

Healing Heros Case Study

Transforming a Mobile Wound Care Clinic into a Thriving Practice

Client Overview

- **Location:** Dallas, Texas
- **Practice Type:** Mobile Wound Care Clinic
- **Background:**

The client provides cutting-edge, advanced wound care treatments tailored to the needs of patients with chronic and complex wounds. Their services include Hyperbaric Oxygen Therapy (HBOT), regenerative medicine, and innovative wound care technologies, addressing conditions such as diabetic foot ulcers, venous ulcers, non-healing surgical wounds, burns, and more.

With a patient-first approach, the clinic strives to heal wounds and restore quality of life through state-of-the-art treatments and personalized care plans. However, before engaging Healing Heros, their focus was primarily on restorative medicine, and they faced challenges in building a robust wound care practice.

Challenges Faced

- **Low Wound Care Patient Volume:**
Despite their expertise, the practice lacked consistent referrals and struggled to attract patients needing advanced wound care.
 - **Staff Limitations:**
A small staff and lack of dedicated personnel for patient engagement left them with minimal time to focus on patient outreach and partnerships.
 - **Limited Marketing Efforts:**
Their restorative medicine focus left them without a structured strategy to grow their wound care services.
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Healing Heros' Role

Healing Heros partnered with the clinic to transform its wound care business.

Services Provided:

1. **Inbound Marketing Support:**
 - Replaced the need for a front desk by managing patient inquiries and scheduling.
 - Delivered personalized service to ensure patients felt supported from the first call.
2. **Outbound Marketing and Canvassing:**
 - Conducted direct outreach to patients and providers, creating partnerships that funneled referrals to the practice.
 - Organized and conducted informational meetings to establish trust with potential partners and highlight the clinic's services.

Key Strategies:

- **Empathy-Driven Approach:**
Healing Heros emphasized the lifesaving and limb-saving impact of the clinic's services, positioning them as a partner, not a competitor, to referring providers.
- **Partnership Development:**
Focused on building relationships with other healthcare providers, ensuring that they saw the clinic as a complementary service rather than a threat.

Results Achieved

- **Rapid Growth in Partnerships:**
 - One representative held 20 informational meetings in a single week, resulting in 7 confirmed partnerships.
 - These partnerships led to a steady influx of patient referrals.
- **Increased Patient Volume:**
 - The clinic partnered with one location alone that referred 118 patients needing wound care within weeks.
 - Standard appointment closure rates increased by 32% by the second week of engagement.
- **Enhanced Operational Efficiency:**
 - Healing Heros streamlined inbound operations, ensuring patients were scheduled efficiently and inquiries were handled professionally.

Client Feedback

- **Testimonials:**
 - "We couldn't have done this without you."
 - "We've never gotten this much support...EVER."
 - "How did you manage to find these patients in our building? We've been here for two years and never had a partnership with that company."
- **Comparison to Past Providers:**
 - The client noted that the data and insights provided by Healing Heros in the first week far exceeded the support they had received from a previous company over six months.

Future Outlook

The partnership with Healing Heros transformed the clinic's wound care services:

- The main provider, previously only part-time, is now practicing full-time due to increased patient volume.
- The practice has begun hiring additional nurse practitioners to accommodate growth.
- With Healing Heros' continued support, the clinic is positioned for long-term success in serving its community with advanced wound care solutions.

Conclusion

Healing Heros enabled a small mobile wound care clinic to transition into a thriving practice by leveraging inbound and outbound marketing, empathetic patient engagement, and strategic partnerships. By focusing on patient outcomes and supporting the clinic's operational needs, Healing Heros demonstrated its commitment to transforming practices and saving lives.