

HIGH-MARGIN SERVICE LINE GROWTH

TRANSLATING AMC TRUST INTO ORTHO VOLUME

THE SITUATION

Although Johns Hopkins Medicine is a premier AMC brand recognized across the United States, they engaged us to help them translate that positive brand recognition into real, tangible results in a priority service line for secondary care: Orthopedics.

CHALLENGE

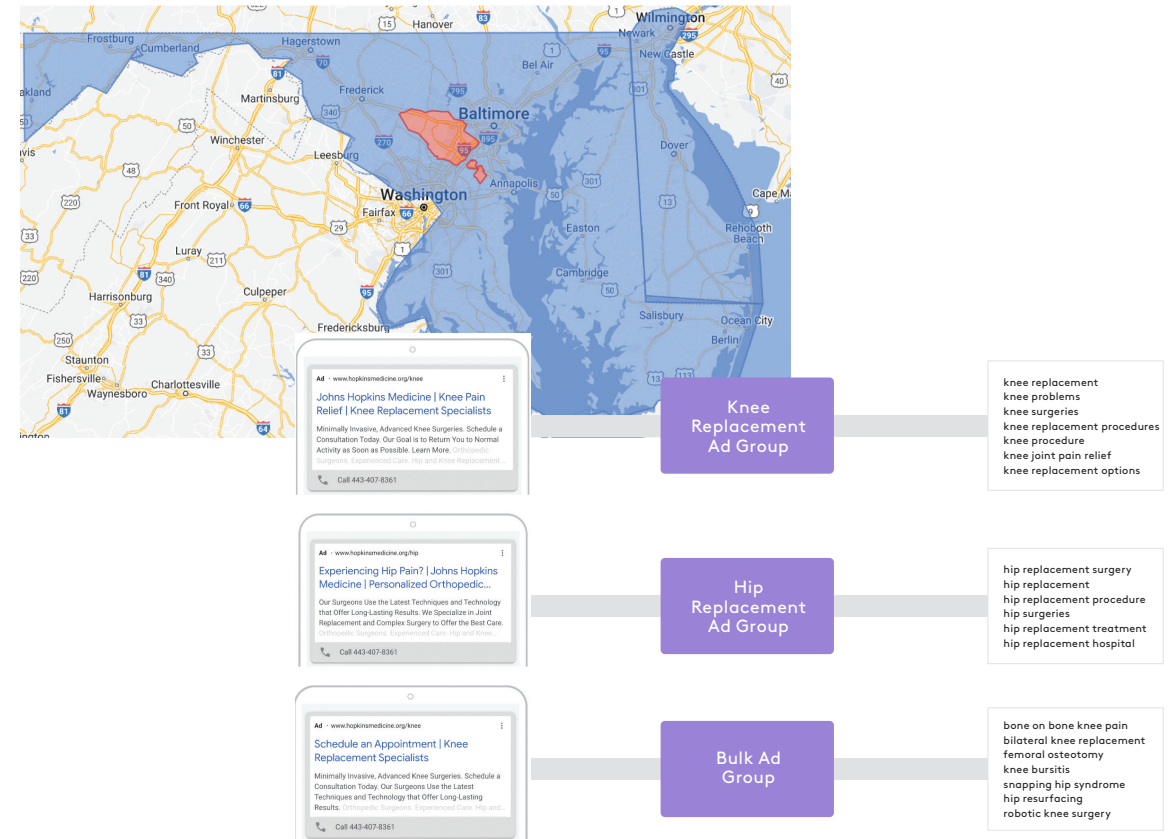
Although joint replacement can be perceived as a “commodity” service by consumers, we knew from market research that quality really matters in the decision-making process. As a respected academic medical center, we knew Johns Hopkins Medicine had un-tapped potential, when it came to orthopedic surgery and joint replacement surgery volume – we just needed to design and execute the right campaigns.


STRATEGIC APPROACH

We set out to create a campaign flow that reflected the premier quality Johns Hopkins Medicine had been known to provide. Working with our clients, we mapped the campaign journeys to reduce friction and demonstrate quality, even in how we reached consumers.

THE SOLUTION


We built comprehensive campaigns that avoided extreme, long-tailed keywords and focused on those proven to convert. But to mirror the quality Johns Hopkins was so well-known for, we weren’t content just driving conversions. We optimized CTAs to pipe directly into MyChart and HIPAA-compliant phone numbers to route leads directly to an appointment-setting environment where they could receive concierge service. We qualified calls through our HIPAA compliant calling service to save our clients the operational strain of vetting, and ultimately drove meaningful results that exceeded our clients’ goals.






Request An Appointment

All patients can schedule by phone. Patients with MyChart accounts can schedule appointments with an orthopaedic physician through MyChart.



Schedule by phone
New and existing patients: [443-997-2663](tel:443-997-2663)



Schedule online through MyChart
[Log into MyChart](#) | [MyChart FAQ](#)

WE DROVE AN \$80 CPA FOR AN EPISODIC, HIGH-MARGIN SERVICE



Registrations



Impressions



CPA

RESULTS

Over the course of 12 months, we were able to drive and report on service line campaign results that clearly positioned Johns Hopkins as the leader in orthopedic surgery, and replenished patient volume in joint replacement after these “elective” surgeries were shut down amid the COVID-19 pandemic.

Top Ads	Clicks		
Knee Replacement Johns Hopkins Medicine Schedule an Appointment www.hopkinsmedicine.org/knee Our Surgeons Use the Latest Techniques and Technology that Offer Long-Lasting Results. We Specialize in Joint Replacement and Complex Surgery to Offer the Best Care.	557	Hip Replacement Johns Hopkins Medicine Schedule an Appointment www.hopkinsmedicine.org/hip Our Surgeons Use the Latest Techniques and Technology that Offer Long-Lasting Results. We Specialize in Joint Replacement and Complex Surgery to Offer the Best Care.	260
{Keyword:Legg-Calve Perthes Disease} Johns Hopkins Orthopedics Call Us Today www.hopkinsmedicine.org/hip_knee Advanced Orthopedic Care Close to Home. Call Today to Schedule an Appointment. Our Entire Team Offers Personalized Care in the Treatment of Knee & Hip Conditions.	387	{Keyword:Knee Arthritis Treatment} Johns Hopkins Medicine Find Pain Relief Today www.hopkinsmedicine.org/hip_knee Offering a Personalized Approach to Repairing Knee & Hip Injuries. Call to Learn More. Our Experienced Orthopedic Specialists Cover a Wide Range of Knee & Hip Conditions.	254
{Keyword:Knee Arthritis Treatment} Johns Hopkins Medicine Find Pain Relief Today www.hopkinsmedicine.org/hip_knee Offering a Personalized Approach to Repairing Knee & Hip Injuries. Call to Learn More. Our Experienced Orthopedic Specialists Cover a Wide Range of Knee & Hip Conditions.	336	{Keyword:Knee Avascular Necrosis} Johns Hopkins Medicine Call to Schedule www.hopkinsmedicine.org/hip_knee Discover Your Best Treatment Options & Advanced Care. Call to Schedule Your Appointment. Our Hip and Knee Program is Ranked as the Top Orthopaedic Department in the Maryland.	240