

THE PROBLEM

Hill Country Memorial Health System needed to build patient volume among their primary care physicians. With two physicians new to the market, building volume quickly was an imperative.

THE CHALLENGE

The volatile roller coaster of COVID-19 has made people hesitant to return to physician's offices as well as hospitals and clients to get the care they need. It also makes recovery strategies a tough guessing game with shrinking resources.

THE SOLUTION

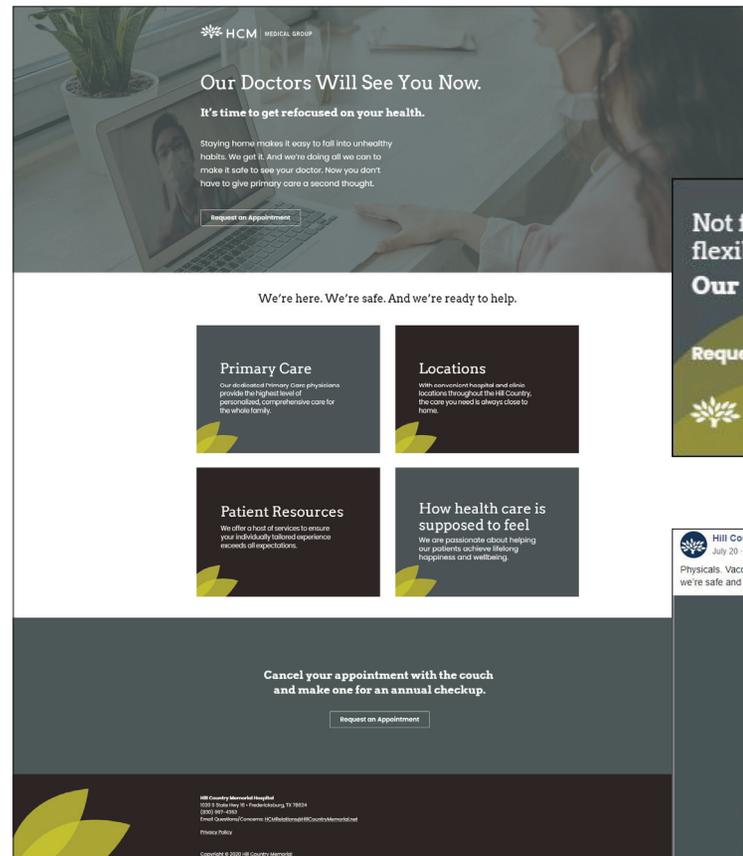
Cost-effective, flexible demand generation that can be turned on and off as we ride the COVID waves.

THE RESULTS

The primary care campaign went live within two weeks, and after a 12-week sprint, the campaign exceeded goals by delivering:

- **1,300,314 impressions**
- **7,146 website sessions**
- **243 appointment requests**
- **Cost per appointment request of \$40.21**

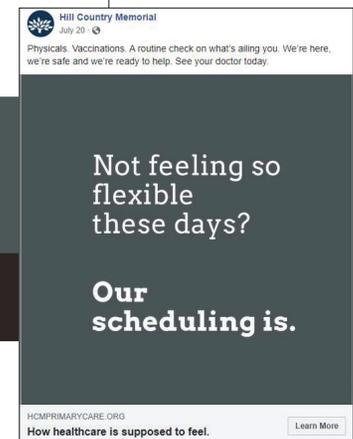
Landing Page



Banner Ad



Social Ad



The BVK team was knowledgeable and very helpful in working with us to bring this new approach to business growth to our market. The results in terms of impressions and traffic driven to our website for appointment requests was encouraging!

— **Amanda Stevens** Chief Strategy Officer and Executive Director, Foundation for HCM