



# HEALTHCARE INDUSTRY CASE STUDY

From Skeptics to Believers with Dr.  
Green

## | The Challenge

Dr. Green, a renowned cardiologist, wanted to expand his reach and educate patients about preventive heart health. He lacked a strong online presence and struggled to connect with a broader audience.

## | The Solution:

Markitron implemented a multi-pronged approach:

- Website Development: Building a patient-friendly website with clear appointment scheduling, educational resources, and Dr. Green's blog posts on heart health topics.
- SEO Optimization: Optimizing the website for relevant keywords to improve search engine rankings and organic traffic.
- Podcast Launch: Creating a podcast where Dr. Green interviewed health experts and discussed common heart health concerns.
- Social Media Outreach: Engaging with patients on Facebook and Twitter, answering questions, and sharing informative content.



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| The

## Results:

- Increase of 40% in website traffic within 12 months.
- Growth of 8,000 followers across social media platforms.
- Podcast downloaded over 10,000 times within the first year.
- Increase of 15% in new patient appointments.
- Improved patient satisfaction: Patient surveys revealed an increase in satisfaction with Dr. Green's accessibility and communication thanks to his online presence.
- Enhanced credibility and trust: Engaging with patients online and providing valuable information established Dr. Green as a thought leader in cardiology, increasing trust and confidence among potential patients.
- Reduced appointment scheduling conflicts: The online appointment system improved scheduling efficiency, minimizing patient frustrations and wait times.
- Stronger community engagement: Dr. Green's podcast and social media interactions fostered a sense of community among patients, promoting healthy habits and patient support.

| Key

## Metrics:

- Net Promoter Score (NPS): increased from 70 to 85 (indicating high customer loyalty)
- Average patient rating on Google Reviews: 4.9 stars
- Podcast episode listen-through rate: 75%
- Facebook engagement rate: 12% (industry average: 7%)

"Markitron helped me bridge the gap between my expertise and my patients. Their understanding of online communication and patient needs allowed me to reach a wider audience and build a stronger connection with them. I'm proud of the positive impact we've made on patient health and education."

- Dr. Green, Cardiologist

