

CASE STUDY

Orthopedic practice receives 25x more online reviews, increases new patients

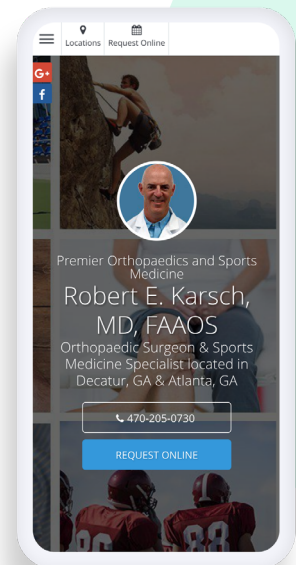
Robert E. Karsch, MD, FAAOS, had greater community exposure than many doctors when he founded his practice, [Premier Orthopaedics and Sports Medicine](#). Not only had the Georgia transplant been recognized as an Atlanta Magazine Top Doctor for many years running, he'd also served as a team physician for the 1996 Summer Olympic Boxing Team.

But positive media coverage for one doctor doesn't always translate into a strong web presence for the practice, and Dr. Karsch needed help building Premier's online visibility.

PatientPop drastically improved and expanded the practice's online presence, first by auditing and refining their listings on essential directory websites like Google, Yahoo, and Mapquest.

Then, PatientPop developed a new, well-designed website that showcases Dr. Karsch's experience and accomplishments and also highlights members of his staff. The site is carefully optimized to perform strongly in local search, so Premier and their services are far more likely to be found by local patients looking for orthopedic and sports medicine services.

The site features the powerful PatientPop online booking tool, which integrates with Dr. Chrono and makes it easy for patients to book appointments 24/7. Patients can also schedule appointments on more than 50 of the practice's listings on directory sites.



“ Our website looks great, and our status on search engines is increasing every month.

Brandy Mapp, Practice Manager, Premier Orthopaedics and Sports Medicine

With greater online visibility achieved, PatientPop implemented a process to continually improve Premier's online reputation. After office visits, PatientPop automatically sends a HIPAA-compliant satisfaction survey to each patient, encouraging them to share their positive experiences online. The surveys have helped the practice collect a high number of online reviews, which help attract even more new patients.

With PatientPop, Dr. Karsch was able to significantly improve and expand his practice's online presence, helping him reach more patients on the web and make an exceptional first impression.

Results with PatientPop



390%

increase in website
visitors who became
patients



74%

increase in
new patients



25x

more online reviews
with an average rating of
4.8/5 stars