



## Refresh Dermatology

**Business Type**

Dermatology Practice

**Location**

Houston, Texas

**Website**

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

**Summary**

Dr. Suneel Chilukuri understands the most cost-effective and efficient way for his practice to thrive is by generating more repeat business from existing patients, not chasing new business through expensive marketing programs. With eRelevance's patient marketing service, Dr. Chilukuri has quickly increased revenue while decreasing his staff's marketing workload.

**Challenge**

To generate more repeat business from existing patients by building stronger patient relationships, while allowing staff to stay focused on patient care.

**How eRelevance Helped**

Dr. Suneel Chilukuri is internationally known for using advanced techniques and technologies to deliver the best and most cost-effective results to his patients.

He has a similar approach to business.

Dr. Chilukuri understands expensive marketing targeting new business is not a cost-effective way to grow his practice. Rather, he knows a thriving practice means delivering extraordinary service and exceptional results to his patients. By engaging patients wherever they are online through marketing campaigns relevant to them, Dr. Chilukuri knows his patients will regularly return for more services. And those satisfied patients will also drive new referral business as they share their positive experiences.

"I want my staff taking care of patients, not marketing to them," he explains.

For marketing, he needed help.

Dr. Chilukuri chose eRelevance for its expertise generating repeat business from existing patients without increasing staff's marketing workload, and he challenged eRelevance to deliver results quickly.

*“It’s one of the best investments I’ve made and pays for itself with the first response every month that turns into a procedure.”*

— Suneel Chilukuri, MD, FAAD, FACMS  
Founder and Owner  
Refresh Dermatology

In the first week, eRelevance executed a campaign featuring the BTL Vanquish ME non-invasive fat reduction treatment using six marketing channels to reach more patients.

Using relevant email, text messages, push notifications, Facebook ads, a web landing page and automated conversational content on a smart phone app, the campaign generated 14 appointment requests—six within 48 hours. After one month, eRelevance produced 21 appointment requests for the practice.

“In the months I’ve worked with eRelevance, they have helped bring in numerous patients for new procedures promoted through high-quality, creative campaigns. It’s been fantastic in terms of results and ease of use,” Dr. Chilukuri says.

The procedures booked by patients have already paid for the next two years of eRelevance services. Many of the responses generated by the eRelevance campaigns were from the practice’s dermatology patients who made consultation appointments for cosmetic procedures they were not aware Refresh Dermatology offered.

“I wanted to introduce our dermatology patients to our cosmetic procedures, and that’s exactly what eRelevance has done,” Dr. Chilukuri explains.

He adds that the high level of personal service he gets from his dedicated client success manager takes the marketing burden off his staff, leaving them to focus on patient care, not marketing.

“Without additional work for my staff, we’re getting far more professional and effective marketing than we could do on our own.” Dr. Chilukuri says. “I have already referred several plastic surgeons and dermatologists to eRelevance.”

#### **About Refresh Dermatology and Dr. Chilukuri**

Refresh Dermatology’s founder and owner, Dr. Suneel Chilukuri, is an internationally recognized expert in cosmetic surgery and non-invasive aesthetic procedures. He has perfected the C-Lift, a non-surgical facelift technique, and teaches his techniques to doctors around the world. Patients choose his Houston-area practice because of its reputation for achieving astonishing results through innovative procedures and cutting-edge technologies—often without surgery.

*At publication, eRelevance’s patient marketing service generated 37 leads in a two-month period for Refresh Dermatology.*

**eRelevance is a service that gets your practice more repeat business from existing patients. Our marketing experts use our innovative technology 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 for your practice, call 855-568-4165 or email [sales@erelevancecorp.com](mailto:sales@erelevancecorp.com).**