

How We Helped a Physiotherapy Clinic Retain Patients and Boost Engagement

Client Background:

MB Digital Communications has partnered with a prominent physiotherapy clinic located in downtown Toronto for over ten years. Although they have been in business for 34 years, like many healthcare providers, they face challenges maintaining consistent communication with their patients—a crucial factor in retaining their client base amidst the competitive landscape of Toronto, which boasts dozens of similar clinics.

The Challenge:

The clinic's primary focus is patient care, not marketing. With the rapid evolution of digital communication, they found it even more difficult to stay current with technology trends. Additionally, with the abundance of physiotherapy clinics across the city, it's easy for patients to switch to a more conveniently located provider, making it vital to remain top-of-mind.

Our Solution:

We stepped in to bridge this gap. We began by leveraging the clinic's existing content—transforming it into engaging, easy-to-read, and actionable emails. Our team meticulously crafts these emails, focusing on compelling subject lines, optimal send times, and well-structured content that resonates with the clinic's audience.

Results:

The results speak for themselves. The reported average open rate for health clinic emails typically ranges between 32% and 41%. However, the emails we create for this clinic consistently outperform these benchmarks, with an impressive open rate of between 47% and 57%.

Moreover, the clinic reports that a significant amount of their website traffic is driven by the e-newsletter, with noticeable spikes correlating with email campaigns. These newsletters not only keep patients engaged but also serve as a powerful tool for new business, with many patients returning and referring friends and family.

Targeted Communication:

Our email marketing efforts go beyond simply sending mass emails. We use advanced tracking to monitor who opens the emails, which links are clicked, and by whom. This data allows us to segment the audience effectively—for instance, sending targeted emails to those who have shown interest in lower back pain. This level of personalization enhances patient engagement and ensures that the clinic's communication is relevant and impactful.

Client Feedback:

The clinic has expressed that without our support, producing these emails in-house would be both time-consuming and costly. They acknowledge that our expertise in digital communication is a vital component of their marketing strategy, allowing them to focus on what they do best—providing exceptional patient care.

The monthly newsletter has become an indispensable tool for patient retention, and as the clinic states, "Keeping in touch with email is the biggest way that the clinic has seen new business coming in – even if it's past clients. The email marketing piece has always been stable. It's been a strong, consistent way for us to stay in the minds of our past and current clients and it reflects in terms of repeat business and friends and family referrals. Showing up in somebody's inbox is incredibly important right now."

Conclusion:

By entrusting MB Digital Communications with their email marketing, the clinic has not only stayed competitive but has also enhanced its patient relationships. Our partnership has proven that effective communication is key to retaining clients and driving business growth in a crowded market.