



pivotaltherapy



ADVERTUS
BUSINESS SERVICES®

Pivotal Therapy, LLC.

Client: Pivotal Therapy, LLC.

Industry: Sports Medicine

Background: Pivotal Therapy is a sports medicine practice with a staff of 19 physicians and 29 medical professionals. The expert staff of board certified surgeons and medical specialists are able to pool and share resources and information.

Challenge: Pivotal Therapy would like to build on the core brand and generate awareness of the practice in their current markets. In addition, Pivotal wanted to expand operations but was unsure of what locations would be most appropriate.

Analysis:

The ADVERTUS group researched the following:

- Surveyed 500 current patients on possible service expansion options.
- Developed service packages and support tools for front-line staff cross-sell opportunities.
- Evaluated community outreach opportunities to build brand awareness.
- Developed purchase intention and profitability customer profiles within seven possible expansion cities.

Results: The campaign generated an outstanding \$230,000 increase in monthly patient revenue over the previous year. The program continues to increase revenue at an average annual rate of 18%.

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