

# How Marketing Can Grow Your Practice

Tools you can use to make the difference



---

# About Lenz

---

- Christine Mahin - Vice President, oversees client strategy and relationships
- Based in Atlanta, GA
- 20+ employees
- 30+ years experience in healthcare marketing
- 40+ current healthcare clients
- HIPAA-certified team



---

# A Full-Service Agency

---

With Lenz, one call means:

- Marketing strategy
- Brand development and management
- Website and digital services (including SEO)
- Design, creative, production, and editorial
- Media planning and ad buying
- Public Relations
- Social media strategy and implementation
- Online reputation management
- Event planning

# Healthcare Marketing Experience

Lenz has worked with dozens of healthcare organizations, including:



**Children's**<sup>SM</sup>  
Healthcare of Atlanta



**DeKalb Medical**  
*With You all the way.*<sup>TM</sup>



**UCBC**  
UNIVERSITY CANCER  
& BLOOD CENTER



**VIRAL SOLUTIONS.**

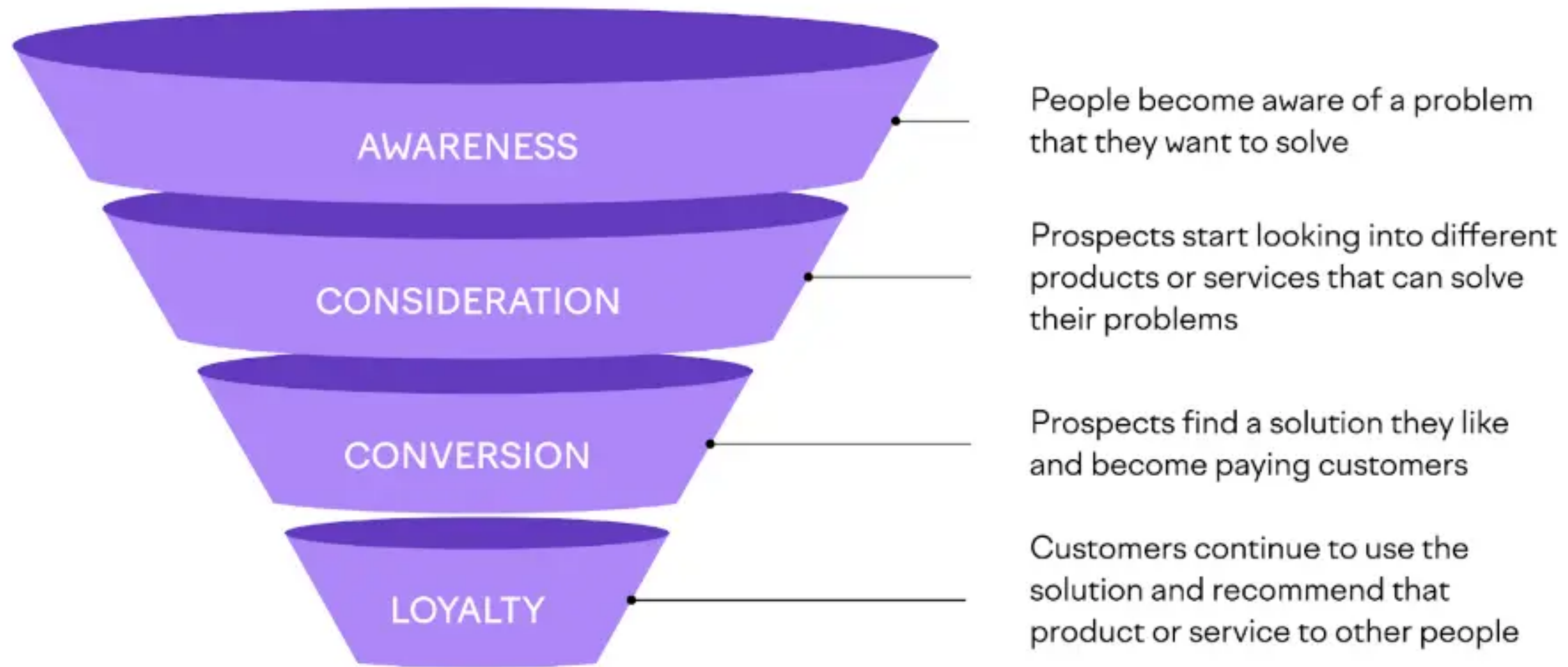


ATLANTA ALLERGY & ASTHMA



# Bringing Prospective Patients Through the Decision Journey

# The Marketing Funnel



# Awareness

---

# Awareness

---

The Awareness stage assumes the public doesn't know you. It is the moment you introduce your practice to prospective patients and make a positive impression. We often call this driving people into the funnel. While there are some digital marketing options for this, typically we use interruption marketing and trust-building methods to kick off the decision journey:

