

Washington Orthopaedic & Sports Medicine (WOSM)

Situation Washington Orthopaedics & Sports Medicine (WOSM) is a renowned medical practice with three locations in the greater DC area that also include state-of-the-art physical therapy and rehabilitation facilities. Many of its 11 board-certified and fellowship-trained physicians have served as team doctors and consultants for DC professional sports teams, national sports organizations, college athletic programs, and Olympic athletes, and are recognized as leading authorities in a range of orthopaedic specialties.

Recently the practice was looking to further build awareness of its expertise and resources to continue to attract new patients. While WOSM was already highly respected, it saw opportunities to strengthen its outreach by engaging a marketing partner with extensive health care experience, which it found in The Design Channel.

Solution TDC quickly recognized the best opportunity to promote this practice was by leveraging its physicians' thought leadership and the capabilities of its PT staff and facilities.

We developed an integrated campaign strategy consisting primarily of digital marketing tactics, including an SEM program, content marketing, social media engagement, and SEO. The content marketing agenda has weekly blog posts on wide-ranging orthopaedic topics, videos featuring WOSM physicians, patient success stories, and physical therapy articles and videos.

Other campaign tactics included an e-newsletter, a physician referral campaign, and a take-one brochure.

Results Our efforts have been effective in helping to attract new levels of engagement with prospective patients. Below are the results from the four-month pilot program:

SEM

- 184,125 impressions
- 3,652 website visits
- 265 connected calls with 23 confirmed new patients
- 33 web events and emails submitted

Content Marketing

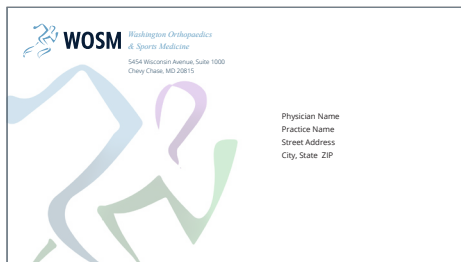
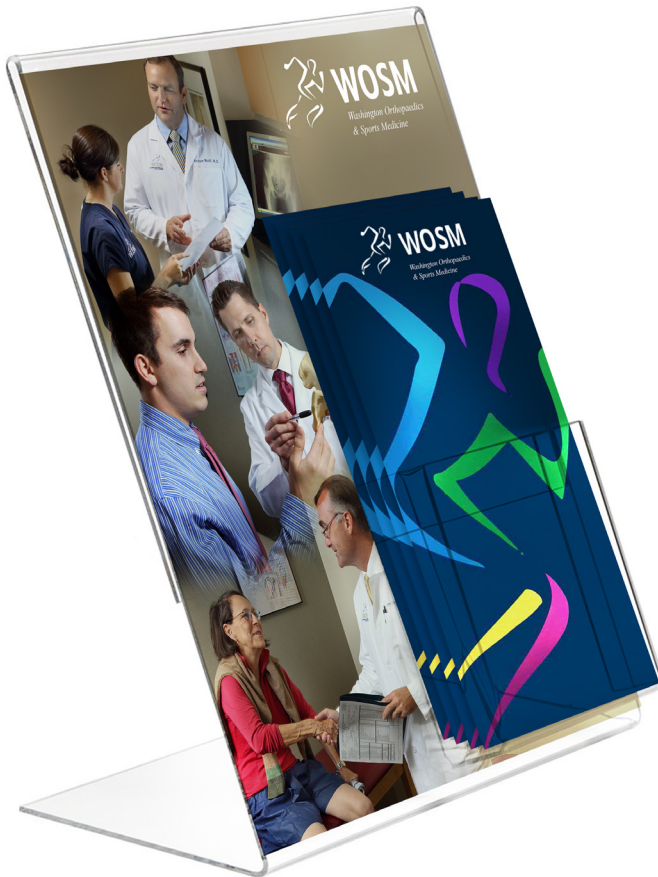
- Created and deployed 13 written blogs and 5 video blogs
- 949 total blog views
- "Why Women Are at Higher Risk for ACL Injuries than Men" post received 148 views

Social Media Engagement

- Facebook attracted 203 Likes—71% of these were women
- Twitter garnered 6,078 impressions
- Videos on YouTube had 59 views

Furthermore, WOSM extended its relationship with TDC to produce a year-long series of online content for its blog platform, continue its SEM and social media outreach, and to provide additional marketing support as needed.

- take one brochure
- new doctor insert
- physician referral direct mail



WOSM Washington Orthopaedics & Sports Medicine
5454 Wisconsin Avenue, Suite 1000
Chevy Chase, MD 20815

Physician Name
Practice Name
Street Address
City, State ZIP

Dear Dr. _____:

An ongoing challenge for any primary care practice is ensuring a continuum of high quality care for patients who need specialized attention. For your patients who need referral for orthopaedic diagnosis and treatment, I would like to introduce our services and expertise at Washington Orthopaedics & Sports Medicine (WOSM).

