



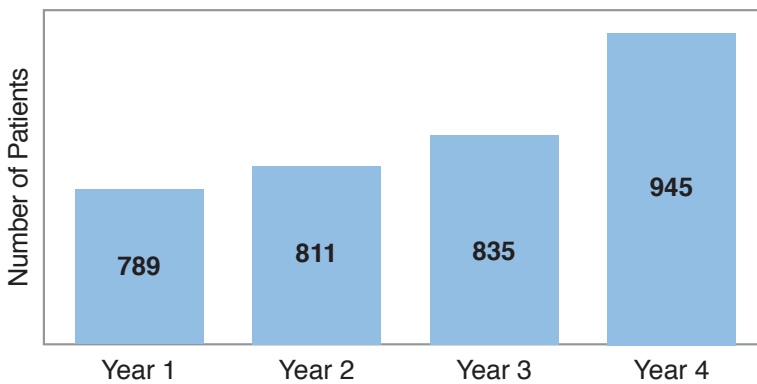
# Radiation Oncology Center

## BEFORE Full Circle PR

Client presented us with a brand new radiation oncology practice. The client wanted to gain awareness for the new practice in the community and grow the number of referring physicians sending patients to them.

## AFTER Full Circle PR

Utilizing our services, the first year the client opened they had 789 referrals. At the close of the 4th year, this increased to 945 new patients for the year. This is in spite of a large competitor moving into the area as well as a large VA contract lost.



**322 new physician referrals, 176 (45%) were visited by a Full Circle PR physician liaison prior to the referral.**

**Year 1:** 101 new physicians referred, 56 (45%) of them were visited by a Full Circle PR physician liaison prior to the referral

**Year 2:** 68 new physicians referred, 44 (35%) of them were visited by a Full Circle PR physician liaison prior to the referral

**Year 3:** 76 new physicians referred, 40 (47%) of them were visited by a Full Circle PR physician liaison prior to the referral

**Year 4:** 77 new physicians referred, 36 (53%) of them were visited by a Full Circle PR physician liaison prior to the referral

- Regular visits to referring offices along with new referral sources were completed and totaled 600 visits each year.
- Full Circle PR developed a strong relationship with local media to highlight the physicians as experts in their field.

**Ad value equivalency (AVE):** What your editorial coverage would cost if it were advertising space (or time).

**Year 1:** \$51,102    **Year 2:** \$106,946

**Year 3:** \$122,557    **Year 4:** \$157,308

**Total cost without FCPR:** \$437,913

**Cost with FCPR: ZERO**



**Serving only the medical profession**

Public Relations | Marketing | Community Networking | Practice Support Services

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