

Cardiology Clinic Case Study

Protecting the Pipeline

Launching a Cardiology Clinic to Protect Market Share and Strengthen Community Trust

The Challenge

While the vision was clear, the path wasn't. I was brought on to launch a new cardiology clinic. This meant entering a competitive local market, with two long-established cardiology groups already in play. Salem Health had strong brand recognition, but no history of owning cardiology care directly. We needed to build trust fast with both the public and with our own internal referral network. When recruiting setbacks delayed our go-live date by six months, momentum could've easily stalled.



What I did

- Led go-to-market strategy and execution across channels
- Built the website from scratch — layout, navigation, copy, SEO, UX
- Created and launched multi-channel campaigns (Google, Meta, email, print, billboard)
- Wrote all internal comms, including provider messaging
- Coordinated digital presence and listings (SEO, Google My Business)
- Organized provider-to-provider events to increase internal referrals



Results

- Clinic launched successfully in a competitive, referral-leaking market
- Reached and sustained all patient volume launch goals
- Boosted internal referrals through targeted PCP engagement and outreach programs
- Retained high-value cardiology procedures within the health system
- Campaign performance exceeded benchmarks across digital and print
- Built lasting infrastructure for ongoing marketing, provider trust, and patient education