WOSM is comprised of 10 board-certified and fellowship-trained orthopaedic surgeons and sports medicine specialists who practice academic-caliber medicine. Collectively they offer in-depth knowledge and skill in every orthopaedic subspecialty today—from shoulder to hand and wrist, hip and spine to foot and ankle, as well as general orthopaedics and joint replacement. Many have served as personal and team physicians for Olympic and professional athletes and also hold positions as clinical professors of orthopaedic surgery at area medical schools.

In addition, our Sports Medicine and Rehabilitation Therapy (SMART) services and centers offer an unparalleled resource for post-operative care and rehabilitation. Our highly trained and experienced therapists work with patients on an individual basis throughout every session and communicate directly with physicians to ensure optimal implementation of each patient's plan of care.

Enclosed is a brochure that includes additional information on our practice and services. We also invite you to visit www.wosm.com to learn more about what we can offer. Like you, we are dedicated to providing the highest levels of patient care possible. And we are equally committed to referring physician satisfaction and ensuring seamless coordination of care between your practice and ours.

If you have any questions, please contact me at your convenience. You can reach me at laura@wosm.com or at 301.657.1996. I look forward to discussing how we can be a valuable part of your referral network and overall scope of patient care.


Sincerely,

Laura Jensen
CEO/COO

Enclosure

WOSM Washington Orthopaedics & Sports Medicine

Welcome
Dr. John Klimkiewicz

 Washington Orthopaedics & Sports Medicine is happy to announce the arrival of a new Partner.

Dr. John Klimkiewicz will be joining our practice in February 2016. In addition to specializing in Sports Medicine and Joint Replacement, Dr. Klimkiewicz (Dr. K) is an expert in treating all conditions of the knee and shoulder, with an emphasis on joint preservation of the knee.

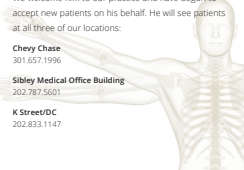
Dr. K is presently Head Team Physician of the Georgetown University Hoyas and the Washington Capitals professional hockey team. He is board-certified in Sports Medicine and Orthopaedic Surgery. Dr. K is married and has two children.

We welcome him to our practice and have begun to accept new patients on his behalf. He will see patients at all three of our locations:

