team
  - Data extraction (sends data to SocialClimb weekly)
  - Respond timely to patient comments as needed