



Oncology Center

Radiation Oncology, Medical Oncology and Hematology Practice with 10 Locations

This client presented us with their practice's goals

Goal 1: Increase the numbers of referrals from physicians who have not referred in the past 12 months

- » Year 1: **169 referrals** from physicians who have not referred in over a year
- » Year 2: **207 referrals** from physicians who have not referred in over a year

Goal 2: Attain the goal of 15% increase in new patient consults not including the new center

- » Increase of **25%** in new patient consults, not including the new center

Goal 3: Attain 200 new referrals for new center in the first year

- » **347 new patients** to the new center, **42%** over client's goal

Goal 4: Garner free media coverage

- » **\$118,712** in free media coverage



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