



Capabilities Overview and Case Studies  
for USA Vein Clinics, Vascular  
and Fibroid Centers



# About us





## About Healthcare Success - A Marketing Agency Dedicated to Growing Multilocation Medical Practices Like Yours

Founded in 2006 by Stewart Gandolf, Healthcare Success is an innovative team of specialists who partner with our healthcare clients to profitably deliver results through data-driven marketing. We are highly experienced in marketing all medical specialties, including veins, uterine fibroid embolization and PAD.

We have assembled a seasoned team of healthcare experts, with extensive experience in designing strategic, integrated marketing campaigns. We specialize in developing and implementing proven programs that deliver results, attract new patients and build your brand.

We currently have 30 full-time employees (and growing) who work across a number of departments including Account Services, Creative (Graphic Designers, Copywriters), Digital (Strategists, Web Designers, Developers, Paid Search, Social and SEO Specialists), Finance, Operations, Staff Training, Production/Operations and Media Planning/Buying.

While we are headquartered in Irvine, CA, we market clients in all geographies and time zones. We also leverage operational processes and software tools to effectively service accounts remotely.



## Our Core Capabilities and Service Offerings

Healthcare Success is an integrated, digital-first marketing company that offers broad expertise across multiple areas critical to building brands, winning patients and driving response to achieve your business results.

- Strategic consulting and planning
- Branding
- Creative development and campaign execution
- Traditional advertising (television, radio, print, outdoor advertising/billboards, OTT)
- Digital marketing (websites, landing pages, SEO/SEM, email, social media)
- Media planning & buying
- Performance analytics
- Marketing automation/CRM
- Doctor-referral building
- Reputation management
- Staff training

## Our Client Partnerships

Due to our reputation, specialty expertise and track record of producing results, we are highly sought-after and proud of our longstanding and successful client partnerships. We work with hospitals, multi-location medical practices, other healthcare practices and manufacturers who want to reach patients. Listed below is a representative sample of the many clients we partner with. We have helped these clients establish their strategic foundation, created differentiated messaging and compelling creative, and driven integrated media channel recommendations and placement across their multilocation regional footprint. We work with clients of all sizes, with unique business needs and across a wide range of specialty therapeutic areas. Many of our clients employ our services to support their multiple sites across the country, ranging from 8 to 180 geographic locations.



# Experience





## Relevant Experience

We are excited at the prospect of partnering with your business, and believe that our deep experience could be an advantage to your bottom line. We thrive on creating bold, compelling marketing solutions based on a thorough understanding of your markets, patients, referral sources and brand.

The capabilities below are part of our expansive offering and feature some of the specialized areas of expertise that the team at Healthcare Success delivers day after day, driving value in the partnership and an unparalleled level of performance for your business.

### Branding

Most doctors and executives recognize that healthcare branding is vital. At the same time, branding is often misunderstood. Your brand is not merely your logo or even your brand identity package. Rather, your brand is the much larger sum of every experience the patient has with your practice. That includes everything from signage and the voice on the phone to the quality of customer care and the patient experience. Everything.

It's your organization's personality, presence, reputation, vision, mission, capabilities, philosophy and style. Patients form their impression of your organization based upon all these things. At Healthcare Success, we help you take charge of that perception... and then mold it into a compelling and unique brand.

### Digital Marketing

Healthcare digital marketing is the core of our business and part of our agency's DNA. Our services span the gamut including digital strategy, SEO, paid search, social media campaigns and social media advertising, web design and development, mobile technologies, media planning, reputation management, content marketing, and performance analytics. Healthcare Success is certified as both a Google Premier Partner and a Facebook Marketing Partner.

### Traditional Advertising

Our medical advertising agency has one primary mission: deliver the results you need. To succeed, we take a best-practices approach to creating and placing effective healthcare advertising. In fact, we have decades of experience using advertising to successfully attract patients to hospitals, doctors and other healthcare organizations.

Our strategists, client success managers, writers, designers, developers and production teams have created successful advertising campaigns for many years. As a result, we know which media are right for your situation, including television, radio, newspaper, magazines, billboards and more. Beyond its effectiveness from a return-on-investment perspective, you will also be proud of any advertising we would create for you.