- **Traditional Advertising** - Traditional outlets (TV, radio, print, OOH, direct mail etc.) can introduce your practice to the public: your name/brand, logo, services, and key messaging. It's important to ensure that your visuals and messaging are harmonious across platforms, as we know multiple touch-points are needed to capture an appointment, and you want your prospects connecting the dots between your outlets.
- **Public Relations** - PR "acts" like paid advertising in that the consumer didn't seek out the information, but it's unique in that the consumer knows it wasn't paid, so it builds more trust. It shines a light on an emotional patient testimonial, or news-worthy advances in technology or services you provide.
- **Location/Signage** - Prospective patients can also learn about your practice by a great office location and signage, as they pass by. An eye-catching and/or attractive exterior lets prospective patients know your brand, your services, and your location.
- **Word of Mouth** - The oldest and most trusted form of introducing your practice is through word-of-mouth. The last stage of the funnel creates your brand advocates that restart the funnel.



# Traditional Advertising



## 50 years of Expert Eye Care

Congratulations to our 20 Top Docs!

At Eye Consultants of Atlanta, we have one question for our patients: What do you see when you look to the future? Whatever it is, we hope it comes with clarity.

That's why we provide comprehensive and innovative eye care so our patients can live better lives.

We offer routine eye exams, glasses, and contact lenses – and the most specialized disease management solutions and complex procedures like LASIK and cataract surgery – at convenient locations throughout Atlanta.

We also offer stability, longevity, security, and trust—our doctors love what they do and it shows in their extended tenures at our practice, and especially in their commitment to you.

At Eye Consultants of Atlanta, we're proud to have served the Atlanta community for more than 50 years and excited about our future. We hope you'll contact us today for your eye care needs.

404-351-2220 [EyeConsultants.net](http://EyeConsultants.net) Eye Consultants of Atlanta  
THE PIEDMONT EYE GROUP

# Public Relations

**ATHENS BANNER-HERALD**  
 SUNDAY, AUGUST 13, 2023 | ONLINEATHENS.COM  
 PART OF THE USA TODAY NETWORK

**A place for 'hope and healing'**

**DISPARITY STUDY**  
 Athens can do better with minority businesses

**Top Docs 2022** P. 65

and with the help of rehab, he regained most of his muscle capacity. I haven't seen another case of Guillain-Barré since, but it still is a reminder that it is so important to optimize your health because you never know when something might happen.

**Russell Maxa, MD**  
 Internist, Primary Care Physicians of Atlanta Northside Hospital

**Cutaneous clues**

When I introduce myself as a dermatologist at a dinner party, the conversation inevitably turns to, "What's my favorite beauty cream? What would I recommend for wrinkles? And have I seen the latest episode of *Dr. Pimple Popper*?" I often must remind people that the skin tells the story of your internal health to the outside world.

I was reminded of this when I met Molly (not her real name). She was a beautiful, 30-year-old newlywed looking to start a family. However, she had been to multiple gynecologists and dermatologists for an unrelenting "rash" in the groin. She had itching, redness, swelling, and open sores that would not heal. This had been going on for more than two years without relief.

At the University of Virginia, I was trained that all skin should be examined in a dermatologic exam, including genitalia. If we are not the experts in skin, who is? Thus, when I came to Atlanta in 2006, I made the examination of genital skin a normal offering in my exams. Boy, did the flood gates open! I learned that this was an unmet need, as many dermatologists did not examine this area.