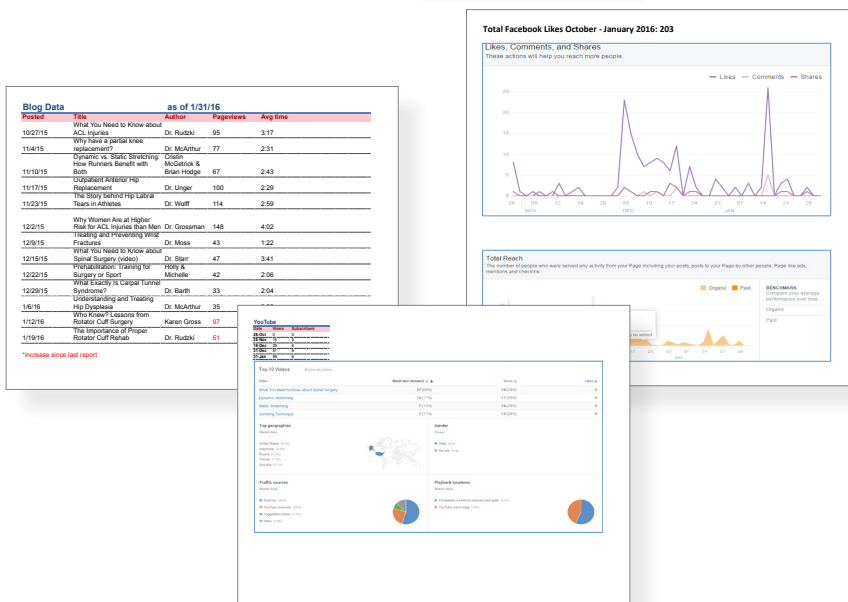
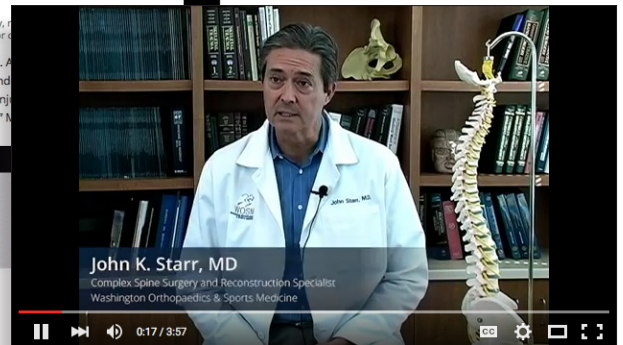
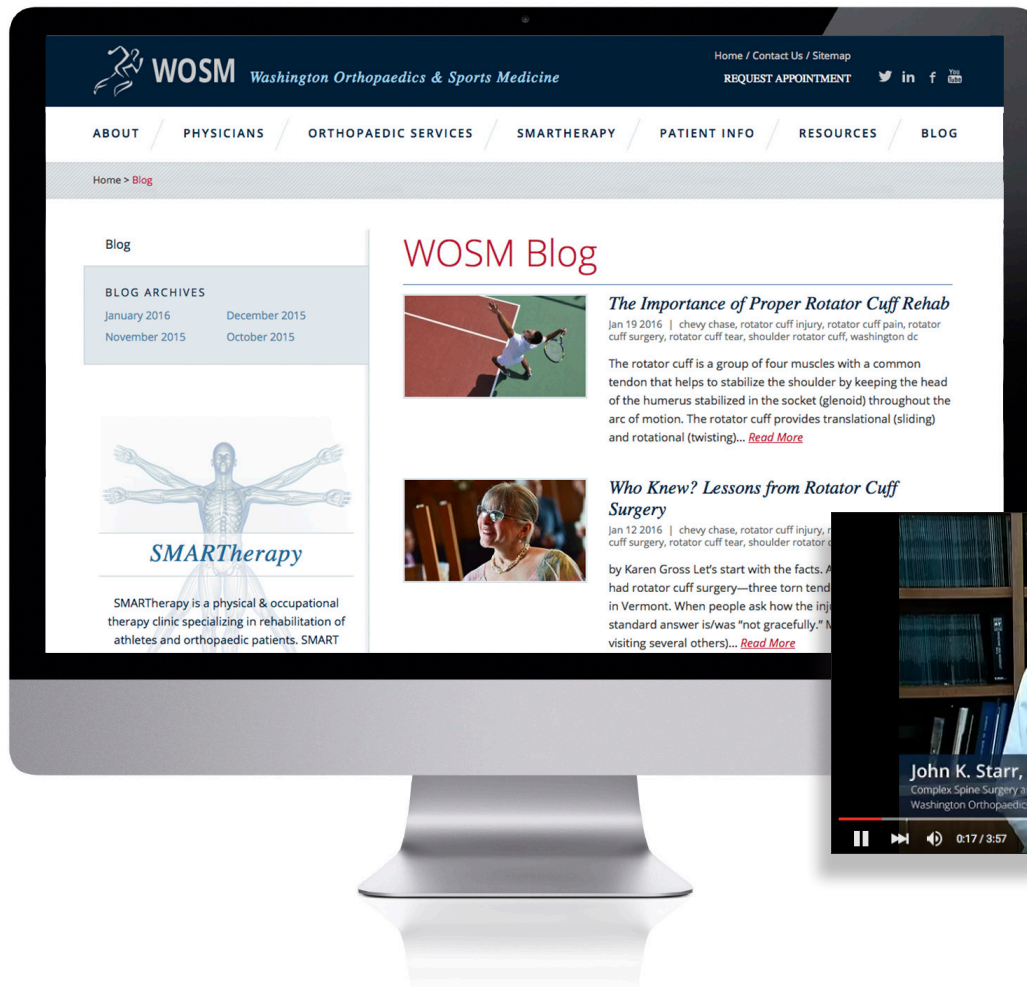
Chevy Chase
301.657.1996

Sibley Medical Office Building
202.787.5601

K Street/DC
202.833.1147



- blog
- social media
- analytics



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Orthopedic Dr Washington DC

[Ad](#)
[www.wosm.com/](#)

(202) 640-1221
 Experienced Orthopaedic Surgeons. Patient-Focused Care. Call Today.
 Treatment - Evaluation
 WOSM Physicians - Contact WOSM - Patient Testimonials - Joint Replacement

Washington Orthopaedics & Sports Medicine: Home

[www.wosm.com/](#)

Meet Our Doctors. Our exceptional group of orthopaedic surgeons and sports medicine specialists practice academic-caliber medicine. Learn More ...
 Physicians - Contact Us - About WOSM

Physicians - Washington Orthopaedics & Sports Medicine

[www.wosm.com/ Staff](#)

Physician Emeritus for Dr. Lewis 1969-2015. Read Dr. Lewis' Patient Letter ...

