

## One Client's Story:

611% More New Patient Appointments in This OB-GYN's Growing Practice

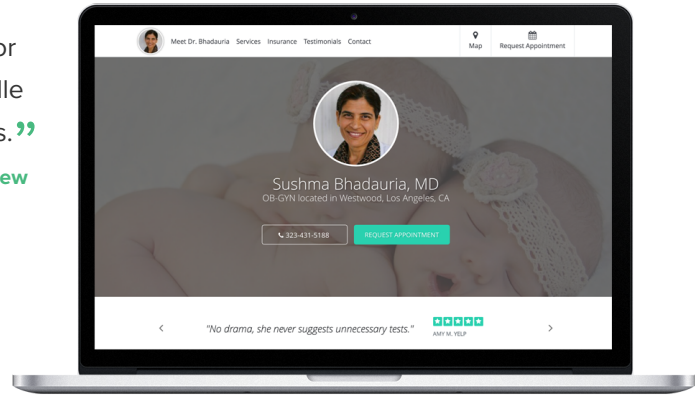
“There are no words to explain how thankful we are for taking care of us during our pregnancy & the day Camille was born. You always have a special place in our hearts.”

—Mario and Rebecca, Yelp Review



**Dr. Sushma Bhadauria, MD**  
**OB-GYN**

Westwood, Los Angeles, CA  
[www.drsmahadauria.com](http://www.drsmahadauria.com)



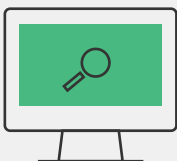
Dr. Bhadauria knew it would be a challenge to establish a new OB-GYN practice in the competitive Los Angeles market. Realizing she needed a competitive edge, she implemented PatientPop. Now her site sees 50% more organic traffic, she's converting more site visitors into patients, and she's made the front page of Google for her location and specialty. This resulted into new patients, and a practice that continues to thrive.



**611%**

**More New Patient Appointments**

In the first three months...



**54%**

Growth in organic search visitors  
— 142% growth in their best month



**611%**

Growth in new patient  
appointments/month



**224%**

Growth in conversion from website  
visit to appointment booking

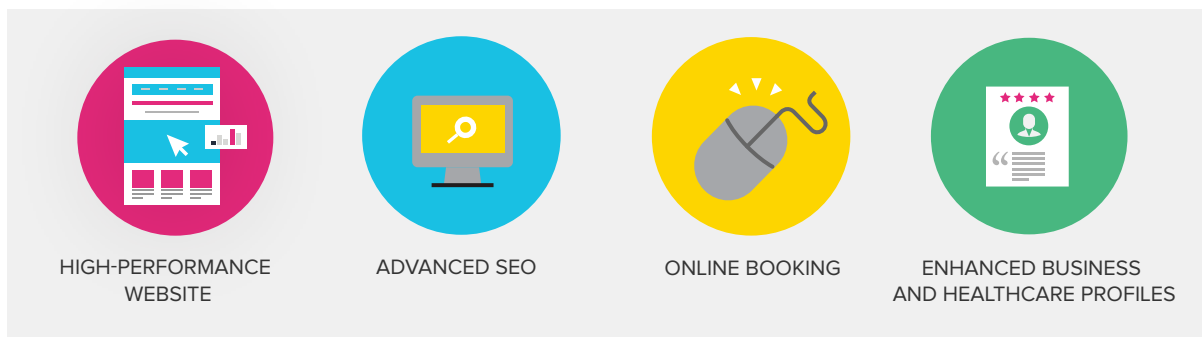
"Dr. Bhadauria works with passion and gives her outmost concern to her patients. She listens to your needs and does her best to give the most appropriate treatment." —Angelee A., Yelp Review

## Before PatientPop

Dr. Sushma Bhadauria was just starting her OBGYN practice in the competitive women's health landscape of Los Angeles, CA. Knowing she needed help marketing herself and building a patient base, she looked around for a marketing solution that was low-maintenance, effective, and affordable.

## With PatientPop

After speaking to PatientPop, she knew she had found a solution that would help her practice grow while leaving her and her staff the time they needed to focus on patient care and customer service.



With PatientPop, Dr. Bhadauria has seen her practice gain traction — with a 611% growth in new patient appointments. She's made the first page of Google results for her specialty and location, ensuring potential patients easily find her in a search engine search. It shows, as she has 1.5X the organic (not paid) website traffic. The more traffic, the more patients.

This talented OB-GYN continues to watch her business grow as she does what she loves most — working with women and couples to ensure the health and happiness of her patients.