



Freedom Memorial Urgent Care, P.C.

Client: Freedom Memorial Urgent Care, P.C.

Industry: Urgent Care

Background: Freedom Memorial provides patients with access to nearly 22 physicians and 53 mid-level healthcare providers. Freedom Memorial represents a primary care practice specializing in family medicine, internal medicine, pediatrics and OB/Gyn. This pool of knowledge and resources creates greater economies of scale and enhanced negotiating strength.

Challenge: Freedom Memorial Urgent Care desired a plan to generate additional revenue and determine the most profitable target markets. In addition, Freedom Memorial wanted to clear message that expressed the expertise of their physicians across all markets.

Analysis: ADVERTUS consultant's approached this challenge by:

- Designing a customer segmentation matrix for primary and secondary market segments.
- Managed a detailed analysis of client buying patterns, service cross-selling opportunities and actual selling costs for the firm
- Developed business-to-business strategic alliance and a loyalty program.
- Conducting a systematic needs analysis of the entire market.

Results: Within the first year after working with ADVERTUS, Freedom Memorial experienced an average monthly revenue increase of 38% across the clinic and has continued to grow 13-17% for the past 2 years.

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