### Media Planning & Buying

With experience across 200 of the 210 DMA markets, our media buyers understand your local media options. They are experts at planning and negotiating media based upon critical data, like market research, demographics and cost per thousand (CPM). What's more, our direct-response approach helps them drive phone and web inquiries more efficiently than you'll find almost anywhere.

## Direct Response Advertising

This agency's roots began in direct response, and this continues to be an integral part of our campaigns. We know how to evoke an immediate response from your customers and inspire them to take action by creating strong content and a compelling call to action. We employ DR across channels including television, print, radio, websites, social and online ads/PPC.

## Patient Acquisition/Retention

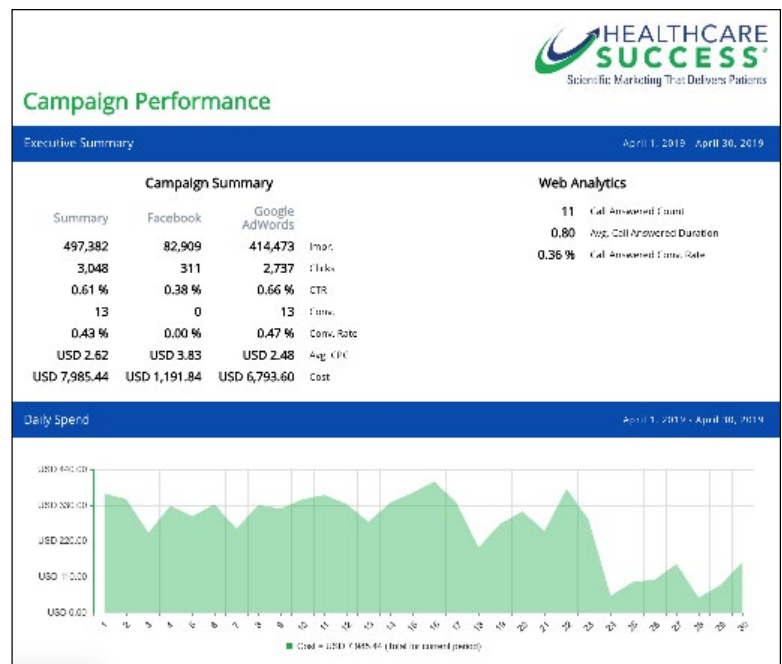
Our tagline is "Strategic Marketing that Delivers Patients". We understand what the educated consumer/patient is seeking from their medical care options and we help you stand out from the competition. All of our efforts drive qualified leads to your practice. We achieve this through our mobile-responsive, conversion-focused landing pages and websites; our effective SEO that increases your ranking on search engines with proven strategies to ensure you are among the top-ranked search results; paid search; targeted display advertising and social media messaging that drive inquiry and appointments; and reputation management strategies that improve, build and protect your reputation through our proprietary review management platform and services.

## Doctor Referral Building

At Healthcare Success, we recognize how essential physician referrals are to gastroenterology practices. To that end, we often consult with practices on how to build successful doctor referral programs, including hiring and training physician liaisons, target prioritization, database creation and management, and leveraging claims data. We can also support your physician relations program through unique digital marketing strategies that will showcase your practice consistently to important referrals sources as they search Google, peruse news sites and visit their favorite social media sites.

## Performance Metrics

When we say our campaigns are going to deliver results, we can provide you with "real-time" data to back it up through an all-in-one reporting dashboard. The results-reporting dashboard allows you to keep a pulse on the status and overall effectiveness of your marketing efforts in a single, easy-to-use reporting platform. Our digital analytics team is consistently reviewing performance, uncovering insights and learnings and continually offering recommendations to optimize your campaign's effectiveness. We also will provide you access to our HIPAA-secure call tracking and recording platform, which includes all details such as phone numbers, time of day, call length, call outcomes, etc.



# Case Studies





## Case Study 1

# Maryland Vein Professionals



**Maryland Vein Professionals**  
*Your Premier Vein Care Specialists*

*For Over a Decade, Healthcare Success Partnered With Maryland Vein Professionals to Establish a Dominant Brand, Despite Aggressive Competition.*



### Situation:

Maryland Vein Professionals (MVP) first contacted Healthcare Success in 2010, initially based upon our search engine optimization. As Founder, Dr. Jonathan Calure later remarked, "Your SEO gave Healthcare Success so much credibility with me that I viewed it as a clarion call."