Molly's presentation did not fit neatly with any common condition. She was biopsied, cultured, and allergy-tested, and still, nothing improved. I was empathetic to her condition and equally frustrated with myself. *What was I missing? What if this were not just a pure skin disease?* I asked her about any other health conditions. Specifically, did she have any gastrointestinal issues like Crohn's or ulcerative colitis? Rarely, Crohn's may manifest with skin conditions, including genital swelling. Weight loss, abdominal pain, bloody stool? The answers were all no. Oral lesions? Problems swallowing? Yes! She always had "bad gums" and had needed extensive gum surgeries already at her young age. I realized then that the groin lesions were similar to the inflammatory lesions seen on colonoscopy in Crohn's disease. The gum disease was likely her GI manifestation, as this disease is known to involve the whole GI tract, "from gums to bums."

I immediately reached out to my GI colleague Dr. Marc Sonenshine (fellow *Atlanta Top Doc*) and asked him to see her for a Crohn's evaluation. After initially giving me some ribbing (*I thought dermatologists only did botox!*), he saw her that week for a colonoscopy. Her diagnosis was confirmed: cutaneous Crohn's disease. Dr. Sonenshine and I worked together to get her on the

**New cancer center opens in Athens**

Wayne Ford  
 Athens Banner-Herald  
 USA TODAY NETWORK

Dr. Petros Nikolaidou, a physician who treats people for the deadly disease of cancer, looks into a smile as he greets the assembled guests.

A throng of about 100 people had gathered on Friday in front of the Comprehensive Cancer Treatment Center for a ribbon-cutting ceremony to open this new facility owned by the University Cancer & Blood Center in Athens.

The center located off Old Jefferson Road is hailed as the first cancer treatment center in the area that provides in one location numerous services for the treatment of cancer from radiation to surgery and laboratory programs.

In remarks to the audience, Dr. Nikolaidou said his father recently died from cancer.

**See CANCER**




# Location & Signage



# Consideration

---

# Consideration

---

The Consideration stage is the longest—especially for healthcare decisions. In this phase, we have the hardest job: stay present for the patient in a crowded landscape, build confidence, and answer questions. To accomplish this, we have a number of marketing tools we leverage.

- **Website & SEO** - Make sure you're being found when people search for your name or services. A nice-looking and user-friendly website instantly makes a good impression: it's your digital front door. But you also must be found. Having a strong content creation strategy, and constructing your site with SEO best practices (with proper H1s, searchable terms, meta-data, and UX) can improve your SERP rankings, increasing your site's visibility.
- **Social Media** - Social Media really is in the middle of the funnel, as it a) requires a subscription/sign-up by the user and b) allows you to engage in conversations with your patient base. It can also deepen relationships by giving you a longer-form platform to show off your office and staff.
- **Online Reputation** - Studies show that 70-75% of patients look at online reviews when selecting a new doctor or practice. Make sure your listings are all claimed and accurate, that you have a strategy for responding quickly to all reviews, and a method for proactively requesting reviews.

# Website

**ROSA GYNECOLOGY**  
770-487-9604

Providing Top-of-the-Line Gynecological Care to Peachtree City and Newnan

Take Good Care Podcast

Who We Are

Our Vision

Our Mission

Our Locations

Our Blog

**AON**  
A Patient Oncology Network

FOR PHYSICIANS WHO WE ARE BLOG

YOUR CARE SERVICES RESOURCES LOCATIONS MAKE A PAYMENT

Exceptional Care, Close to Home

Community Oncology — The Best Choice for Cancer Care

Personalized care

Convenience

Atlanta Eye Care Experts

Envisioning a Healthier Atlanta

Conditions and Specialties

Eye Care Insights

Why Choose Eye Consultants?

Locations

# Social Media

**Covington Women's Health Specialists, LLC** · Follow  
March 6 at 5:59 PM · 🌐

Twenty years ago, Dr. Larrimore delivered Sadie. Earlier this month, she had the special honor of delivering Sadie and Drew's son, Dallas, while Kim—Dallas' grandmother and Dr. Larrimore's long-time patient—looked on!

