

Turn Marketing Investment Into Patient Growth.

Secure More Patients

Healthcare marketing should do more than just generate impressions. It should create demand for your services and connect your prospective patients with the care they need.

BUILD A BETTER FUNNEL FOR PATIENT ACQUISITION

Max Connect Digital builds full-funnel healthcare marketing strategies designed to increase patient volume and make every media dollar work harder. We combine audience intelligence, precision targeting, and the right creative & messaging to help healthcare organizations create demand, capture high-intent patients and convert more of that interest into appointments, service-line growth and measurable returns on marketing investment.

1 CREATE DEMAND

Build awareness before patients actively begin searching for care. Max Connect Digital employs ads across YouTube, CTV, display and paid social to introduce your brand & service lines to the people who will most likely need them. This creates familiarity before the moment of need.

2 CAPTURE INTENT

When patients begin actively researching care, your organization needs to be easy to find and easy to choose. We use Paid Search, and Search Engine Optimization to capture high-intent demand and move prospective patients towards scheduling an appointment, making a call, or engaging with your brand.

3 DRIVE GROWTH

We connect media performance to the outcomes that matter most: patient acquisition and revenue. Through continuous measurement and optimization, we identify which audiences, channels and messages are driving results, then shift investment toward what is working to create increasingly valuable marketing.

AWARENESS

ie. video pre-roll, over-the-top media

INTEREST

ie. programmatic display, promos

CONSIDERATION

ie. paid social, email marketing

INTENT

ie. paid search, re-targeting ads

PURCHASE

CONSISTENCY IS KEY

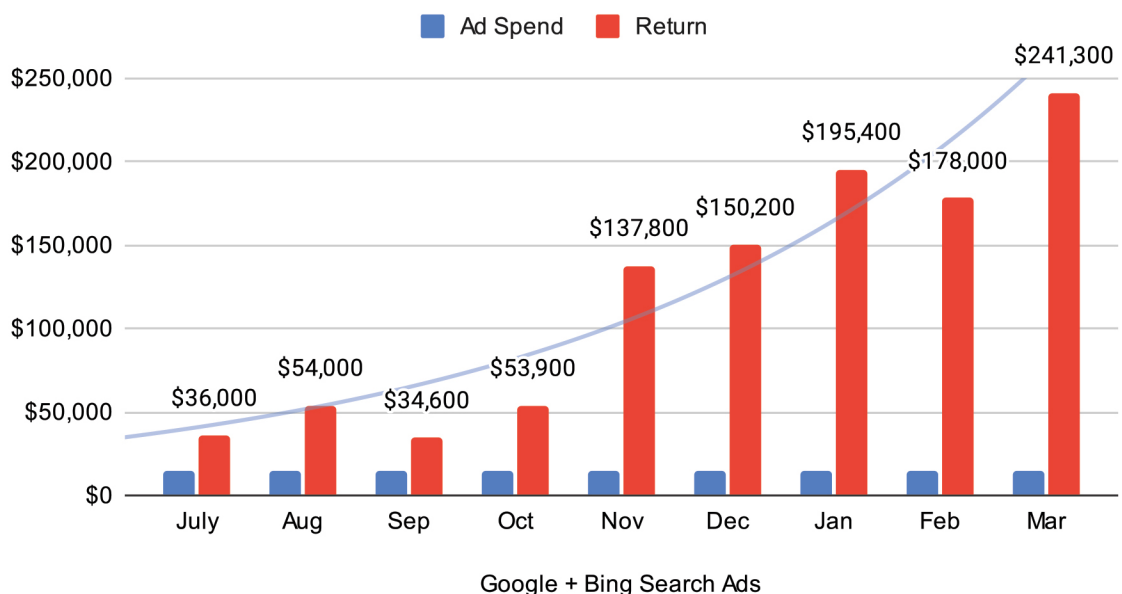
Sustained growth requires more than short bursts of advertising. Consistent investment across channels keeps your brand visible, reinforces trust and ensures patients think of you when the need for care arises.

By maintaining frequency and continuously optimizing performance, Max Connect helps turn awareness into stronger demand, more appointments and greater long-term patient volume.

Results

MAX CONNECT HEALTHCARE CLIENT

Ad Spend vs. Return



A multi-hospital healthcare organization partnered with Max Connect Digital to increase patient acquisition through a full-funnel strategy. In just eight months, we delivered an average **16X Return On Ad Spend** for Paid Search with the same spend month-to-month.

LET'S WORK TOGETHER

Ready to give your brand the lift it needs? Partner with Max Connect Digital, an award-winning full-service marketing agency with the best experts in the industry. Contact us now!

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