MVP faced intense competition throughout Maryland, including multi-location corporate providers plus marketing savvy, entrenched vein specialists. Many of those competitors spent (and continue to spend) hundreds of thousands of dollars annually on mass media.

Meanwhile, Dr. Calure had built a successful 5-location practice. However, he and his team were not sure what marketing efforts were working, and they were also very concerned about the ever-increasing competition and flat revenue.

## Case Study 1

# Maryland Vein Professionals



**Maryland Vein Professionals**  
*Your Premier Vein Care Specialists*

### Objective:

Efficiently build a brand to stand out as the market leader while simultaneously attracting profitable new patients. Our goal was to track new patients from the branded campaigns so that the advertising would be more than self-funding.

### Strategies:

- MVP initially engaged Healthcare Success for a marketing plan. Our recommendations included adding a physician liaison for doctor referral building, phone training to convert inquiries, targeted SEO, branded collateral, and branded advertising primarily through high-end city “fashion” magazines and TV commercial campaigns.
- When implementation began, we created a proprietary position with “The MVP Advantage”:
  - All MVP physicians are board-certified surgeons.
  - MVP has unparalleled experience with over 50,000 procedures since 2005.
  - MVP has unparalleled facilities and only the best equipment.
  - MVP accepts most insurances, including Medical and Federal Blue Cross.
  - Vein care is all they do.
- Network television anchored our brand-building efforts. The TV strategy included targeting patients with insurance, focusing on both the medical necessity of treating vein disease coupled with the aesthetic appeal.
- Creatively, we built our first campaign around Robyn Johnson, a charismatic “real patient.” Robyn performed her role so well that she eventually became a mini local celebrity. Over time, we added new real-life patients including a former Miss Maryland, as well as patients who later became employees. Our commercials were glamorous, compelling, and made the phone ring for new appointments. The ~~first~~ <sup>series</sup> won Telly awards.

*even*

## Case Study 1

### Maryland Vein Professionals



**Maryland Vein Professionals**  
*Your Premier Vein Care Specialists*

#### Results:

With Healthcare Success' help, MVP grew doctor referrals, vastly increased their new patient conversions, improved their SEO, and built a formidable brand.

Over the years, we have continuously tracked new patents from the TV spots with vanity phone numbers (e.g., 1-800-VARICOSE), resulting in ROIs ranging from 2:1 to 4:1. Essentially, we created a self-funding branding campaign.

There are also less direct benefits, particularly since their online inquiries rise dramatically whenever TV campaigns are running on local stations. Therefore, the real ROI is substantially higher.

Beyond the marketing success, we are proud of the friendship and partnership we built with MVP. Over the years, Dr. Calure, our CEO Stewart Gandolf, and their respective spouses traveled together on wine tasting trips. Because Dr. Calure is such a naturally savvy marketer, we like to joke that Dr. Calure appreciates Healthcare Success like a connoisseur appreciates a glass of fine wine. He understands the difference.

In early 2020, Maryland Vein Professionals entered into a successful transaction with the Center for Vein Restoration



*"Healthcare Success has provided us (1) Spectacular TV ads that have been fruitful many times over their cost, (2) Expert, stunning copy and ad design, (3) Specialized expert consultants regarding telephone reception, physician marketing, and internet visibility and search optimization and (4) Increasingly effective and efficient marketing strategy. Their work is instrumental to our success in our hyper-competitive niche. Hiring Healthcare Success was one of the best business decisions I have ever made."*

**– Jonathan Calure, MD, Maryland Vein Professionals, Chevy Chase, MD**



## Case Study 2

### Carolina Vein Specialists



Healthcare Success Partnered with Carolina Vein Specialists to grow their vein business, despite being shut out of the area's leading insurance.

IMAGE?

#### Situation:

Dr. Brent Greenberg, a partner in Carolina Vein Specialists (CVS), attended Healthcare Success' Las Vegas seminar in May of 2016. By the end of the first day, he told us, "Clearly you guys know more about marketing vein practices than we do."

Because CVS is led by family practitioners, CVS was (and is) shut out from Blue Cross/ Blue Shield, the area's leading insurer. What's more, as primary care providers, CVS also has an extremely limited opportunity to generate referrals from area family practitioners and internists. Finally, CVS came to us after enduring successive revenue decreases since 2011.

