



Getting You More Business from Your
Existing Contacts with Less Effort.
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Refresh Dermatology

Business Type
Dermatology

Location
Houston, Texas

Website
refreshdermatology.com

Summary

Dr. Suneel Chilukuri believes the most cost-effective and efficient way to sustainably grow his practice is by fostering the patient relationships he has, not chasing new patients through expensive external marketing programs. With eRelevance's internal marketing service, he has quickly increased revenue while decreasing staff workload.

Challenge

To nurture relationships and educate patients through systematic, multi-channel campaigns that leverage technology and marketing best practices while allowing staff to stay focused on patient care and satisfaction.

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 external marketing targeting new patients is not a cost-effective way to grow his practice. Rather, sustainable growth begins with delivering extraordinary service and exceptional results to his patients. By systematically nurturing relationships and educating patients through internal marketing campaigns, Dr. Chilukuri knows his patients will regularly return for more services. Those satisfied patients will also drive new referral business as they share their positive experiences.

"But 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 experience generating leads without increasing staff workload. He challenged eRelevance to deliver.

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

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

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

Quantifiable Results

In the first week, eRelevance executed a six-channel campaign to Refresh Dermatology contacts featuring its BTL Vanquish ME non-invasive fat reduction treatment.

Using targeted and branded 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, multi-channel 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 leads generated by the eRelevance campaigns were from the practice’s patients who made consultation appointments for cosmetic procedures they were not aware were being offered by Refresh Dermatology.

“I wanted to introduce our patients to our other 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 account manager eliminates any burden on his staff, leaving them to focus on patient care, not marketing.

“Without any 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.

eRelevance offers a technology-enabled marketing automation service that uniquely leverages its advanced technology, marketing expertise, and best practices to market to an organization’s internal contact database. We are located in Austin, Texas, and cater to small to medium-sized businesses to reduce their marketing workload and significantly improve their lead generation effectiveness.

To talk to a consultant about how to put eRelevance to work to grow your revenue, call 855-568-4165 or email sales@erelevancecorp.com.

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