Congratulations to the happy family! Dr. Larrimore was over the moon to have the privilege of delivering one of her babies' BABY! 🎉

👍❤️ 418      10 comments   3 shares

👍 Like    💬 Comment    📧 Send    ➦ Share

rosagynecology   Follow   Message   ⋮

602 posts   530 followers   10 following

**Rosa Gynecology**  
Obstetrician-Gynecologist (OB/GYN)  
Rosa Gynecology is an all-female practice providing top-of-the-line gynecological care for 50+ years. 2481 Peachtree Road, Suite 1000, Atlanta, Georgia 30329  
📍 [sproutlink.com/rosagynology](http://sproutlink.com/rosagynology)

Followed by [@rosagynology](#) and [@rosagynology](#)

**Eye Consultants of Atlanta**  
February 3 · 🌐

In honor of **#NationalWomenPhysiciansDay**, please join us in recognizing these incredible physicians and all they do for our patients! ❤️

- Dr. Sapna Desai
- Dr. Arlene Gotay
- Dr. Erin Rellinger... [See more](#)

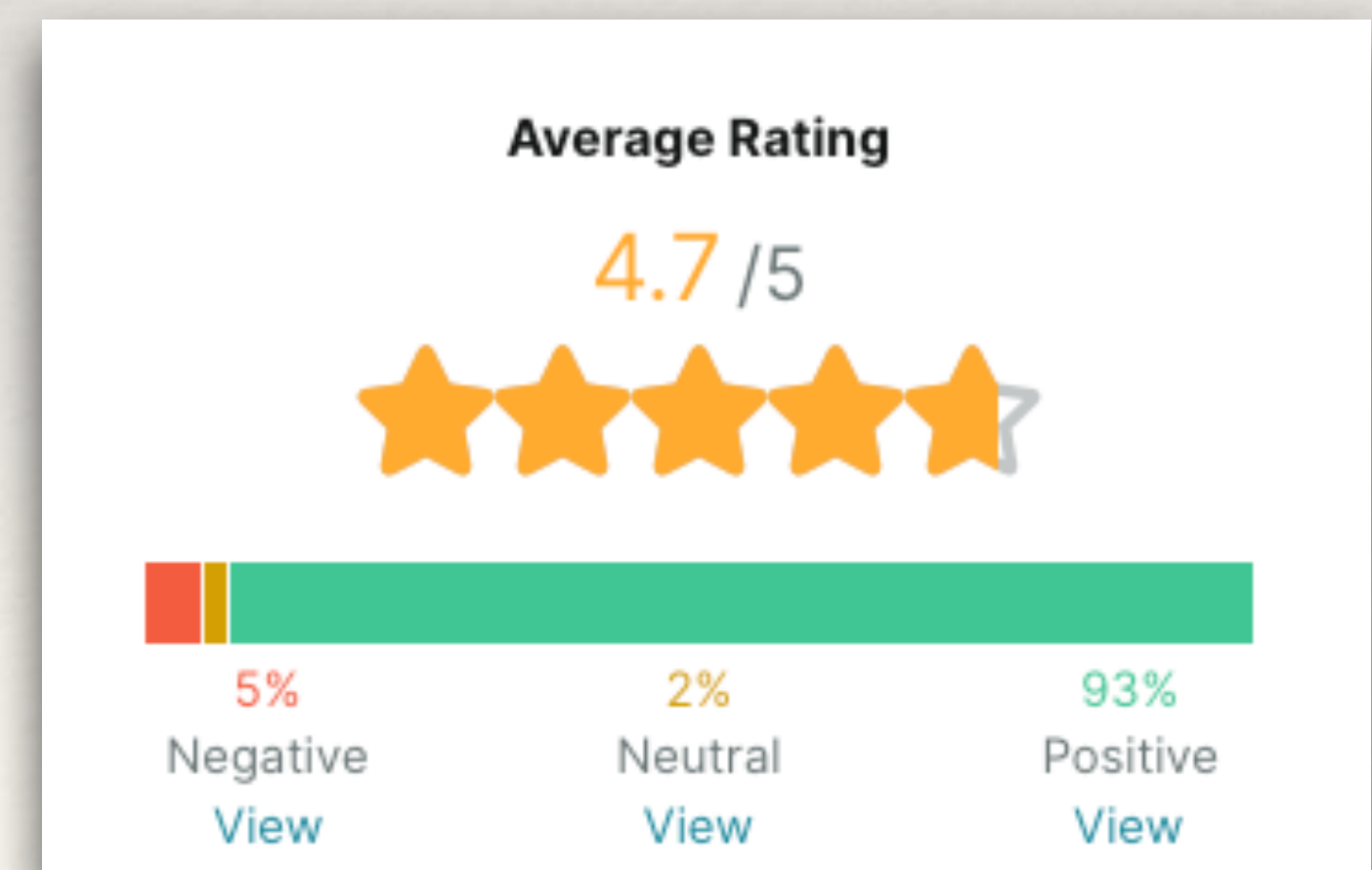
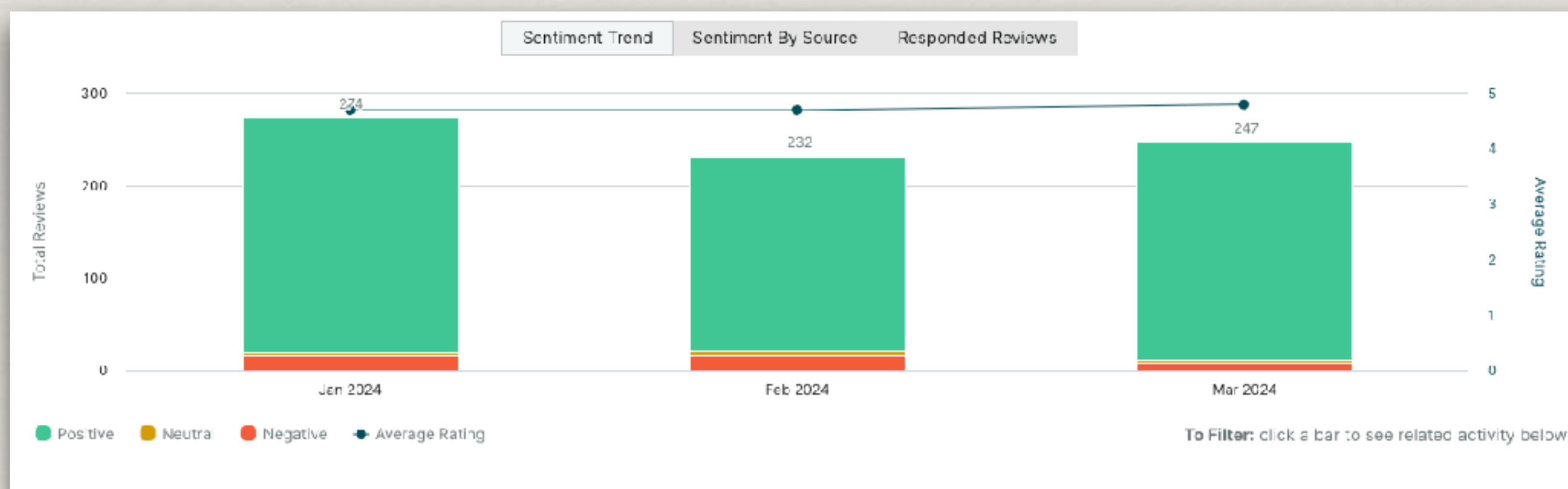
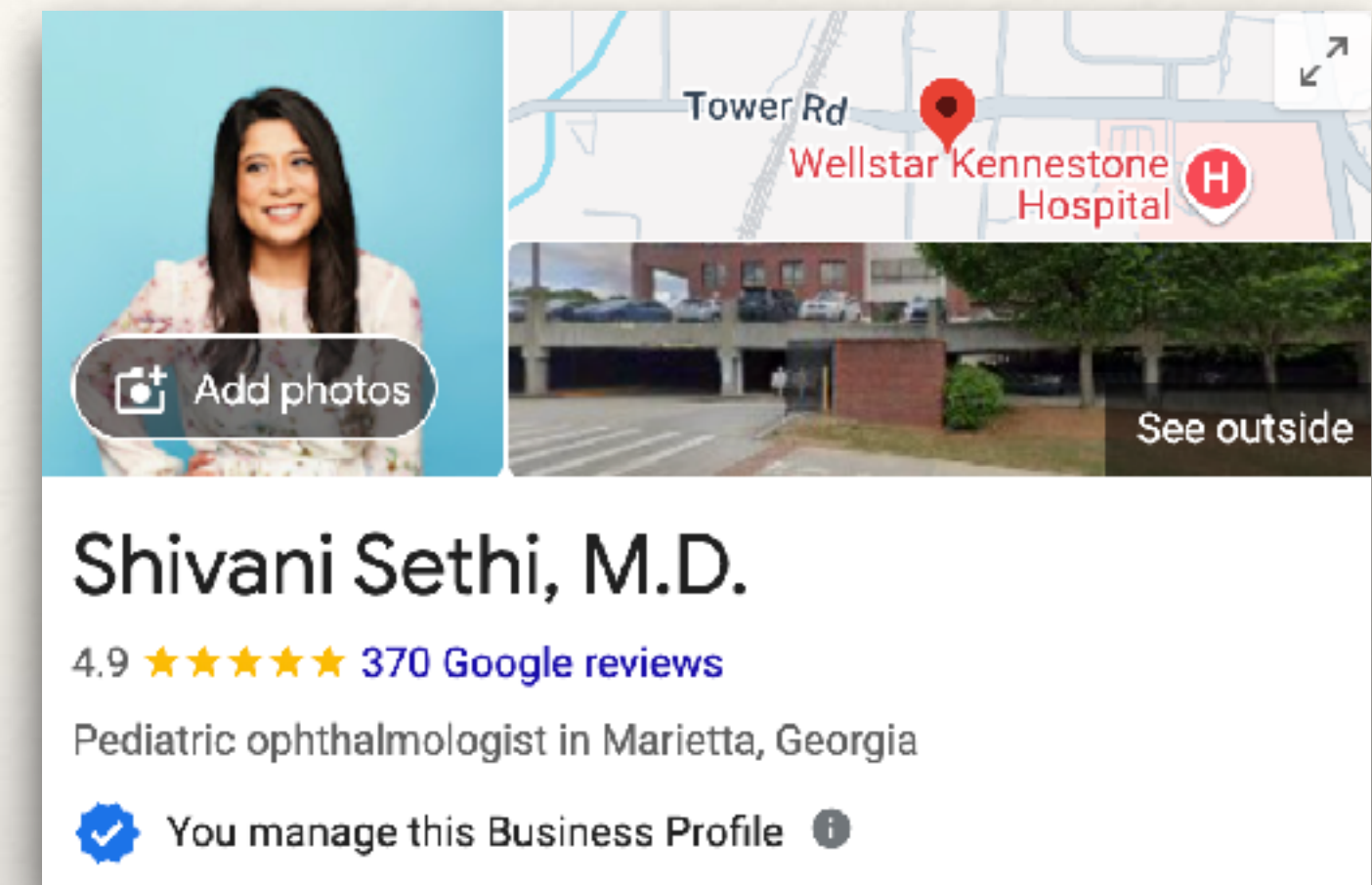
**National Women Physicians Day**

