



# Healthcare Marketing & Operations Improvement Case Study





# INTRODUCTION

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OsteoFit Ortopedia, a nascent and ambitious orthopedic company, was co-founded by Dr. Francisco Torres, a fellowship-trained orthopedic surgeon specializing in knee replacement, and Dr. Mayra Osuna, a Pediatric Orthopedic surgeon, in Mexico City. Despite their clinical expertise, OsteoFit faced challenges in marketing and operations, hindering its growth and outreach. This case study explores how Scientissimum Healthcare Marketing Agency revolutionized OsteoFit's approach, leading to substantial growth and success.



# CHALLENGES



## Limited Brand Recognition

OsteoFit lacked a strong brand identity and online presence, essential in today's digital healthcare landscape.



## Inefficient Operations

Operational challenges were affecting patient experience and clinic throughput.



## Low Digital Footprint

Inadequate digital marketing strategies resulted in poor online visibility and patient engagement.



# OUR STRATEGIC APPROACH

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After visiting OsteoFit in person, The Scientissimum's strategy encompassed several key areas:

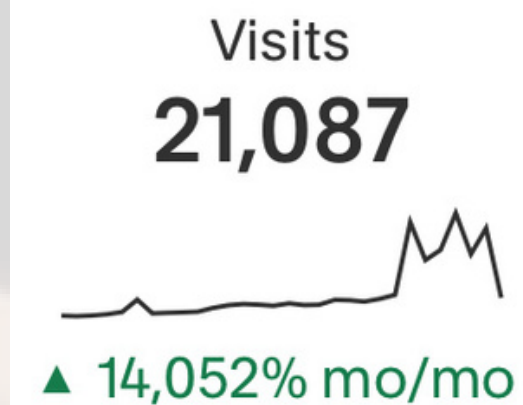
- 1. Brand Development:** Scientissimum crafted a unique brand image for OsteoFit, resonating with their target audience. Additionally, we developed Print Marketing Materials and Capablity Folders.
- 2. Website and SEO Optimization:** A branded website was developed with a focus on SEO to enhance online visibility.
- 3. Social Media Marketing:** Strategic campaigns were launched on platforms like Facebook and Instagram to engage with a broader audience.
- 4. Customer Service:** We refined the patient experience with the latest customer service practice.
- 5. Operations Optimization:** Streamlining clinic operations to improve patient experience and efficiency.
- 6. Expansion Planning:** Guidance in expanding their practice to a more prestigious location, Hospital Angeles Pedregal.



# IMPLEMENTATION & RESULTS

## Brand and Digital Presence:

- A cohesive brand image was developed, encapsulating OsteoFit's ethos and expertise.
- The newly developed website saw a significant increase in traffic with 21,087 visits, 20,101 unique visitors, and 22,903 views, driven by effective SEO strategies.

