

Success Story: Oak Brook Allergists

New Website Increases Referrals and Patient Satisfaction

“Our website has fulfilled all of our expectations and then some. Patients – new and established – love the site. It provides a lot of information and makes things very convenient for them.” – Corrina Roehrig, Practice Administrator

Read more to learn how. . .

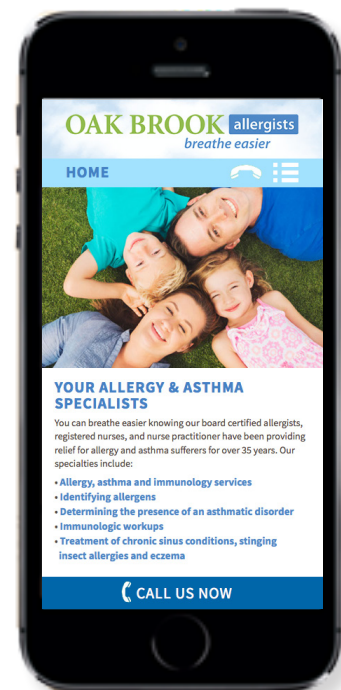
- Website increases overall patient satisfaction
- Direct mail campaign leads to growth of patient base
- Newspaper ad campaign increases name recognition, website traffic and telephone calls

Scope of Work

- Website design
- Direct mail campaign
- Newspaper advertising campaign
- Physician referral brochure

Time to Create a More Professional Marketing Presence

Oak Brook Allergists recognized that to remain viable in today’s crowded marketplace, they needed a marketing presence that was at the same level as the health care services they provide. This led them to search for a design firm that could create a branded, user-friendly website and develop newspaper ads and direct mail that point to the site. A printer the practice used referred them to Moser Design and after an initial consultation, Corrina Roehrig decided Moser would be an excellent fit.



New mobile site created by Moser Design includes Google Maps, auto-dial call button and pollen count app.

Innovative Campaign Starts With New Website

Moser’s first priority was to create a new high level website (www.oakbrookallergists.com). The goal was to create a user-friendly and visually appealing site packed with information most frequently requested by patients. The site has been a major success and provides patients with physician bios; office locations; easy to read/print out location maps, hours and directions; new patient forms; service information; insurance, fees and billing; and office policies. Patients access this information 24/7 and practice administrators, receptionists, nurses and doctors save time by referring existing patients to the site. The site also allows the referral of new patients to biography pages so they may become familiar with their new doctor before they meet them. This reduces patient anxiety and helps build confidence and trust.

Development of the website led to creation of an integrated print marketing campaign to increase name recognition, grow the practice and promote a new office location. These goals were achieved with an innovative direct mail campaign, newspaper advertising, and a physician referral brochure.

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The direct mail campaign yielded excellent results. Patients held on to the mailing and were still using it months after it was delivered. The campaign was much more successful than others Oak Brook Allergists had attempted in the past with their former agency.

"Rick's team holds your hand through the entire process. I love that about them. Projects can be overwhelming at times because there are so many decisions to make, but they help you by providing the information you need to get the job done. They make it easy," said Corrina Roehrig, Practice Administrator.

Patient Satisfaction Critical to Growth and Stability

Moser's ability to create an information-packed website that is user-friendly, visually appealing and informative led the way for increased patient satisfaction and opened the doors for more patient referrals. Health care practices thrive off of referrals and patients want to know they can trust their doctors.

The Results:

- Happier, better-informed patients
- Larger overall patient base, along with successful startup of new location
- A thriving medical practice that has grown to 6 office locations through quality care, patient and physician referrals, and a more consistent, professional branded image.

Update: Moser Design Also Retained for Brand Update and Mobile Friendly Site

Seven years after the launch of the original Oak Brook Allergists website, Roehrig came back to Moser Design and retained them to perform branding updates (to align their brand with a shift towards pediatric services) and to develop a new mobile friendly site with interactive Google maps and pollen count app.

"Moser Design makes you feel important and they are always there for you. I really appreciate the ease of working with them, their accessibility and their creativity. I would recommend them to anybody," said Corrina Roehrig, Practice Administrator.

Visit the new site on your desktop or mobile device at www.oakbrookallergists.com.
