



CURA Medical Specialists
CASE STUDY
 Client With OMD Since 2021

SITUATION



- > Leading private neurology practice in Sydney
- > No website or any digital platforms
- > Low online visibility
- > Few number of new patient bookings
- > Few number of doctor referral contacts

RESULTS

After an initial 24-month campaign;



1

new conversion
-driven website



1175%

increase in patient enquiries from organic
traffic (51 enquiries vs 4 enquiries)



81.94%

increase in total traffic
(1,310 visits vs 720 visits)



31.58%

increase in patient enquiries from paid
advertising (25 enquiries vs 19 enquiries)



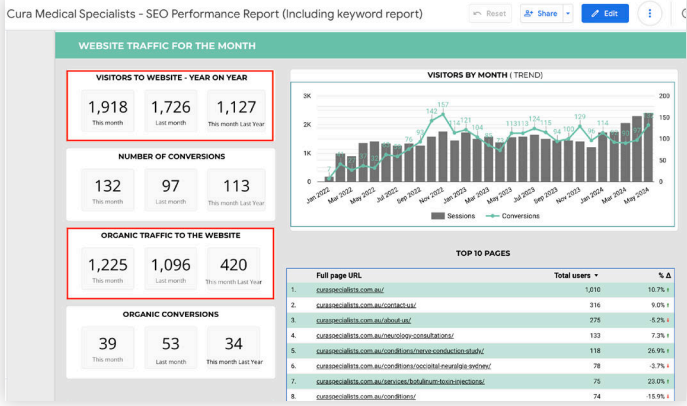
2000%

increase in organic traffic
(735 visits vs 35 visits)

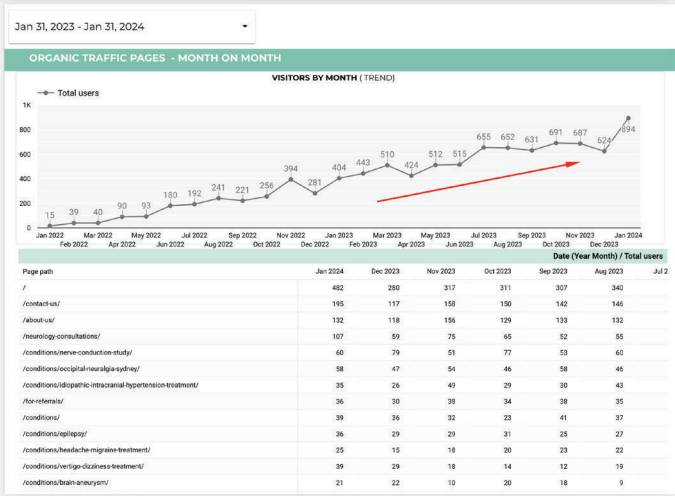
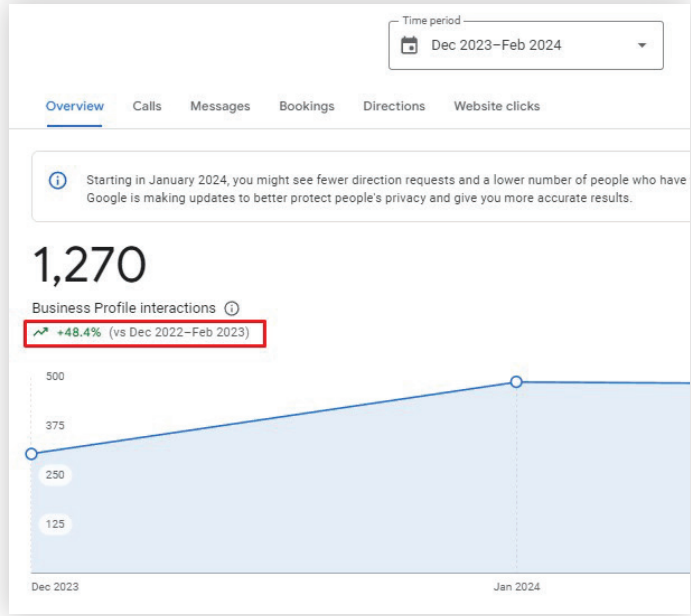


135%

increase in total patient enquiries
(87 enquiries vs 37 enquiries)



Session primary Channel (Group)	Users	Sessions	Engaged sessions	Average engagement time per session	Engaged sessions per user	Events per session	Engagement rate	Event count All events	Conversions All events
1 Organic Search	1,330	1,785	1,130	53s	0.86	5.09	63.31%	9,093	87.00
Jan 27 - Feb 25, 2024	735	1,017	721	1m 07s	0.96	5.41	70.89%	5,504	51.00
Jan 27 - Feb 25, 2022	35	48	32	32s	0.91	4.13	66.67%	198	4.00
% change	2,000%	2,018.75%	2,153.13%	168.15%	7.29%	31.2%	6.34%	2,679.8%	1,175%
2 Paid Search	269	312	211	45s	0.78	4.89	67.63%	1,025	25.00
Jan 27 - Feb 25, 2024	457	527	312	24s	0.68	4.04	55.2%	2,130	19.00
Jan 27 - Feb 25, 2022	-1.14%	-40.8%	-32.37%	-32.76%	14.89%	20.93%	14.23%	-28.4%	31.58%
3 Direct	203	261	97	33s	0.48	4.66	37.16%	1,216	9.00
Jan 27 - Feb 25, 2024	135	230	120	39s	0.89	4.30	54.53%	946	12.00
Jan 27 - Feb 25, 2022	50.37%	18.64%	-15.17%	-15.49%	-46.24%	8.35%	-31.86%	28.54%	-25%
4 Referral									



"We have received positive feedback from our visits to GPs organised by OMD, they managed to book 7 GP visits for us in the first 2 weeks. GP marketing is 100% critical in terms of growing the practices. There are no hiccups in the OMD process, they are very responsive in communicating with us via text messages, emails and phone calls to notify us on the booked meetings.

They came up with the 12 month campaign plan called Dream 100 Referrals to target the best GPs in the suburbs that we would like to speak to and they follow up with these GPs via emails, faxes, and mails consistently. They call the GPs the day before and the day of the meetings to make sure the GP representatives show up for these appointments. In general, so far we are happy with the website and online presence that OMD set up and the OMD performance in SEO, Google Ads and referral marketing campaign."



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