

DR. JOHN LOEWEN MD

THE CLIENT

- Dr. John Loewen
 - Independent Primary Care Physician
 - Established Practice

THE CHALLENGE

- Facing increased pressure from “big” medical systems to join up and lose independence and ability to care for patients as he’d like.
- Facing continual reduction in insurance reimbursements with increasing costs to process claims.
- Reduce costs of marketing while reaching a more targeted audience.
- Increase awareness of his practice in the community.
- Increase goodwill and appreciation for his practice as many people became increasingly frustrated with local physicians.
- Continue to credential himself as a local leading medical authority who still cared about the individual, not just big medical business.
- Increase the number of patients who did not have Medicaid or state insurance programs.
- Increase the number of new younger patients to replace an aging population of patients on Medicare.

THE PURPOSE LAUNCH STRATEGY HIGHLIGHTS

- **Ready**
 - Reevaluation and retooling of mission statement, purpose and brand identity.
- **Aim**
 - Crafting a brand position statement with important facets such as target market, brand position and proof points. This statement helped provide the backbone of all messaging and content.
 - Development of a sales funnel with four stages; Awareness, Appreciation, Authority, Acquisition.
 - Create a content and communication strategy for each level of the funnel .
 - Set goals, measure, evaluate and adjust as we executed the strategy.
- **Launch**
 - Regular posting of various types of content (articles, videos, audio) on Facebook and Twitter.
 - Establish an online Health Advantage Video Library.
 - Coordinate local radio commentary with online strategy to maximize investment.
 - Establish and distributed a Health Digest of curated health content.
 - Develop and publish patient case studies online.
 - Manage and secure positive online reviews.
- **Soar**
 - Continue to execute, monitor results and adjust strategy as needed working with Dr. for new content.
 - Respond to current trends and controversies in medicine.



ACTION SNAPSHOTS

- Built a new website optimized for:
 - Great Search Engine results
 - Regularly updated authoritative helpful resource with articles, video, e-resources and more
 - Visitor engagement, not just an online brochure
- Claimed Facebook, Google, and Twitter online properties and built professional pages to increase SEO.



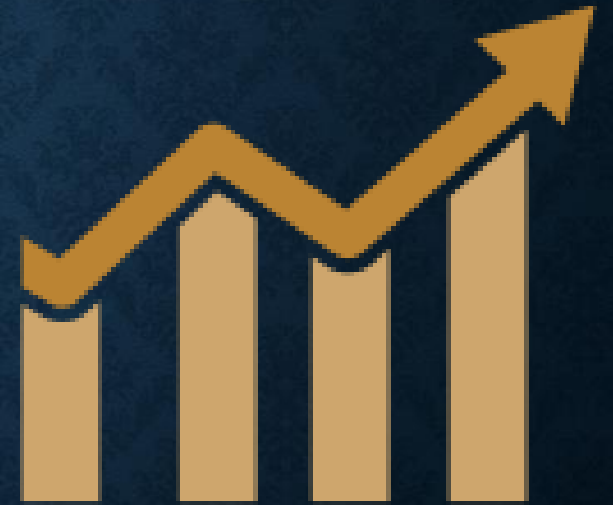
ACTION SNAPSHOTS

- Multi-Channel Social Media Campaigns to Promote and Distribute Content
 - Testing with YouTube, Twitter, Facebook, Google Business and email to determine the best channels for messaging.
 - Published and promoted 2-3 articles each month to drive traffic to website.
 - Established the Doc Loewen's Health Digest, a weekly digest of curated content from across the web beneficial to his target market with calls to action and directing traffic back to the website.
 - Established the Your Health Advantage Video Library.
 - Related and coordinated a local radio program with online content.
 - Ran specifically targeted content for promotion of high value services.



RESULTS

- Awareness funnel level increased to over 250,000 people in his target market. ⁽¹⁾
- Appreciation funnel level increased to over 18,000. ⁽²⁾
- Authority funnel level where Dr. Loewen was viewed as a very credible resource increased to over 9500. ⁽³⁾
- Dr. Loewen's Health Digest was shared via Twitter by the renowned Mayo Clinic Sports Division and Marshfield Clinic further credentialing him in the community.
- Over a 14 month period, Dr. Loewen saw an incredible increase of 65% in patients who have insurance he accepts.



FROM DR. LOEWEN

American Academy
of Family Practice

J.L. LOEWEN, M.D., S.C.
Physician and Surgeon



10-09-15
151007_002

Purpose Launch

Dear Mike:

I decided to draft this letter to let you know how pleased I am with having gone along with the concept of starting a web page and also what you call in-bound marketing, all of which was very unfamiliar to me. I have been involved with you now for approximately 14 months and starting from the day you got here, so that means we had to get the web page up and going and everything, quite a bit of time which this thing wasn't effective yet, but from the day you walked into the office until today which is 14 months, there has been a significant increase in the number of new patients compared to the 14 months before that. This is quite surprising to me as I didn't think this thing would work. Now I clearly advised my office staff that we are not going to be involved in non-paying HMOs or Medicaid, so none of these new patients are a non-payer; they all pay.


