

**“No matter how busy I get,
SocialClimb keeps working.”**

– Cody Phillips,
Director of HR & Marketing

CUSTOMER SUCCESS STORY

OrthoAlaska

How OrthoAlaska Uses SocialClimb to Dominate Their Market

Problem

OrthoAlaska, an integrated group of healthcare providers, is dedicated to improving timely patient access to comprehensive musculoskeletal services, medical outcomes, personal service, and value. Delivering world-class care in a friendly, patient-centered environment, they provide the personalized attention of a small practice with all the advantages of a large group practice.

They wanted to offer their services to a greater number of patients, but their small marketing team was already working at full capacity. They needed to find a cutting-edge healthcare digital marketing solution that would help them grow without breaking the bank or overloading their team.

Solution

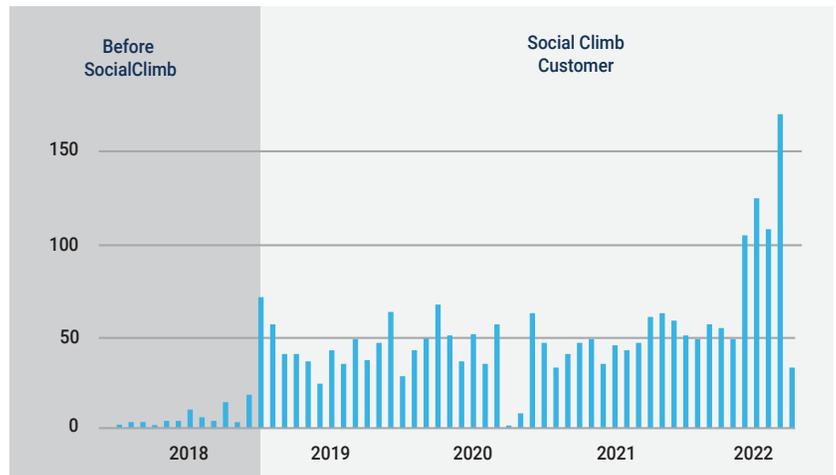
Looking to improve their online visibility and grow their practice, OrthoAlaska started using SocialClimb's platform in July, 2018. They quickly found that the platform made it easy to manage all their Google Business profiles from a single location, send automated review requests, get reports to monitor their status, and measure their results. Greater visibility filled their schedules and put them in a strategic growth position. Originally focused in orthopedics and rheumatology, they made the decision to expand and added Primary Care Associates (PCA) to the group in late 2021. PCA started using the SocialClimb platform to send automated review requests right away.

Results

OrthoAlaska averaged eight Google reviews a month before they started using SocialClimb's platform. Over the last 12 months they have received 81 Google reviews a month, a 912% increase. Since they added PCA to their group, their average number of monthly Google reviews jumped to 129 a month, a 1,500% increase from where they started. To date they have received over 5,000 public reviews. The increase in Google reviews brought some additional benefits to the group. Thanks to their improved visibility, OrthoAlaska has seen a 355% increase in website visits every month, increasing from 1,046 to 4,764

visits a month on average. In addition, they now receive over 4,800 calls a month from their Google Business profiles, a jump from the 1,174 calls a month they received on average prior to using SocialClimb. The 315% increase in phone calls from their Google Business profiles keeps their schedules full and puts them in a powerful position in their market.

Monthly Google Reviews



912%
Increase in
Google Reviews



355%
Increase in
Website Visits



315%
Increase in
Calls

Value

Using SocialClimb's platform to manage their online reputation and automate their patient acquisition has tipped the scale for OrthoAlaska, allowing them to show up at the top of search results when patients look for medical care online. "OrthoAlaska is very dominant in our market, and a lot of our most effective digital marketing is pretty hands-off at this point," says Cody Phillips, OrthoAlaska director of HR & marketing. "No matter how busy I get, SocialClimb keeps working." Their market dominance has led to a 43% increase in new patients between 2018 and 2021, something Phillips attributes mostly to SocialClimb. SocialClimb's platform makes digital marketing easy for OrthoAlaska's team so they can keep their focus where it belongs—on their patients.