

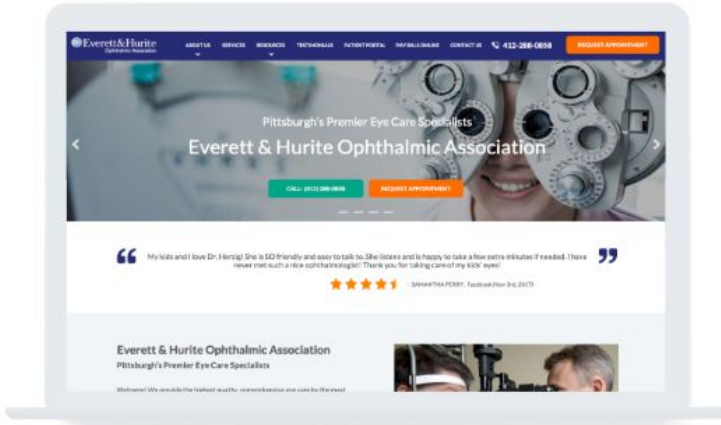


PracticeBeat



Everett & Hurite
Ophthalmic Association

Ophthalmology Practice sees a **552% ROI** With PracticeBeat



“ Our practice had no online application for scheduling appointments. With PracticeBeat, our website now generates over 100 appointments per month. ”

Dr. Charles Kent, MD

Ophthalmologist

Everett & Hurite Ophthalmic Association
Pittsburgh, PA



Everett & Hurite Ophthalmic Association wanted to improve their online presence to grow their practice. But the **website wasn't drawing traffic or converting the traffic it was receiving**. Also, the website needed to meet HIPAA-related requirements.

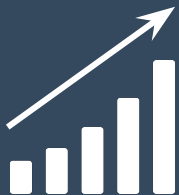
PracticeBeat completely revamped the online presence, allowing new patients to book appointments online, easily and securely, as well as engaging them through pulsing and content sharing. The practice has since seen an **83% increase in appointment requests** with **about 100 new requests every month**.



170%

Increase in New Website Visitors, since
implementing PracticeBeat

Results with PracticeBeat...



552%

Return on Investment



83%

Increase in Appointment Requests



100

Avg. Monthly Appointments

“ We were looking for better methods to decrease our call volume and increase patient's ease for making appointments. ZocDoc and other appointment tools didn't allow for proper appointment types to be made. **PracticeBeat vastly improved our appointment making capacity and accuracy.** ”

Before PracticeBeat...

Everett & Hurite wanted to grow the practice and engage with the current patient base. **The previous website lacked the tools necessary to attract, convert and cultivate patient relationships.** Also, the practice needed to secure patient communications. Finally; as a subspecialty practice, E&H needed to easily update their online presence and serve as a regional knowledge center in their specialty area.

After PracticeBeat...

Everett & Hurite saw a significant rise in traffic to their new website, including a **170% increase in new visitors.** For over two years now, **over 100 patients per month** seamlessly request appointments with the practice. This **trend continued year-over-year** and the **rate of appointment requests continues to grow at about 83% post implementation.** As a result, Everett & Hurite **achieves a 552% ROI from their digital marketing efforts with PracticeBeat** and it continues to grow.

Improvements

Everett & Hurite **built an online reputation** by sharing content and **curating online reviews.** Their **search engine optimized website is driving more traffic**, especially with valuable new patients that are helping to grow the practice. Existing patients subscribe to the practice, receiving monthly updates that they **engage with well above the industry standard rates.**

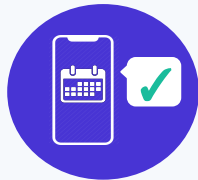
Grow Your Practice with PracticeBeat !



CREATE A HIGH
PERFORMANCE
WEBSITE



ATTRACT MORE
PATIENTS IN THE
DIGITAL AGE



MODERNIZE PATIENTS'
CARE SEEKING
EXPERIENCE



MAINTAIN
INFORMATION
CONSISTENCY



MANAGE YOUR ONLINE
REPUTATION