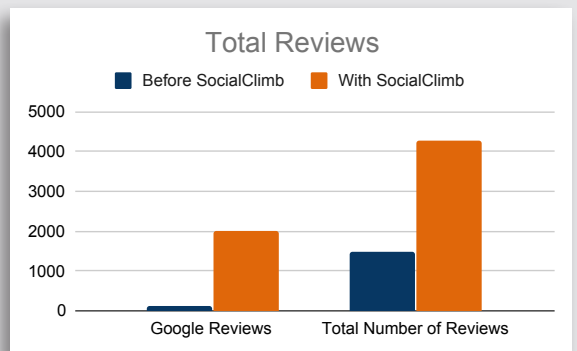


Johns Hopkins partnered with SocialClimb to take charge of their reputation and transform the way they attract patients. In only a few months, they received over 2,800 new reviews and jumped from a Google rating of 3.67 to 4.81 stars. Their improved star rating and optimized GMB listings have helped them dominate Local Search and capture the profitable market share of patients.



## BY THE NUMBERS

After partnering with SocialClimb, Johns Hopkins increased their total number of Google reviews from 138 to 2,013, boosted their rating by 1.1 stars, increased their ratio of high-star reviews, jumped to the top of online search results, and began seeing an increase in patients brought in by Local Search.



## MORE REVIEWS

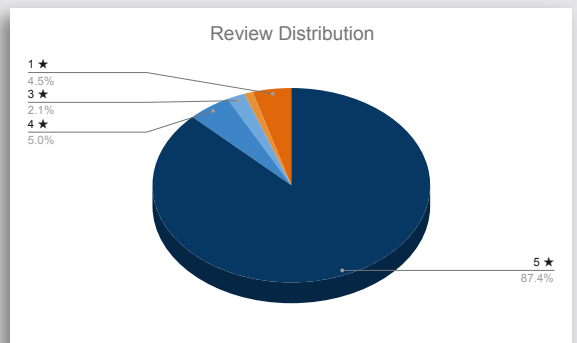
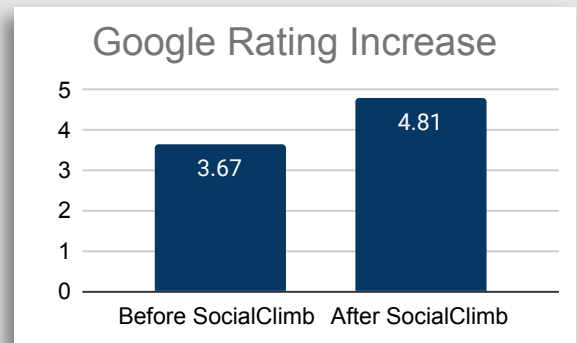
Simply inviting patients to offer feedback through our automated system has resulted in a 2,589% increase in monthly Google reviews, capturing a more accurate picture of overall patient satisfaction.

## IMPROVED REPUTATION

A full star Google rating increase in only a few months, moving from 3.67 to 4.81 stars, can be attributed to the silent majority of satisfied patients happy to leave feedback when invited to do so.

## NEW PATIENTS

Johns Hopkins is now landing at the top of online search results to organically attract new patients thanks to optimized Google My Business (GMB) listings and robust online reviews that demonstrate excellent patient care.



*"As a marketer, you rarely find vendors or solutions that really deliver more than what they promise, but SocialClimb has done just that. At a reasonable price point, and with very little effort from our staff, they have truly helped us transform our social media reputation and grow our practice."*

~Blair Primus, OrthoCarolina  
Vice President of Marketing

## OUR STORY

The SocialClimb idea began 5 years ago when SocialClimb founder and CEO, Ty Allen, experienced a life-threatening accident. He quickly learned how difficult it could be to make decisions as a medical consumer in the United States.

With a spinal cord injury, and throughout a year-long rehabilitation process, Allen had to make 10-12 key provider or facility decisions that could significantly affect his recovery and quality of life, many of them in less than an hour. These decisions all required more information about medical providers than was available to him as a medical consumer.

Allen discovered a disconnect between what medical consumers need to know to make a good decision and how medical practices market themselves. SocialClimb provides a solution to benefit both the medical community and the consumers who need their services.



Call 866-338-8270 to schedule a demo today.

# AUTOMATED PATIENT ACQUISITION

SocialClimb's cutting-edge platform will help you grow the value of your practice, expand your providers and locations with confidence, and know the impact of your marketing spend.

## LEVEL 3: PRACTICE MARKETING EXCELLENCE

Stay ahead of the competition  
Grow on your own terms  
Fine-tune your marketing spend

## LEVEL 2: TARGETED PATIENT ACQUISITION

Identify ideal patients  
Deliver targeted reputation ads  
Measure ROI via patients and \$\$

## LEVEL 1: REPUTATION MANAGEMENT

Own and optimize your GMB listing  
Improve practice and physician ratings  
Dominate Local Search

## PLATFORM FEATURES

**REVIEWS & SURVEYS:** Auto send a text or email to every patient requesting feedback, and give voice to your silent majority of satisfied patients.

**BOOST:** Attract high-value patients with reputation ads targeted to the Local Search areas they live in.

**REPORTS AND NOTIFICATIONS:** Set up fully customizable, auto-generated reports daily, weekly, or monthly to give you the data how and when you need it most.

**PATIENT ANALYTICS:** Identify the location of each physician's preferred patient populations to adjust your case mix and boost your revenue.

**REVIEW INTERFACE:** Manage all your reviews in a central location so you can respond quickly and improve patient care in real ways.

**LISTINGS:** Optimize your GMB listing to help you jump to the top of Local Search and give patients the info they're looking for.

**INSIGHTS:** See how your improved reputation and optimized GMB listings translate to dollars by tracking measurable actions.