



NOVA PHYSICIAN WELLNESS CENTER

# Weight loss specialist sees 41% increase in appts with Paid Search Advertising

 4 PROVIDERS  WEIGHT LOSS SPECIALISTS  FAIRFAX, VA

“The team has been amazingly detail-oriented. We couldn't be happier with our campaigns that keep improving month to month.”

Ashley Poulos, Marketing Manager



## Challenge

Located in a highly competitive market, Nova Physician Wellness Center needed to attract more patients at their new office location.



## Solution

By utilizing PatientPop Search Advertising, the practice increased patient volume at the new location and continually outshine their competitors with targeted ad campaigns.



**512**

avg monthly clicks



**22%**

avg conversion rate from ad clicks to appts



**41%** 

increase in online appointments