

Success Story: Oak Brook Allergists

Web Site Increases Referrals and Patient Satisfaction

“Our Web site has fulfilled all of our expectations and then some. Patients – new and established – love the site. It provides a lot of information and makes things very convenient for them.”

Corrina Roehrig, Practice Administrator

Read more to learn how . . .

- > Web site introduction increases overall patient satisfaction
- > Direct mail campaign leads to growth of patient base
- > Newspaper ad campaign increases name recognition, Web site traffic and calls

Scope of Work

- > Web Site Design & Hosting
- > Direct Mail Campaign
- > Newspaper Advertising Campaign
- > Physician Referral Brochure

Time to Join the World Wide Web

Oak Brook Allergists recognized the need to update their marketing communications for current and potential patients. They needed to enter the 21st century and have a professional presence on the Web to remain viable in today’s marketplace. This led them to search for a design agency that could create a branded, user-friendly Web site and also assist with newspaper ads and direct mail. A printer the practice used referred them to WideSpark and, after an initial consultation, Corrina Roehrig decided they would be an excellent fit for their needs.

“Rick has a great sense of humor which I really enjoy. He provides easy instructions for what I have to do. His staff is quick and gives me the direction I need to complete tasks such as getting bios done, maps, office information and such,” said Corrina Roehrig.

Innovative Marketing Campaign Began With Web Site Introduction

WideSpark’s first priority was to create a new Web presence (www.oakbrookallergists.com). The goal was to create a user-friendly and visually appealing site packed with the information most frequently requested by patients. The site is a major success and provides patients with physician bios; office locations; easy to read/print out location maps, hours and directions; downloadable new patient forms; service information; insurance, fees and billing; and office policies.

Patients are now able to access this information 24/7, and practice administrators, receptionists, nurses and doctors save time by referring existing patients to this valuable resource. The site also allows the referral of new patients to the biography pages so they may become familiar with their new doctor before they meet them. This reduces patient anxiety and helps build confidence and trust.

The development of the Web site led to development of an integrated print marketing campaign to increase name recognition, grow the practice and promote a new office location. These goals were achieved with an innovative direct mail campaign, newspaper advertising, and a physician referral brochure. The direct mail campaign yielded excellent results. Patients held on to the mailing and were still using it months after it was sent out. The campaign was much more successful than any others the practice had attempted in the past with their former design agency.

“WideSpark holds your hand through the entire process. I love that about them. Projects can be overwhelming at times because there are so many decisions to make, but they help you by providing the information you need to get the job done. They make it easy,” said Corrina Roehrig, Practice Administrator.

Patient Satisfaction Critical to Growth and Stability

WideSpark’s ability to create an information-packed Web site that is both user-friendly and visually appealing led the way for increased patient satisfaction and undoubtedly opened the doors for more patient referrals. Health care practices thrive off of referrals. Patients want to know they can trust their doctors. A proactive Web site that addresses busy patients’ needs 24/7, coupled with a print marketing campaign that has consistent look-and-feel branding, will benefit any practice looking to grow in today’s competitive health care field.

The Results:

- > Happier, better-informed patients
- > Larger overall patient base, along with successful startup of new location
- > A thriving medical practice that has grown to 7 office locations through quality care, patient and physician referrals, and a more consistent, professional marketing image.

“WideSpark makes you feel important and they are always there for you. I would recommend them to anybody,” said Corrina Roehrig, Practice Administrator.