

Unifying Your Marketing for Greater Impact

How a Private Interventional Radiology Practice Benefited from a Single Agency Provider

The Challenge

A large, private interventional radiology (IR) practice with multiple locations had previously relied on a mix of independent marketing specialists for different marketing services. Graphic design, SEO, social media, broadcast, and digital marketing were segmented into specific silos of activities and managed independently. While each provider delivered quality work, the lack of coordination led to inconsistencies with branding and messaging as well as an increased effort for internal staff to manage and coordinate.



The Approach

The practice transitioned to Addison Clark (a single full-service marketing agency) to handle all core marketing functions. Addison Clark was able to unify a creative direction for the practice's brand, centralize campaign management, and create cross-channel analytic measurements and optimization.

Key initiatives included:

CONSISTENCY

Unified branding and tone across all platforms

Uniform quality and brand voice, no matter the medium

Single point of contact within the agency to manage practice goals and requests

COORDINATION

Synchronized campaign timing for maximum impact

One strategic vision driving all efforts, reducing overlap and wasted spend

Monthly marketing meeting to report results, align activities, and optimize practice leads

FLEXIBILITY

Ability to shift marketing priorities to meet business changes and market opportunities

Reduction in internal staff management efforts

Ability to match marketing resources to highest leverage activities

The Results

Addison Clark increased the number of self-referred patients significantly while addressing the efficiency of activities to reduce the practice's monthly marketing investment in just six months. The net impact was:

63% increase in self-referred patients

22% decrease in monthly marketing expense

The Impact

Brand Consistency

A unified, professional presence across all marketing touchpoints

Time Savings

Less time coordinating vendors and more time managing operations

Business Growth

Higher output at a more efficient cost



Executive Takeaway

By partnering with Addison Clark, the practice enabled significant growth in a key patient demographic while saving marketing dollars and effort that could be re-directed into other priorities.

A smarter way to grow.®

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