

30 New Patient Appointments in 90 Days

How MKTG Reboot helped a specialty healthcare practice build clearer positioning and a scalable patient acquisition engine.

30**CONFIRMED NEW
PATIENT APPOINTMENTS****90****DAYS FROM STRATEGY
TO MEASURABLE GROWTH**

THE CLIENT

Image Guided Solutions of Missouri

A Mid-Missouri interventional radiology practice offering minimally invasive alternatives for uterine fibroids, enlarged prostate symptoms and vein disease.

THE CHALLENGE

The treatments were differentiated. The patients often did not know they existed.

- Help patients recognize symptoms that could indicate a treatable condition
- Educate patients on minimally invasive alternatives
- Build trust in a specialized practice
- Convert education into qualified inquiries and appointments
- Create a repeatable model that could scale across service lines

WHAT WE DID

- Clarified brand positioning and patient-facing messaging
- Prioritized high-value service lines and built targeted acquisition campaigns
- Created dedicated programs for vein care, UFE and PAE
- Used symptom-driven messaging to reach patients before they knew the treatment name
- Built physician-led education and webinar initiatives
- Improved conversion paths and calls to action
- Created a framework to test, measure and reallocate resources toward what worked

THE STRATEGY

Make complex medical services easier to understand, then give patients a clear next step.

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Working with MKTG Reboot has helped bring much-needed strategy, structure, and clarity to our marketing. Josh has helped us better define our brand positioning, organize our marketing priorities, and build a more scalable approach to patient acquisition.

DR. KAVI DEVULAPALLI

Founder, Image Guided Solutions of Missouri

Have unused provider capacity?

Let's build a patient acquisition system designed to fill it.

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