Dr. Sapna Desai    Dr. Arlene Gotay    Dr. Erin Rellinger    Dr. Shivani Sethi

Dr. Lacey Sharp    Dr. Eileen Wang    Dr. Margaret Wong

# Online Reputation

- Proactive patient outreach (survey or feedback requests to boost review volume and star ratings)
- Claim and standardize online listings, such as Google Business Profiles
- Track and measure listing accuracy, star ratings and reputation scores, clicks to Google profiles (directions, calls, and website)





# Conversion & Advocacy

---

# Conversion & Advocacy

---

The last stages of the decision-making journey are conversion and, eventually, advocacy. If we've properly brought our prospective patient through the funnel, they'll choose your practice for their care. Conversion, in this case, is capturing an appointment through your front desk (phone) or online (form or portal).

- **Google Ads** - Google's flagship product is their pay-per-click (PPC) or Search Engine Marketing (SEM) offering: Google Ads. These are most effective because you're catching your prospective patient right as they're ready to make the appointment. They already know about your brand or services, and they're searching for a solution. Google Ads increase your likelihood of being found and reduce the risk of another practice capturing the appointment.
- **Social Ads** - While the platform is further up the funnel and often finding prospects in a space they aren't expecting to be advertised to, there are great benefits. You can target by interest and demographic information, and these ads are often way more affordable than other outlets. Healthcare outlets that are more retail-oriented (i.e. Medspas and Aesthetics, IV Therapy, Optical, etc.) perhaps have the most success with social ads.
- **E-Marketing** - Emails to your patient base (such as e-newsletters and e-blasts) are communications that deepen your relationship. It can share helpful blogs and articles, inform your patients about promotions and events, and keep you top-of-mind. When our agency deploys e-newsletters, all our practices see huge jumps in their web traffic and appointment requests.
- **Advocates** - Your advocates are restart the funnel for you by spreading the word to their friends and family about their trusted care with your practice.

