

160+ New Patient Appointments in 6 Months

How MKTG Reboot helped an established independent orthopaedic group turn stronger positioning, smarter campaigns and consistent execution into measurable patient growth.

160+

**CONFIRMED NEW
PATIENT APPOINTMENTS**

Generated within the first six months

+37.6%

**INCREASE IN APPOINTMENT
FORM SUBMISSIONS**

Within the first six months

THE CLIENT

Columbia Orthopaedic Group

An independent, physician-led orthopaedic practice serving Mid-Missouri for more than 60 years. With orthopaedic urgent care, imaging, surgery, pain management and other services under one roof, the group had a strong clinical story to tell. The opportunity was making sure more patients understood that story, and chose Columbia Orthopaedic Group when they needed care.

THE CHALLENGE

Competing against larger regional systems required sharper positioning and a more coordinated patient acquisition strategy.

- Differentiate the practice from larger hospital systems
- Create a clear, consistent brand position
- Connect strategy, campaigns and execution
- Generate measurable patient growth, not isolated activity

WHAT WE DID

- Sharpened positioning around independent, specialized and integrated orthopaedic care
- Clarified messaging to better differentiate the group from larger systems
- Built targeted patient acquisition campaigns around priority services
- Launched and optimized digital campaigns designed to generate appointments
- Created educational webinars featuring Columbia Orthopaedic Group physicians
- Strengthened patient education, service-line messaging and conversion paths
- Supported website, content, social media and ongoing growth strategy

THE STRATEGY

Turn differentiated positioning, patient education and consistent execution into measurable patient growth.



Working with MKTG Reboot has been a game changer. We're not only increasing awareness for Columbia Orthopaedic Group, we're helping more people understand our origin story and why they should choose us over larger regional systems. The campaigns, webinars and ongoing strategy have helped drive new patient interest and real revenue for our group.

ANDREW LOVEWELL
CEO, Columbia Orthopaedic Group



As the physician president who has championed our marketing efforts since 2005, I truly appreciate their ability to develop a thoughtful strategy that aligns closely with our goals, strengthens our brand, clarifies our messaging and enhances patient education.

DR. BUS TARBOX
President, Columbia Orthopaedic Group

Have unused provider capacity?

Let's build a patient acquisition system designed around your clinic.

[MKTGREBOOT.COM](https://mktgreboot.com)