Brent (and his partner) soon engaged Healthcare Success for a "deep-dive" marketing plan for their locations, and later engaged us to lead their integrated marketing plan.

## Case Study 2

### Carolina Vein Specialists



#### Objective:



#### Strategies:

Healthcare Success implemented a fully integrated marketing plan to reach generate inquiries from area consumers directly. Due to our experience with dozens of vein practices, we also convinced the partners to test vein screenings.

Since the start, our marketing plan has focused upon the following tactics:

- Paid search: anchors CVS lead generation efforts
- Paid social: "Look alike audiences" form the foundation of our paid Facebook and

Instagram advertising

- Retargeting and geofencing complete our digital marketing efforts
- ~~Capturing natural and local search engine optimization~~
- Television: builds the CVS brand and generates demand for our vein screenings
- Select offline advertising including print, direct mail and pharmacy promotions

#### Results:

Despite ongoing insurance challenges, declining reimbursements, lack of doctor referrals, increasing competition and a fixed budget, we've helped CVS grow every year by more than 10%.

ROI Kat?



## Case Study 3

# ~~Peripheral artery disease cases~~

~~Mission: Profitably deliver peripheral artery disease cases.~~



~~Situation:~~

~~NEED INFO~~ 



## Case Study 3

### Peripheral artery disease cases

#### Objective:

Create a scalable marketing system to attract peripheral artery disease patients (PAD) to a three state, multi  location vascular surgery practice.

#### Strategies:

During the “discovery phase,” we confirmed the client especially wanted to target private pay insurance men and women from 50-64. Healthcare Success then went to work by creating marketing-based landing pages for each location.

We generated traffic to each of the landing pages through paid Google Search and Facebook / Instagram advertising. To improve targeting for the paid social campaign, we (HIPAA securely) uploaded actual patient emails to create “look-alike audiences.”

Finally, all landing page visitors were later retargeted on Facebook and Instagram.

#### Results:

The campaign beat our most optimistic predictions, generating new patients,  with a cost per lead of \$60 for paid social, \$70 paid search.  We estimate the average cost of acquisition was \$~~X~~  and the ROI of X.

(need to fuzz out or make up a new logo)



## Case Study 4

### Uterine fibroid embolization cases

~~Mission: Profitably deliver uterine fibroid embolization cases.~~

~~Situation:~~  
~~NEED INFO~~

## Case Study 4

### ~~Uterine fibroid embolization cases~~



#### Objective:

Profitably deliver uterine fibroid embolization cases to a 3 location, ~~Southern~~ Florida vascular practice.

#### Strategies:

Following our discovery process, Healthcare Success created a conversion-based, multicultural landing page targeting African American, Hispanic and Caucasian women.

We generated traffic to the landing page primarily through paid Facebook and Instagram advertising.

#### Results:

During the most recent six month period, the  campaign has generated hundreds of leads, at a cost per lead of \$66. The social media ads also generated extremely high engagement, with 21 comments, 214 reactions and 51 shares. ~~We estimate cost per acquisition to be \$X and ROI to be X.~~

