

## Urgent Care Growth

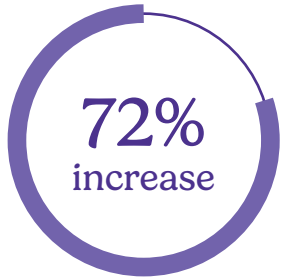


**Case study subject:** This locally owned and operated urgent care experienced a drop in visits during COVID. HabWell stepped in to provide consultation and support to drive new patient household acquisition and increased patient visit volume. This campaign included direct mail, digital ads, search ads, staff education, and in-office collateral.

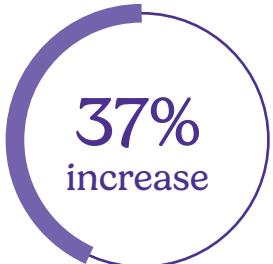
When it comes to urgent care clinics and prospective patient decisions, we fundamentally understand (1) females within a household are most likely to drive selection for site of care, and (2) convenience truly matters within this medical segment. The HabWell team then analyzed surrounding neighborhoods and associated traffic patterns to identify ideal patient prospects for the marketing campaign.

**Results:** The clinic experienced an incremental increase from an average of 400 visits per month to 575+ visits per month. The graphics to the right illustrate how this lift compares across COVID and pre-COVID timeframes. The chart below shows the timeline and seasonality of visits from 2018-2021.

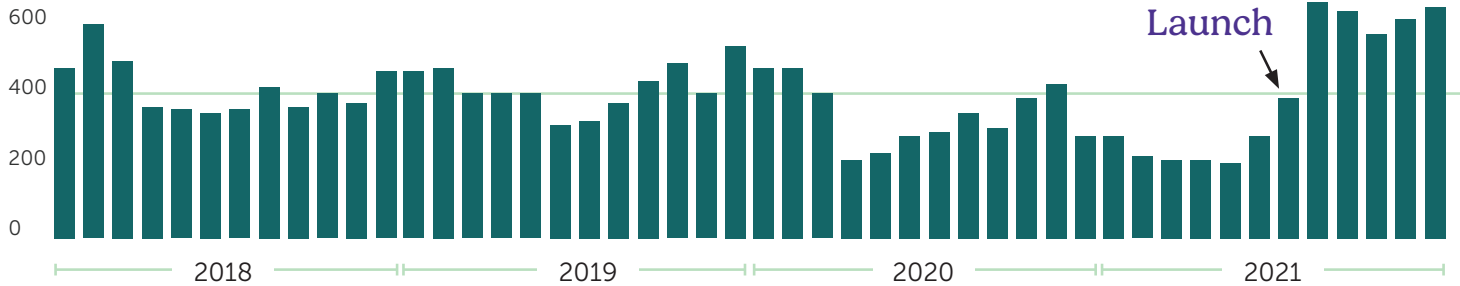
### 2021 VS 2020 (COVID)



### 2021 VS 2019 (PRE-COVID)



### VISITS PER MONTH



Grow your new patients and visits with us!  
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