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
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

Call Us Today

(412) 467-6070

Request a Free No-Commitment 1-on-1 Consultation

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