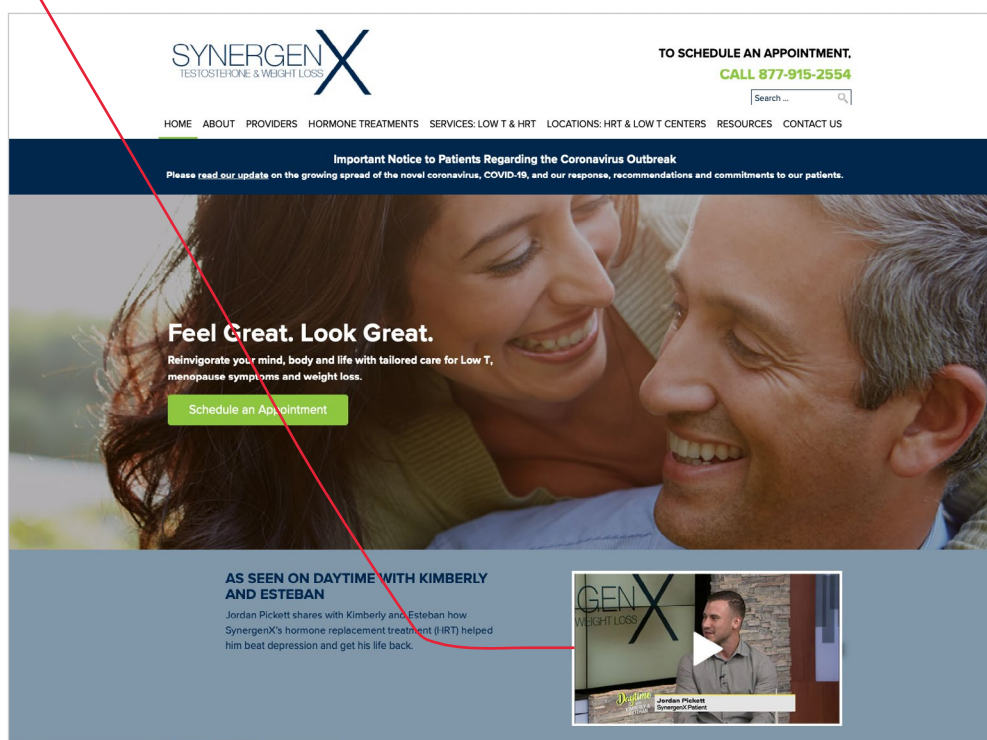




## Case Study 5 SynergenX



*Our Integrated Marketing Campaign Has Profitably Grown SynergenX From a Budding “Low-T” Start Up to a Multimillion-Dollar, 13 Location Practice – in Just 2 Years.*



### Situation:

In September 2017, a handful of investors came to Healthcare Success looking for marketing guidance after leaving a larger, well-funded competitive practice. We aligned the partners around a common goal and created a marketing plan to help them meet their objectives. Following our creation of their marketing plan, the SynergenX leadership team hired Healthcare Success as its agency of record.

### Objective:

To create an integrated marketing campaign that profitably generates large numbers of new patients quickly. Given SynergenX's aggressive growth plans, we needed to choose strategies appropriate for a variety of markets and that would also scale well.

## Case Study 5

# SynergenX

### Strategies:

From the beginning, Healthcare Success sought to create a synergistic, multichannel integrative marketing campaign.

As a first step, the Healthcare Success team immediately went to work creating a SynergenX brand that was centered around the unique selling proposition (USP) and tagline, "Look Great, Feel Great." We also incorporated that concept throughout all creative efforts, including the website, landing pages, collateral, digital marketing and external advertising.

From there, we immediately launched a digital marketing campaign, starting mostly with paid search for keyword terms like "low T" and "men's performance." Based upon early successes, we layered in traditional advertising campaigns weighted heavily with radio and TV. Within months searches for the SynergenX brand name grew from zero to hundreds of searches each month.

Meanwhile, competitors quickly took note of our early wins and began advertising in earnest. Fortunately, their advertising generated more online searches for generic keywords, which greatly helped our own patient acquisition efforts.

As SynergenX's name recognition has grown, the effectiveness of their retail signage has likewise grown.

Regarding advertising, we strategically target men through outdoor, radio and television.

We also have enjoyed success with various sports sponsorships, such as the Houston Astros. We even "geofence" fans as they attend games and serve them follow-up mobile ads for up to 30 days after the game.

### Results:

SynergenX continues to enjoy rapid growth and plans to add multiple new locations during 2020. Our marketing campaigns continue to perform exceedingly well, and locations are profitable. SynergenX's success has led to institutional investor interest, including investment bankers and private equity firms.

## Case Study 6

# Carpal Tunnel Express



*This Digital Marketing Campaign Generates Over 1,000 “Consumer-Direct” Carpal Tunnel Surgeries Annually – With an ROI That Exceeds 15:1.*

**CARPAL TUNNEL EXPRESS**  
Fast | Painless | Affordable Relief

For a free consultation call  
**1-866-586-4372**  
Serving FL, GA, NC, SC, TN, MS and AL

Treatment | Advantages | Success Stories | Doctor | Serving the Southeast | Location

**We Can Cure Your Carpal Tunnel Syndrome In Just 60 Minutes**

- Minimally invasive treatment
- Return to normal activity in as few as 3 days
- Save up to \$5,000 by avoiding the hospital
- Board-certified, fellowship-trained hand specialist
- Finally sleep through the night without pain
- Trusted by doctors and patients across the southeastern US

**Request an appointment for more information.**

First Name \*

Last Name \*

Your Email \*

Phone Number \*

ZIP Code \*

**Contact Me**

Your information will only be used for scheduling purposes.

