

Healthcare Organization Grows to 5 Locations

[Catherine's Health Center](#) is a non-profit, Federally Qualified Health Center (FQHC). Providing access to high quality, affordable and compassionate health care for the West Michigan Community, the organization began as a volunteer-run clinic in a church basement. Exemplifying giving and empathy in their medical, dental, and behavior services, Catherine's Health Center serves those most vulnerable.

At the time of our partnership, Catherine's had grown from the church basement to 3 service locations, and since to 5. Seeking digital marketing services centered on growing their Wyoming location, **Catherine's developed a smart, cost-effective strategy using 3 key tactics.**



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Targeting parents with children, families, and parents with adult children, and using their [existing CRM](#) to align their geographic targeting with their most likely patients, this campaign resulted in a lift across all locations. In fact, over the life of their campaign, Catherine's experienced an immediate lift of 40% in organic site traffic, and 60% in direct site traffic. This experienced also refined the geographies from which their traffic was coming, which had eluded the FQHC with previous partners.



IN ORGANIC SITE TRAFFIC



IN DIRECT SITE TRAFFIC

- 15%** of these increases came from Grand Rapids
- 17%** of these increases came from Wyoming
- 20%** of these increases came from Kentwood

As Catherine's is building its brand, it's also building community, growing their patient base and expanding into dental and pediatric care. The campaign, which started as a 2-month pilot, has since extended to 6 months.

