

Customer Story: How Roseville Facial Plastic Surgery Keeps Patients Coming Back

A BRIEF Q&A WITH DARCI GILBERT, MARKETING DIRECTOR, ROSEVILLE FACIAL PLASTIC SURGERY



Darci Gilbert

eRelevance is a service that generates more repeat business from existing patients. Using everything from data analytics to customer targeting, we deliver sophisticated marketing that would otherwise be out of reach. Our experts use innovative technology to take marketing work off your plate and deliver measurable results. Here's how Darci Gilbert sees it.

How has eRelevance made a difference in your practice, from a business standpoint?

I think when you have successful campaigns that are concise and clear, your patients are happy. Because of the professional wording and presentation, eRelevance's communications translate into patients feeling confident in calling the office and making appointments.

What's it like to work with the eRelevance team?

It's like working with family. They are personable and friendly and, most important, willing to make changes to your preferences.

What do you like best about working with eRelevance?

They're wonderful and accommodating on every level. Their willingness to help, knowledge and response time is excellent.

"We are finding the responses to the campaigns to be very high, which has produced more patients booking appointments."

What eRelevance campaign are you most happy with or proud of?

Oh gosh, hard to choose just one. I think the best has been our dermal offerings. The art and wording has been capturing our audience and converting into sales!

When you think about the value eRelevance delivers to your practice in terms of return on investment (ROI), what are the most important results you've seen?

We are finding the responses to the campaigns to be very high, which has produced more patients booking appts.

What advice would you give other practices that may not have considered the specific benefits of marketing to their existing patients to help their businesses thrive?

I know signing a year contract can be scary, especially for smaller practices like ours. However, because of the level of responsibility eRelevance takes in making sure you are successful, it guarantees a good return on your investment. When you are successful, they are successful. Working with them has truly been a team-building experience for us all!

Darci Gilbert's experience highlights just a few of the ways eRelevance works to delight our customers and help them succeed. We look forward to helping you and your practice achieve the same success.

LEARN MORE

For an eRelevance online demo and more information about the benefits of eRelevance:
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