



# NICHOLSON CLINIC

Lap-Band®, Gastric Bypass & Sleeve

Case Study

## **Procedures have increased 4x.**

### Category:

Healthcare/Bariatric Surgery

### Situation:

With a growing and increasingly competitive category, bariatric surgeon Dr. Nick Nicholson desired to brand his weight loss surgery services to not only differentiate himself from his competition, but also to engage his patients in an entirely new way. Because the continuing rise in obesity has been accompanied by safer weight loss surgery procedures, more and more people are choosing LAP-BAND or gastric bypass weight loss surgery solutions over more traditional diet and exercise regimes.

### Challenge:

After years as a top Dallas area surgeon at an existing practice, Dr. Nicholson had decided to branch out on his own. He needed to build equity in his new practice and to do so in a way that allowed for multi-city and regional growth.

Additionally, his competitors were all advertising with a similar look and feel – testimonials and before and after pictures of obese people having lost hundreds of pounds. While effective for overall category growth, it made it difficult to stand out as a brand, especially when working within a limited budget.

### Solution:

Engage patients differently and more emotionally to create a unique and personal relationship with Dr. Nicholson's brand. We discovered that patients typically spend as much as two years researching the pros and cons of weight loss surgery, and it is often someone or something that finally triggers the decision to change. We needed to be that trigger. And as the results reflect, we were.

Through brand positioning, brand identity and an integrated campaign consisting of pay-per-click, SEO, outdoor and TV, consumer response was overwhelming. Patients began to gain trust in the Nicholson Clinic brand and chose to have bariatric surgery less for themselves and more for the loved ones around them.

### Results:

- Website visits up 300% (74% of all website visitors are generated through PPC).
- Seminar registration has tripled (58% of all leads are generated through PPC).
- The number of procedures has increased 4x.
- More qualified leads