# Google Ads

**Compassionate OBGYN Care | Atlanta's OBGYN Specialists | Gyn & Surgical Specialists**

**Ad** [www.avantgynecology.com](http://www.avantgynecology.com)

---

Annual OBGYN Exams, Hormone Pellets, Colposcopy, Cryotherapy & Other Gyn Care. Exceptional, Compassionate OBGYN Care & Services From Atlanta's OBGYN Specialists.

[Our Providers](#)


[Patient Information](#)

[Hospital Procedures](#)

[Office Procedures](#)

Keyword		Impr.	Clicks	CTR	Avg. CPC
[avant gynecology]	SEM_cmh_Brand	947	320	33.79%	\$0.71
"gynaecology doctor"	SEM_cmh_OBGYN	7,036	297	4.22%	\$3.77
"obgyn doctor"	SEM_cmh_OBGYN	1,027	52	5.06%	\$4.54
[gynecologist atlanta]	SEM_Cmh_SpecializedServices	1,031	41	3.98%	\$9.28
"gynecologist"	SEM_cmh_OBGYN	1,390	41	2.95%	\$3.07
"northside obgyn"	SEM_cmh_Competers	622	28	4.50%	\$7.51
"avant gynecology Atlanta"	SEM_cmh_Brand	148	27	18.24%	\$7.48
"gynecologists Atlanta"	SEM_cmh_OBGYN	521	24	4.61%	\$3.34
"gyn surgical"	SEM_Cmh_SpecializedServices	284	21	7.39%	\$7.53
"gyn procedures"	SEM_Cmh_SpecializedServices	363	20	5.51%	\$5.14

**Sponsored**

 [opalatlanta.com](http://opalatlanta.com)  
<https://www.opalatlanta.com/oculoplastics/blepharoplasty>

**Upper & Lower Eyelid Lifts - Blepharoplasty Specialists**

We Can Correct Droopy or Sagging Eyelids with Blepharoplasty. Book a Consultation Today. Rediscover Your Beauty with Blepharoplasty.

**Our Doctors**  
Specialized, Experienced & Compassionate

**Our Locations**  
Offering Two Convenient Locations

# E-mail Marketing

Eye Consultants of Atlanta  
THE PIEDMONT EYE GROUP

**PATIENT NEWSLETTER**

LOCATIONS DOCTORS CONTACT US REQUEST AN APPOINTMENT PATIENT HELP PAY YOUR BILL

22 EYE CONSULTANTS PHYSICIANS RECOGNIZED AS TOP DOCTORS IN MODERN LUXURY

**Congratulations to our 22 Award Winning Doctors**

2025 Rising Stars in Atlanta

Eye Consultants of Atlanta

Twenty-two physicians from Eye Consultants of Atlanta were recognized as Top Doctors in the January issue of *Modern Luxury Magazine - Doctors* magazine. Eye Consultants of Atlanta physicians consistently appear on the list, which annually honors notable physicians among the area's healthcare landscape. Among the 22 physicians recognized on the 2025 Top Doctors list, 20 physicians received the Top Doctors award and two received the Rising Star award.

Learn more about our Top Doctors below!

[LEARN MORE](#)

EYE CONSULTANTS OF ATLANTA'S BLEND OF EXPERTISE AND COMPASSION BRING RELIEF TO CATARACT PATIENT

Eye Consultants of Atlanta

Dr. Ryan Oliver's patient, Vickie McCullough, yearned for relief from her cataracts and asigmatism, which were making her job as a call center nutrition representative difficult. After a thorough exam, Dr. Oliver performed cataract surgery on both eyes with each eye receiving a ClearVue Toric lens implant, which corrects astigmatism and helps provide the best possible distance vision without glasses.

Hear Ms. McCullough "My vision is much better than before, and I'm very grateful for Dr. Oliver and Eye Consultants of Atlanta." Read her full story below!

[LEARN MORE](#)

**Your Glaucoma Experts**

COVINGTON WOMEN'S HEALTH SPECIALISTS

**Schedule an Appointment**

February is all about the heart - both in love and in health! We're covering key topics to keep you informed and empowered.