Contact Us - Washington Orthopaedics & Sports Medicine

[www.wosm.com/contact-us/](#)

SEM Reporting

recap as of 1/31/16

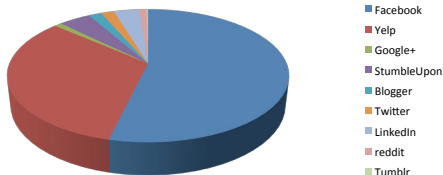
	Month	Impressions	Visits	Calls	Emails	Web Events
October	26,625	483	22	0	1	
November	54,716	976	51	2	5	
December	64,873	1,290	212	7	6	
January	37,911	903	141	1	8	
Total	184,125	3,652	426	10	20	



A line chart titled "Impressions per Month" displays the number of impressions for each month from October to January. The y-axis represents the number of impressions, ranging from 0 to 70,000 in increments of 10,000. The x-axis lists the months: October, November, December, and January. The data shows a steady increase from October to a peak in December, followed by a decrease in January.

Month	Impressions per Month
October	30,000
November	55,000
December	65,000
January	40,000

Facebook	273
Yelp	166
Google+	5
StumbleUpon	22
Blogger	9
Twitter	9
LinkedIn	18
reddit	5
Tumblr	1
goo.gl	3
Sina Weibo	1
Pinterest	1

[illegible]

- e-newsletter
- analytics on deployment

Message - Message (HTML)

Message Insert Options Format Text

Paste Clipboard Send Subject:

Address Book Names Attach File Include Business Card Calendar Signature Follow Up Proofing

WOSM News

Washington Orthopaedics & Sports Medicine
[REQUEST APPOINTMENT](#)
Twitter LinkedIn

Featured Stories

Outpatient ACDF/Cervical spine surgery

Oct 29 2015 | John Starr, MD

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Why have an anterior hip placement

Oct 22 2015 | Anthony S. Unger, MD

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Why do young athletes get labral tears

Oct 15 2015 | Andrew B. Wolff, MD

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Pediatric adolescent ACL Injuries

Oct 08 2015 | Jonas R. Rudzki, MD

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SMARTherapy Corner

We offer comprehensive physical therapy, training, and rehabilitation services, which include pre- and post-operative care as well as treatment of acute or chronic non-operative conditions. Our talented physical therapists are able to treat a wide range of orthopedic conditions for patients of all ages, but with a specific focus on athletes and sports medicine.

SMARTherapy

Physician Spotlight

Dr. McArthur speaks at annual Mid-America Orthopedic Association Meeting

Dr. McArthur spoke at the annual meeting of the Mid-America Orthopedic Association in Hilton Head, South Carolina. He presented his research on the diagnosis and management of infections after total hip and total knee replacement.

2021 K Street, NW Washington, DC 20006 Suite 516 Ph 202.833.1147 Fx 202.296.2515	5125 Loughboro Rd NW Washington, DC 20016 Suite 200 Ph 202.787.5601 Fx 202.787.5606	5454 Wisconsin Avenue Chevy Chase, MD 20815 Suite 1000 Ph 301.657.1996 Fx 301.951.6160
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January eNewsletter

Sent Jan 21, 2016 at 4:00PM

Sent to 160 unique subscribers in List Imported for December eNewsletter

Opens and Link Clicks for first day

Time Slot	Opens	Link Clicks
7:00-7:30m	55	10
7:30-8:00m	55	5
8:00-8:30m	10	5
8:30-9:00m	5	5
9:00-9:30m	5	5
9:30-10:00m	5	5
10:00-10:30m	5	5
10:30-11:00m	5	5
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2:00-2:30m	5	5
2:30-3:00m	5	5
3:00-3:30m	5	5
3:30-4:00m	5	5
4:00-4:30m	5	5
4:30-5:00m	5	5
5:00-5:30m	5	5
5:30-6:00m	5	5
6:00-6:30m	5	5
6:30-7:00m	5	5

Campaign Overview

- 86 Unique opens**
197 total opens to date
- 2 bounced**
1.25% couldn't be delivered
- 72 Unopened**
Open rates are only estimates

54.43% of all recipients opened so far

22.09% clicked a link (19 people)

0% unsubscribed (0 people)

0 people marked it as spam (0%)

0 shares across Facebook, Twitter & email

Links Clicked

19 **people clicked**
Giving you a 22.09% click rate.

32 **total clicks**
Made by 19 people

1.68 **clicks per person**
Average of all those who clicked.

67 **didn't click**
That's 77.91% of all those who opened.

Link (URL)	Unique	Total
www.wosm.com/blog/who-knew-lessons-from-rotator-cuff-surgery/	10	13
www.wosm.com/blog/the-importance-of-proper-rotator-cuff-rehab/	8	10
www.wosm.com/blog/understanding-and-treating-hip-dysplasia/	6	7
www.wosm.com	1	1
www.wosm.com/blog/what-exactly-is-carpal-tunnel-syndrome/	1	1