



# PANORAMA SPINE CASE STUDY



**PANORAMA**  
Orthopedics & Spine Center

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# PROBLEM:

The Spine Team at Panorama Orthopedics and Spine Center wanted to increase patient volume and elective surgical cases due to a lower call burden that left them with more clinic time. The Spine market in Denver is highly competitive, with groups such as Spine One spending upwards of \$20,000/month on PPC. We needed to market across multiple channels to raise the visibility and strengthen the brand. Panorama has long been seen as the market leader for Orthopedics, however the Spine team had room for growth.

# DIGITAL STRATEGY:

## World-Class Spine Campaign















PPC – We started by running a separate and differentiated Spine Pay Per Clinic Campaign in market. The budget was \$5000/mo, but we recognized just one spine surgery would cover the cost of the campaign for several months and return an ROI. To measure the effectiveness of the PPC campaign, we tracked visits specifically to the spine page of our website, which allowed us to look at the traffic interested in that specific service line. The results were spectacular with the Spine page going from the 14<sup>th</sup> most-accessed page on our web site to becoming the most popular page behind our home page.

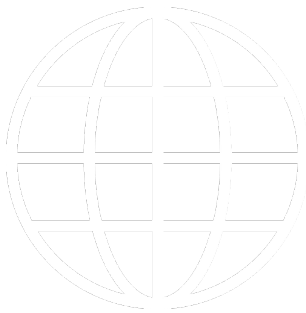
**Increased website visits directly to the spine landing page by 312% from the 14<sup>th</sup> most-accessed page with 1616 visitors to the 4<sup>th</sup> most accessed page with 5053 visitors.**



# JUNE/JULY 2018











PRIOR TO LAUNCHING THE CAMPAIGN

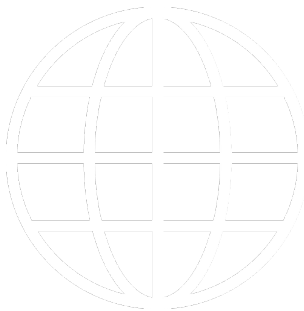
1.	/		<b>28,578</b> (23.40%)
2.	/find-a-doctor/		<b>19,029</b> (15.58%)
3.	/contact/		<b>10,738</b> (8.79%)
4.	/about/next-md/		<b>5,755</b> (4.71%)
5.	/request-an-appointment/		<b>3,297</b> (2.70%)
6.	/identify-your-condition/		<b>3,286</b> (2.69%)
7.	/about/		<b>2,481</b> (2.03%)
8.	/services/		<b>2,058</b> (1.68%)
9.	/services/physical-therapy/		<b>2,000</b> (1.64%)
10.	/services/foot-ankle/		<b>1,998</b> (1.64%)
11.	/contact/employment-opportunities/		<b>1,826</b> (1.49%)
12.	/services/stem-cell-therapy/		<b>1,738</b> (1.42%)
13.	/services/hand-wrist-and-elbow/		<b>1,679</b> (1.37%)
14.	/services/spine/		<b>1,616</b> (1.32%)



# SAME TIME PERIOD

## 2020

1.	/		<b>25,260</b> (17.67%)
2.	/find-a-doctor/		<b>23,114</b> (16.17%)
3.	/contact/		<b>10,098</b> (7.06%)
4.	/services/spine/		<b>5,053</b> (3.53%)
5.	/about/next-md/		<b>4,764</b> (3.33%)
6.	/?spinecenter-golden=		<b>4,396</b> (3.07%)
7.	/services/hand-and-wrist/		<b>3,819</b> (2.67%)
8.	/identify-your-condition/		<b>3,366</b> (2.35%)
9.	/services/physical-therapy/		<b>3,066</b> (2.14%)
10.	/services/		<b>2,635</b> (1.84%)
11.	/about/		<b>2,478</b> (1.73%)
12.	/services/foot-ankle/		<b>2,142</b> (1.50%)
13.	/?spinecenter-highlandsranch=		<b>2,071</b> (1.45%)
14.	/services/joint-replacement/		<b>1,924</b> (1.35%)
15.	/contact/employment-opportunities/		<b>1,551</b> (1.08%)



# ON ONE MONTH WE EXPECT BETWEEN 800 TO 1000 CLICKS ON OUR TOP CAMPAIGN KEYWORDS, WHICH INCLUDED:

- Spine Center
- Spine Surgeon
- Back Spine
- Lower Back Pain
- Spine Doctor
- Spine Health
- Spine Surgery
- Back and Spine Pain
- Pain in Low Back
- Cervical Spine
- Spinal Stenosis
- Spinal Fusion
- Spine One
- Low Back Pain Relief
- Scoliosis

[Back Pain Takes Your Life Away | Our Doctors Give It Back](#)

[www.panoramaortho.com](http://www.panoramaortho.com)

Top Back Doctors In Denver Want To Help You Eliminate Back Pain. World-Class Treatment. Individualized Plans To Treat Your Specific Issues & Needs. 2nd Opinions Via Telehealth

[Denver's Top Spine Doctors | Center For Back, Neck & Spine](#)

[www.panoramaortho.com](http://www.panoramaortho.com)

Less Than 10% Of Patients Need Surgery. Fix Your Back Or Neck Pain Get Back To Living. Same & Next Day Appointments Available. Contact Us Today To Request An Appointment.