### Situation:

In 2016, an orthopaedic surgeon attended our Advanced Medical Marketing Strategies seminar in Las Vegas looking for guidance to promote his proprietary method for carpal tunnel surgery. His engagement began with a strategic marketing plan that included a critique of his current efforts and specific recommendations to help achieve his business goals. Impressed, our Client asked Healthcare Success to implement the plan.

### Objective:

Profitably generate new carpal tunnel surgery patients through an ongoing digital marketing program.

## Case Study 6

# Carpal Tunnel Express

### Strategies:

First, we completely replaced the client's preexisting marketing efforts with a "conversion rate optimized" landing page. This page is completely separate from the practice's main website and conforms to the same direct-response principles we have taught and implemented for the past 14 years:

- Powerful headline with a clear statement of the primary benefit
- Strategically chosen bulleted messaging points to support the main argument
- Clean design with excellent eye flow
- The offer and calls to action (form and phone number) are featured prominently
- This "long-form" page includes testimonials, supporting info, reviews and videos. Together, these elements build a compelling sales argument that persuades those patients who need more information before deciding.

Second, we created a comprehensive pay-per-click campaign to drive traffic to the landing page. Since the client had failed in the past, he started with an extremely conservative budget of about \$2,500 per month. Because our marketing campaign was immediately successful, he gradually increased his marketing budget to cover his entire state and large portions of the surrounding states.

Finally, we consulted with the client about how to successfully field phone inquiries and close business.

### Results:

This campaign has already run for 4 years, and continues to predictably, profitably and passively generate patients. The exact numbers are confidential, but the Return On Investment exceeds 15:1.

## Team Biographies

Here is a glimpse of the talented, results-oriented healthcare marketing experts that we would bring to this opportunity.



### **Stewart Gandolf, MBA, CEO**

Over the years, Stewart has personally managed and consulted for over 1,500 healthcare clients, ranging from private practices to multibillion dollar corporations. Additionally, he has marketed a variety of America's leading companies, including Citicorp, J. Walter Thompson, Grubb & Ellis, Bally Total Fitness, Wells Fargo and Chase Manhattan. Stewart cofounded our company and today acts as Chief Executive Officer and Creative Director. He is also a frequent author and speaker on the topic of healthcare marketing.



### **Raheim Bundle, Director of Digital Marketing**

Raheim handles campaign strategy, setup, optimization, A/B testing and bid management for all of Healthcare Success' client Paid Digital Campaigns. A fitness enthusiast, Marine veteran and world traveler who brings a high level of energy and expertise to our online team, Raheim has 10+ years of experience with all forms of paid digital advertising. He is committed to driving quality traffic to clients' websites and increasing overall conversions via effective paid online advertising practices. As part of staying on top of each campaign, Raheim is responsible for our Google partnership and keeping up with ever-changing Best Practices within the paid digital landscape.



### **Dana Callow, Creative Director**

With 20 years' experience in a number of marketing roles for several different agencies, Dana has earned numerous awards developing campaigns for well-known brands, including Levi's, Walmart, Enbrel, Restasis and many others. A builder and leader of effective creative teams, she is also known for getting involved in the nuts and bolts of strategizing, concepting and developing executions that move people and drive results. Dana focuses her competitive energy on making sure it does.



### **Charlie DeNatale, Media Director**

Charlie has over 30 years of experience in media planning, buying and research with specific expertise in national, regional and local direct-response broadcast strategies and analysis. He previously was media director of Christopher Thomas Associates and Lobo & Petrocine in New York and is currently overseeing and managing all media plans and budgets for more than 30 clients. During his career, he was instrumental in the successful multimillion-dollar media launch of the popular diet supplement Metabolife. He has also served as a marketing consultant for AT&T, Playboy Enterprises and Tribune Entertainment, helping to develop revenue-generating strategic partnerships with Fortune 500 companies and media outlets. Charlie attended Upsala College and has a Bachelor of Science degree in Radio and Television Broadcasting.



### **Jacob Schuster, Business Developer**

Need bio.



ment



For additional information, please contact:

**Jacob or ???**

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phone