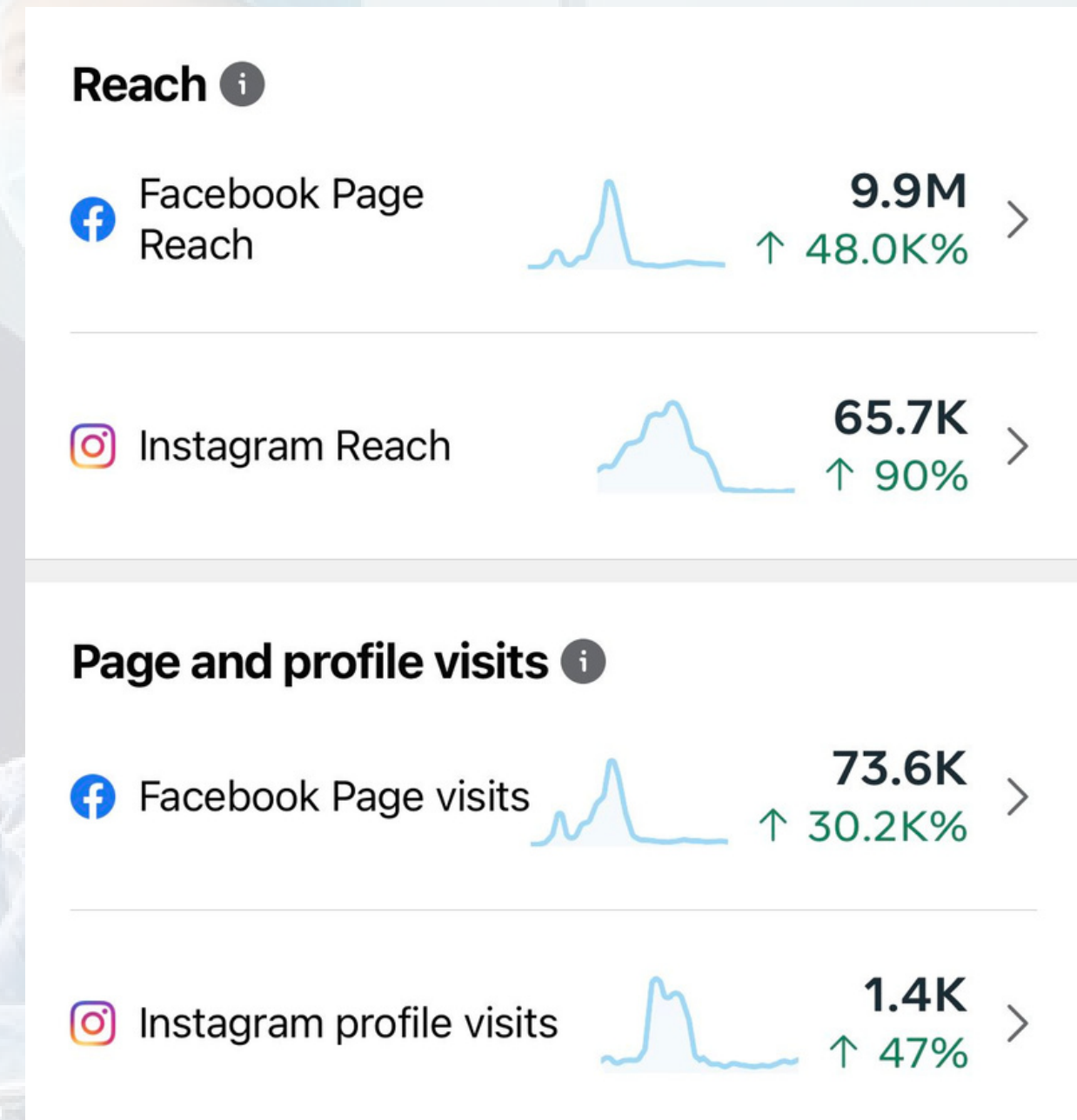




# RESULTS OF SOCIAL MEDIA

## Social Media Impact:

- Scientissimum's campaigns led to a substantial social media following, with 32,798 combined real and engaged followers on Facebook and Instagram.
- Several of OsteoFit's social media videos went viral, significantly boosting online engagement.





# CUSTOMER SERVICE RESULTS

## Customer Service:

- Scientissimum developed a robust patient engagement strategy, including refining the customer service attention and lead-capturing techniques that competition is actively lacking in their orthopedic services.
- A multichannel communication chain was activated between the front desk and the doctors themselves.





# OPERATIONS RESULTS

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## **Operations and Patient Experience:**

- Streamlined operations led to improved patient satisfaction and clinic efficiency.
- The transition to Hospital Angeles Pedregal marked a significant milestone, elevating OsteoFit's prestige and patient trust.





# FINANCIAL GROWTH

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The comprehensive strategy resulted in an impressive 86.43% Return On Investment at the End Of The Year, including the costs associated with setting up the new practice.





# CONCLUSION

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**Scientissimum's** holistic approach transformed OsteoFit from a budding orthopedic clinic into a prominent healthcare provider in Mexico City. The strategic focus on branding, digital marketing, and operational efficiency not only enhanced OsteoFit's market presence but also significantly improved its financial performance. This case study exemplifies how targeted marketing and operational strategies can propel healthcare practices to new heights of success and recognition.



# CONTACT US

**Scientissimum** is a Full-Scale Evidence-Based Healthcare Marketing Agency in NYC. Scientissimum is also involved in Public Health, Research, and Innovation.



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