- This American Heart Month, learn [why heart health is essential for women](#).
- National Condom Week kicks off Valentine's Day, a reminder of the [effectiveness of this method of birth control](#).
- Piedmont Newton's NICU is now a [Level II facility](#), providing advanced newborn care.
- [Honor Peisy, Lucy, and Anahita](#) by reflecting on their impact and the [importance of acknowledging medical history](#).

Read on to learn more! ❤️

**Your Heart Health Matters**

Did you know that heart disease is the leading cause of death for women in the U.S.? While cardiac care isn't our specialty, we believe that taking care of your heart is just as essential as your overall well-being.

[This American Heart Month, we encourage you to learn more about the risks, symptoms, and steps you can take to protect your health.](#)

[HEART DISEASE IN WOMEN](#)

**Celebrate Love While Prioritizing Your Sexual Health**

Eye Consultants of Atlanta  
THE PIEDMONT EYE GROUP

LOCATIONS DOCTORS CONTACT US REQUEST AN APPOINTMENT SCHEDULE LASIK EVALUATION

**[Seminar Series] Buying Hearing Aids - Costs, Insurance & Everything You Need To Know**

Hosted by Dr. Erin Rellinger, Au.D., CCC-A, FAAA

**When:** Tuesday, February 25<sup>th</sup> from 1:00 PM to 2:30 PM  
**Where:** 3225 Cumberland Blvd SE Atlanta, GA 30339 (1st floor conference room)

Do you, your spouse, parent, or friend need hearing aids? Are you worried about the cost? This event will provide overall guidance for consumers to financially prepare for investing in hearing healthcare. Let us share our expertise and help you prepare for the investment in your hearing healthcare.

Seminar topics include:

- Discussion of hearing aid price levels, features and various costs associated with products
- Discussion of hearing aids options available on the market (prescription and OTC)
- Discussion of hearing aid purchase avenues available to today's consumer
- Discussion of insurance coverage for hearing aids and expected out of pocket costs
- Financial planning: Review of required maintenance for hearing aids and long-term treatment plan goals

We hope this seminar will serve as a financial planning tool for our patients to help patients access the hearing healthcare they need.

Attendance will be capped at 25, so please be sure to RSVP at the link below to save your spot!

[LEARN MORE & RSVP HERE](#)

avant gynecology

Spring 2025 Newsletter

**March 30th is National Doctors Day!**

March 30th is National Doctors Day and we're shouting out Dr. Lynley Durrett and Dr. Obiamaka Mora!

Dr. Lynley Durrett started practicing obstetrics and gynecology in 1998. Her professional expertise includes minimally invasive and robotic surgery techniques with interests in vaginal prolapse treatment, pelvic reconstructive surgery, symptomatic fibroid management, endometriosis management, managing urologic conditions, and bio-identical hormone replacement therapy.

Dr. Obiamaka Mora joined Avant Gynecology (formerly McDaniel & Durrett Gynecology) in 2012. Her professional expertise includes minimally invasive and robotic surgery techniques with interests in pelvic reconstructive surgery, symptomatic fibroid management, endometriosis management, and bio-identical hormone replacement therapy.

View this email in your browser

SouthCoast HEALTH wellness **matters**

HELPING YOU & YOUR FAMILY LIVE A LIFE OF TOTAL WELLNESS

PRIVIA

[SCHEDULE AN OFFICE VISIT](#) [SCHEDULE A VIRTUAL VISIT](#)

February is all about heart health, cancer prevention, and celebrating excellence in care! This month, we're highlighting [recovery after a heart event](#), the importance of cancer screenings, and the lifesaving impact of organ donation. Plus, we're proud to recognize nine of our physicians named [2025 Castle Connolly Top Doctors](#).

Keep reading to learn more about these important health topics and how SouthCoast Health is your partner for better living.

**Your Heart Health Matters with SouthCoast Health.**

Be smart and care for your heart.

February is American Heart Month—a great time to focus on your heart! Our [expert Cardiology team](#) provides top-quality cardiac care to keep your heart strong.

Watch SouthCoast Health cardiologist, Dr. Roy Flood's recent WTOP appearance on [heart health](#), and explore our latest blog on [the vital role of cardiac rehabilitation](#) after a heart event.

[CARDIAC REHABILITATION SERVICES](#)

**Give the Gift of Life This Valentine's Day!**

Questions?



LENZ<sup>®</sup>  
A MARKETING AGENCY

Thank You!