



ADVERTUS
BUSINESS SERVICES®

Angel Care Pediatric, LLC.

Client: Angel Care Pediatric, LLC.

Industry: Pediatric Medicine

Background: Angel Care is a respected pediatric clinic with seven locations throughout the mid-west. Angel Care was founded by Dr. Mario Angel and has expanded into a practice of over 28 physicians and 82 health professionals.

Challenge: The senior physicians of Angel Care Pediatric felt that growth was slowing and desired a marketing strategy to help position the company for future growth.

Analysis: The ADVERTUS team conducting qualitative interviews with parents to:

- Understand customer segment groups and historic sales data by segment.
 - Measure current Angel Care brand awareness within current markets.
 - Align Angel Care service with customer segment group to maximize profits.
- The Approach: ADVERTUS developed a comprehensive marketing program and designed customer profiles to align service packages ADVERTUS also prepared:
- A clearly defined course to introduce the new service packages across all locations.
 - Integrated message platform for distinctive qualities of Angel Care Pediatric.
 - Implemented a layered communications plan involving multiple media to create awareness and adjust external perceptions of Angel Care Pediatric.

The Result: Through working with ADVERTUS Business Services, Angel Care has produced an average 21-26% increase in monthly patient revenue for the last 26 months.

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