

How did we help an established orthopedic practice maintain market position and grow its patient base when a large, highly competitive practice moved into the area?

The Challenge

Athens Orthopedic Clinic (AOC) was facing a strong new entrant into its market. After conducting research, it turned to TSG to translate the readout into a viable strategy and go-to-market plan that could be executed quickly.

The Solution

1

A focused strategy leveraging AOC's reputation, personalized care, and the advantages patients realize at a smaller facility. These included:

- Reputation for high-quality care
- Ease of recordkeeping/access
- Patient/provider relationship
- Successful outcomes

2

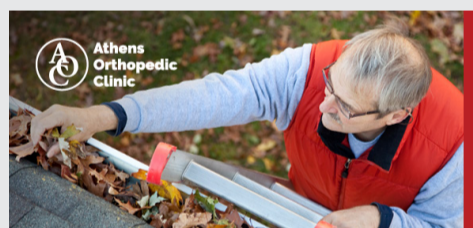
A sequenced, multichannel campaign of traditional and digital elements. The campaign introduced a new, revitalized AOC brand with hard-hitting messaging.

3

A campaign targeting six key treatment areas—urgent care, spine health, total joint, sports medicine, hand and foot—and promoting AOC's multiple Athens-area locations, including orthopedic urgent cares, for *customized, complete, coordinated care*.

4

A media campaign optimized for continuous improvement.



Six tips to prevent injury in your home

Slips, trips and falls are the leading cause of unintentional home injuries. Dangling extension cords or post-holiday clutter are potential causes of falls. The orthopedic specialists at Athens Orthopedic Clinic offer the following tips to keep you safe in your home:

1. Always maintain three points of contact (one hand, two feet/one foot on ladders).
2. Secure area rugs with double-sided tape or gripper pads to prevent slipping.
3. Install sufficient lighting in all areas with easy-to-reach switches.
4. Repair damaged or uneven flooring, stairs and sidewalks.
5. Use stair gates and window guards, especially with younger children.
6. Install grab bars in all showers and bathtubs.

No matter how careful you are, we know that accidents happen. At Athens Orthopedic Urgent Care in Snellville, our on-site orthopedic specialists offer specialized and personalized care for muscle, joint and bone injuries. Visit aocspinecare.com for more information.

AOC Walk-in Orthopedic Urgent Care at Snellville
3553 Jenner Road, Snellville, GA 30078
770-554-5099
Monday through Thursday, 8:00 am-5:00 pm
Friday, 8:00 am-2:00 pm
Closed Saturday and Sunday



Get back to living your life
Experts in spine, neck and back care

When it comes to treating both common and complex causes of spine, neck and back pain, we're the experts. Our orthopedic specialists offer complete, well-coordinated care for your specific needs—from pain management and physical therapy to the most advanced, minimally invasive surgery. Visit our convenient locations throughout Northeast Georgia.

Athens Orthopedic Clinic
1765 Old West Broad Street
Athens, GA 30606

Call us at **706-549-1663** or visit aocspinehealth.com for locations, hours and more information.



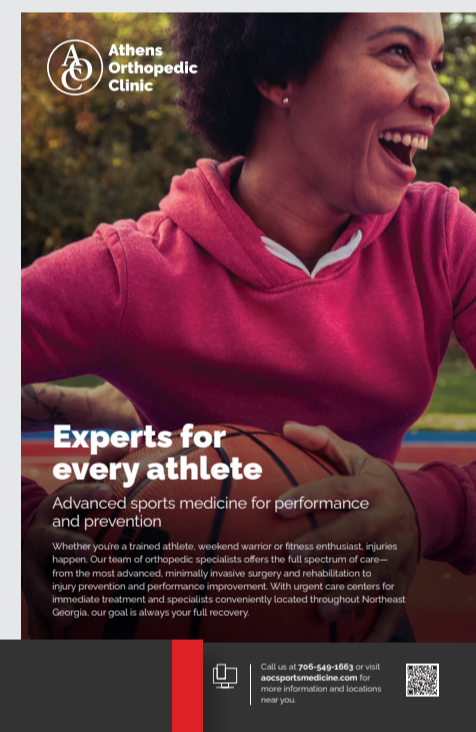
Advanced care for hip and knee joint pain

Athens Orthopedic Clinic
aoctotaljoint.com



Experts for every athlete
Advanced sports medicine for performance and prevention

Athens Orthopedic Clinic
aocsportsmedicine.com



The Point

By highlighting the advantages of AOC and positioning it as the most convenient and custom treatment option in the area, we successfully held AOC's strong position and significantly grew new patient appointments year over year.

- Campaigns consistently outperformed healthcare averages by as much as 400%.
- More than 27,000 leads were generated in the form of calls, emails, appointment requests, and scheduled appointments.
- Approximately 4,500 net new patients can be attributed to the 2023 campaign as compared to 2022.
- New office openings in 2024.