So the numbers are as follows: I used to add approximately 2-3 new patients a week to the practice in the 14 months before you were here. Now we are adding 3-6 new patients a week since we have gone with Purpose Launch. But that isn't the only thing that is amazing. The office staff have kept track of all the people that call the office to come in and, even though we only accept about 3-6 a week, we are averaging around 5 people a day that call the office and want to come in that we turn down because of their insurance. So there is an awful lot of exposure here. I am only taking the cream. But there is a lot of exposure that goes on besides this.

Also note that when we are referring to exposure the thing that I notice was that in Niagara we are seen by 20,000 people who are in our target audience every month. In Marshfield there are approximately 660 potential new patients that click on to read the page we are now being e-mailed through Mayo and through Marshfield; they are with their audience.

Also of interest is the fact that now that we are up and running and everybody can find out about our concept is financially profitable for me. Thanks again Mike!

This can only increase my credibility as a physician and as a care provider. When you heard from another person's mouth. Things happen on-line to find out about their physician and it is pretty clear that adapt concept is financially profitable for me. Thanks again Mike!

Yours truly,


J.L. Loewen, M.D., S.C.
JLL/mc

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So the numbers are as follows: I used to add approximately 2-3 new patients a week to the practice in the 14 months before you were here. Now we are adding 3-6 new patients a week since we have gone with Purpose Launch. But that isn't the only thing that is amazing. The office staff have kept track of all the people that call the office to come in and, even though we only accept about 3-6 a week, we are averaging around 5 people a day that call the office and want to come in that we turn down because of their insurance. So there is an awful lot of exposure here. I am only taking the cream. But there is a lot of exposure that goes on besides this.



FROM DR. LOEWEN

10-09-15
151007_002

Purpose Launch

Dear Mike:

I decided to draft this letter to let you know how I am doing of starting a web page and also what you call it. I have been involved with you now for a while now. I got here, so that means we had to get the web page up and running quite a bit of time which this thing wasn't effective until today which is 14 months, there has been a lot of work compared to the 14 months before that. This is my first work. Now I clearly advised my office staff that I would not accept Medicaid, so none of these new patients are

So the numbers are as follows: I used to add in the 14 months before you were here. Now we are doing with Purpose Launch. But that isn't the only thing, all the people that call the office to come in are averaging around 5 people a day that call the office for their insurance. So there is an awful lot of exposure that goes on besides this.

Also note that when we are referring to expose Niagara we are seen by 20,000 people who are in the area there are approximately 660 potential patients

Also of interest is the fact that now that we are doing a web page we are now being e-mailed through Mayo with their audience.

This can only increase my credibility as a physician. Dollars this is definitely profitable. There is no question that I appreciate you having brought this concept to my attention as I was of the old-school physician other than by what they heard from another person's mouth. Things have changed and now people go on-line to find out about their physician and it is pretty clear that adapting to this new concept is financially profitable for me. Thanks again Mike!

Yours truly,

J.L. Loewen, M.D., S.C.
JLL/mc

Also of interest is the fact that now that we are up and running and everybody can look at our web page we are now being e-mailed through Mayo and through Marshfield; they are sharing our content with their audience.

This can only increase my credibility as a physician and as a care provider. When I look at the actual dollars this is definitely profitable. There is no question that I appreciate you having brought this concept to my attention as I was of the old-school and did not imagine that people came to see a physician other than by what they heard from another person's mouth. Things have changed and now people go on-line to find out about their physician and it is pretty clear that adapting to this new concept is financially profitable for me. Thanks again Mike!

Yours truly,

J.L. Loewen, M.D., S.C.
JLL/mc

WHAT DOES THIS MEAN FOR YOUR BUSINESS?

- Do you need to reach a specific market in a certain income bracket, geographical location, age group, interest area and are tired of spending so much money reaching outside your target?
- Do you need to increase your credibility in your market space but desire to do so by helping people with content and not just promoting your business as “the best in town?”
- Do you need to increase qualified leads?
- Do you want your website and online footprint to be larger creating a greater awareness of your business in a positive helpful way to the population you serve?
- Do you want to rank on the first page of search engines for your key word phrases?
- Do you want experienced, friendly help with accomplishing your business' purpose?

WE WOULD LIKE AN OPPORTUNITY TO HELP YOU.

LET'S TALK SOON.



PurposeLaunch.com



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- 1. – Facebook Unique Reach (The unique number of people who saw content)
- 2. - Based on Social Media Engagement (Click through, Likes, Shares, Comments etc.)
- 3. - Based on number of video views over 10 seconds, number of times articles were read (% of return users), number of followers on social media, number of subscribers to newsletter etc. We factor 25% less for assumption that some of these people are the same user.