



#### **Business Type**

Plastic Surgery and  
Medical Spa Practice

#### **Location**

Danville, California

#### **Website**

[blackhawkplasticsurgery.com](http://blackhawkplasticsurgery.com)

#### **Summary**

With a well-established reputation for excellent care and close personal attention, Dr. Stephen Ronan has steadily grown his practice into a San Francisco Bay Area premier plastic surgery center and full-service medical spa. To continue to thrive, the practice's strategy includes a focus on generating more repeat business from existing patients. With eRelevance as its strategic partner, Dr. Ronan and his team increased awareness, appointments and revenue from existing patients within the first three months.

## **Blackhawk Plastic Surgery**

#### **Challenge**

Without adding marketing resources, quickly propel the next stage of growth for a well-established plastic surgery practice now also offering non-surgical and medical spa services.

#### **How eRelevance Helped**

Ask Dr. Stephen Ronan what makes Blackhawk Plastic Surgery different and he'll tell you it's his staff. With very low turnover and an exceptional degree of expertise and personal attention, most of his team have spent more than eight years with the practice. The continuity helps strengthen connections with patients who are strong candidates for future business.

Because Blackhawk Plastic Surgery patients feel comfortable and secure with Dr. Ronan and his staff, the practice's Director of Marketing Megan Scott recognized that leveraging existing patient relationships would be vital for future growth.

But she needed help.

While the practice's most popular procedures are surgical, non-surgical procedures present an important opportunity for growth.

"We want to do more segmentation and better target our campaigns for cross-promotions to all our contacts," Scott says. "We're trying to get them back through our doors."

Blackhawk Plastic Surgery has a database of about 18,000 existing patients, including many who had surgical procedures with Dr. Ronan but may not have been in the office for years. Contacts in the database are likely unaware of the new medical spa procedures.

Re-engaging patients with consistent, relevant communications via

*Our goal is to continue to grow, and eRelevance is a really great service to help do that. I'm one person, and there's only so much I can do.*

— Megan Scott  
Director of Marketing  
Blackhawk Plastic Surgery

multiple marketing channels is key to reaching people where they are online and strengthening connections outside the point of care.

Prior to eRelevance, the practice used an email marketing software program with limited capabilities.

Now, with eRelevance, Scott markets to contacts through relevant campaigns that go well beyond email. Using proprietary technology, eRelevance creates, executes and analyze campaigns, engaging existing patients interested in procedures. The campaigns reach the maximum number of patients in the maximum number of ways.

“With multiple marketing channels, we’re reaching people we may have missed with just email,” Scott says.

The eRelevance portal provides an easy and efficient way for Scott to track the results and account for the responses.

“I really like the dashboard,” Scott says. “It’s easy to use, and I have access to all contacts and activity.”

According to Scott, the reporting and tracking through the eRelevance portal is valuable and far more robust than the email-only software tool she previously used.

She now knows what messaging is working, who is responding and through what marketing channels. Going forward, it will enable her to further refine and improve her campaigns to make them more relevant and increase effectiveness.

“What we’re doing has brought back people who have not been here in years, and that’s our goal,” she says.

#### **About Blackhawk Plastic Surgery**

Blackhawk Plastic Surgery gives patients the confidence to improve their quality of life by helping them look and feel their best with customized treatment plans for surgical and non-surgical procedures. At its state-of-the-art plastic surgery center and medical spa, services include skincare, injectables, laser procedures and plastic surgery.

*At publication, eRelevance’s patient marketing service generated 356 leads in a three-month period for Blackhawk Plastic Surgery.*

**eRelevance is a service that gets your practice more repeat business from existing patients. Our marketing experts use our innovative tech platform to take marketing work off your plate and deliver measurable results.**

**To talk to a consultant about how to put eRelevance to work generating more repeat business from your existing patients, call 855-568-4165 or email [sales@erelevancecorp.com](mailto:sales@erelevancecorp.com).**