



# Success Story: Midwest Orthopaedics at Rush

Products: Search Engine Marketing (SEM) | Retargeting

## The Challenge

Midwest Orthopaedics at Rush is the leading orthopedic care provider of Illinois and ranks 5th in the nation for comprehensive orthopedic care. The program had been using a digital marketing vendor and was even seeing some results, but felt that the relationship component was lacking.

The vendor was only sporadically meeting with the team, and rarely providing updates on their campaigns. They knew they needed more of a digital marketing partner to help them get the results they wanted.

"It came down to the communication," said Alexander Sroka, Digital Marketing Manager. "We wanted a back-and-forth relationship, where they'd sit down with us, review campaigns, and make suggestions. That personal touch just wasn't there, so it was hard to place our full trust in them."

## The Solution

The program was evaluating a number of vendors offering the same service. "The differentiator for ThriveHive was that based on our calls with them, we felt they could be effective on both the technical side and communication side." Alex decided to jump on board and utilize ThriveHive's SEM and Retargeting services.

## The Results

Midwest Orthopaedics is seeing success with their SEM and Retargeting campaigns and the company is rapidly growing—they're currently in the process of building an additional location. Alex enjoys being able to see which patients are coming from which campaigns to get an accurate picture of his business results.

Most importantly, Alex feels as though there is a personal relationship with ThriveHive. "The meetings and phone calls are successful and informative. [Our sales rep] and her team are proactive about reaching out to review numbers, and the reports are really comprehensive. This really reduces the stress for us."

## The ThriveHive Experience

Consistent communication with an advertising partner is one thing, but quality of communication is another, and Alex sees that quality in ThriveHive. "A sincere relationship with my rep is important to me. When vendors are robotic and disengaged, the relationship and the success breaks down. We try to identify vendors who are like-minded: communicative, innovative, and always looking for ways to improve."

*"[My ThriveHive team] has been really great to work with from day one. They understand what our goals are and what we're trying to achieve, and are very proactive in the relationship. If a week or two goes by without me checking in on our SEM campaign, someone on the team will reach out to remind me. Following through with things and being attentive to our campaign is huge, and ThriveHive has really come through for us on this."*

- Alexander Sroka, Digital Marketing Manager.