[Back Pain Takes Your Life Away | Call Us For a Virtual Visit](#)

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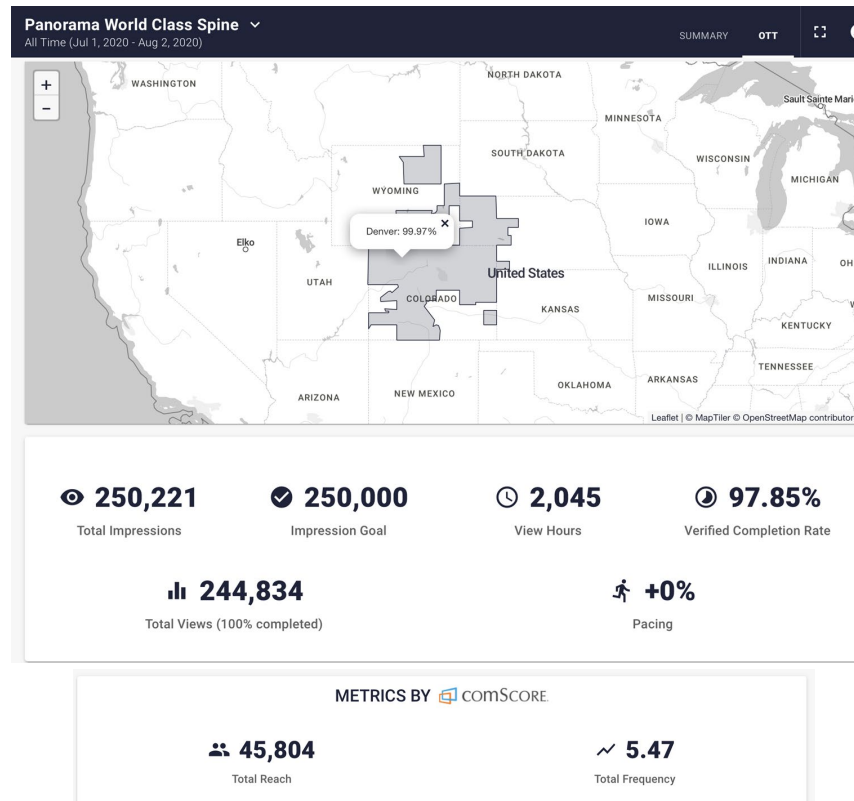
Top Back Doctors In Denver Want To Help You Eliminate Back Pain. World-Class Treatment. Individualized Plans To Treat Your Specific Issues & Needs. Request An Appointment Today



# OTT/CTV ADVERTISING

## WITH 30-SECOND TV COMMERCIAL

We launched our world-class spine TV commercial on OTT/CTV and served more than a quarter-million impressions each month across streaming platforms.



# OTT/CTV ADVERTISING

WITH 30-SECOND TV COMMERCIAL

In the month that we ran this ad, we experienced a 19% increase in phone calls to reach an all-time high of 3546 calls that came in and were tracked through PPC and SEO.





## PRIOR TO OTT CAMPAIGN LAUNCH

2,863 Calls from May 1, 2020 - May 31, 2020 Mountain Time



## FOLLOWING OTT LAUNCH

3,546 Calls from Jul 12, 2020 - Aug 11, 2020 Mountain Time



# GEOFENCING

## SECOND OPINION SPINE CAMPAIGN

We put together mobile ads for our location-based geofencing campaign that ran in our spine competitors' offices and pain clinics across the Denver Metro area. We drove the clicks on the geofencing ad directly to a more in-depth blog titled, "Considering Spine Surgery – Consider A Second Opinion". We are delivering 100,000 impressions a month to a narrow, targeted audience and 2 weeks later we received this email from one of our spine surgeons:

"Saw a 2nd opinion on spine surgery last Friday, he called back today wanting me to do the surgery!!! It works!

Thanks!  
Dr. Doug Wong"



Considering Spine Surgery? Consider A  
Second Opinion.

# Thank You

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