



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)



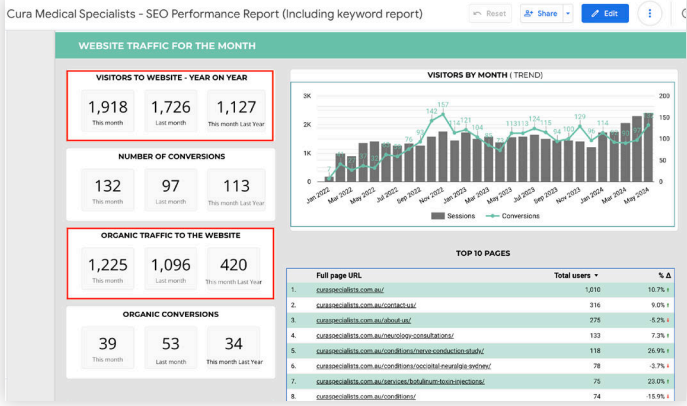
2000%

increase in organic traffic (735 visits vs 35 visits)

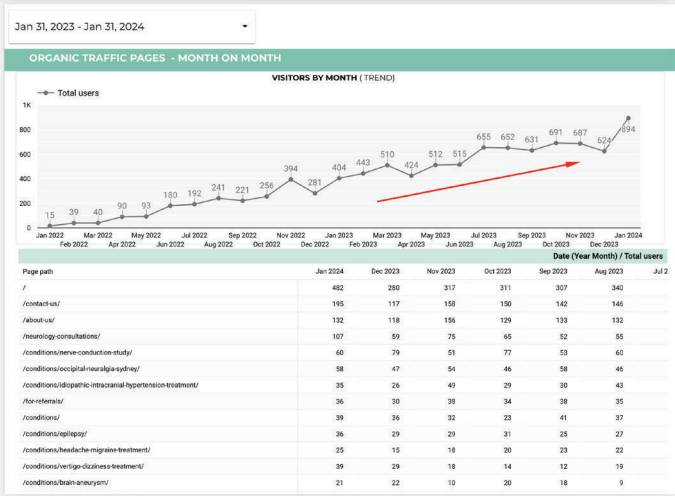
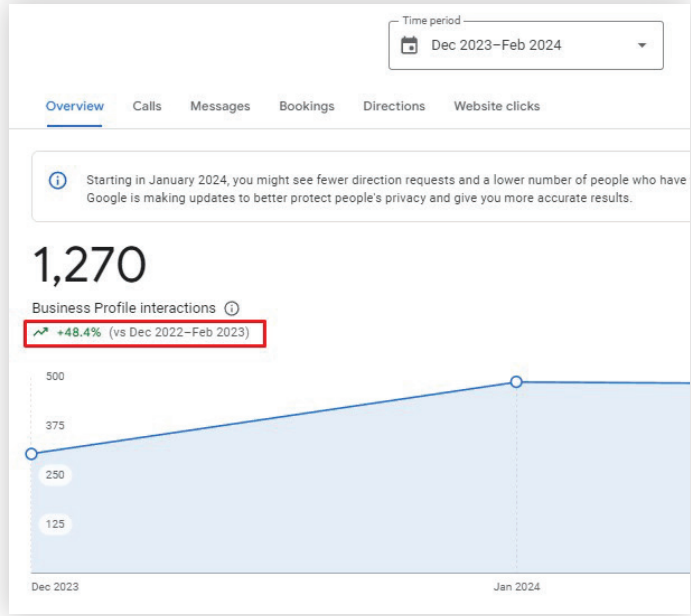


135%

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 | 755 | 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 | 220 | 120 | 39s | 0.89 | 4.30 | 54.53% | 948 | 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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