

# Case Study





# Transforming Patient Engagement & Efficiency for our client

How we used Salesforce Superpowers, a New Website, and Smart Marketing to Drive Real Results



# Client Overview

- An expanding enterprise with **\$500M+ in revenue**
- Clinics operating in **multiple locations throughout the USA**
- Supporting patients with **24/7 availability** across time zones
- Specializing in comprehensive healthcare and body-shaping treatments



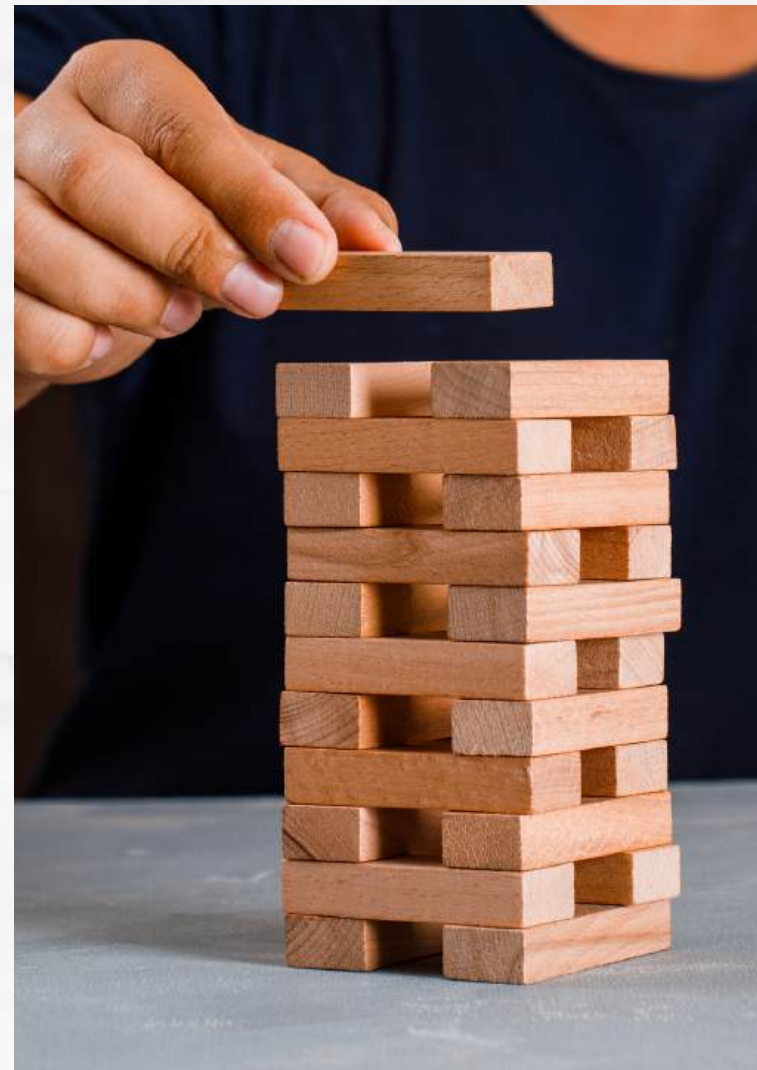


# The Challenges

Website's slow performance frustrated visitors, driving them away

Uncoordinated marketing and sales efforts limited patient retention

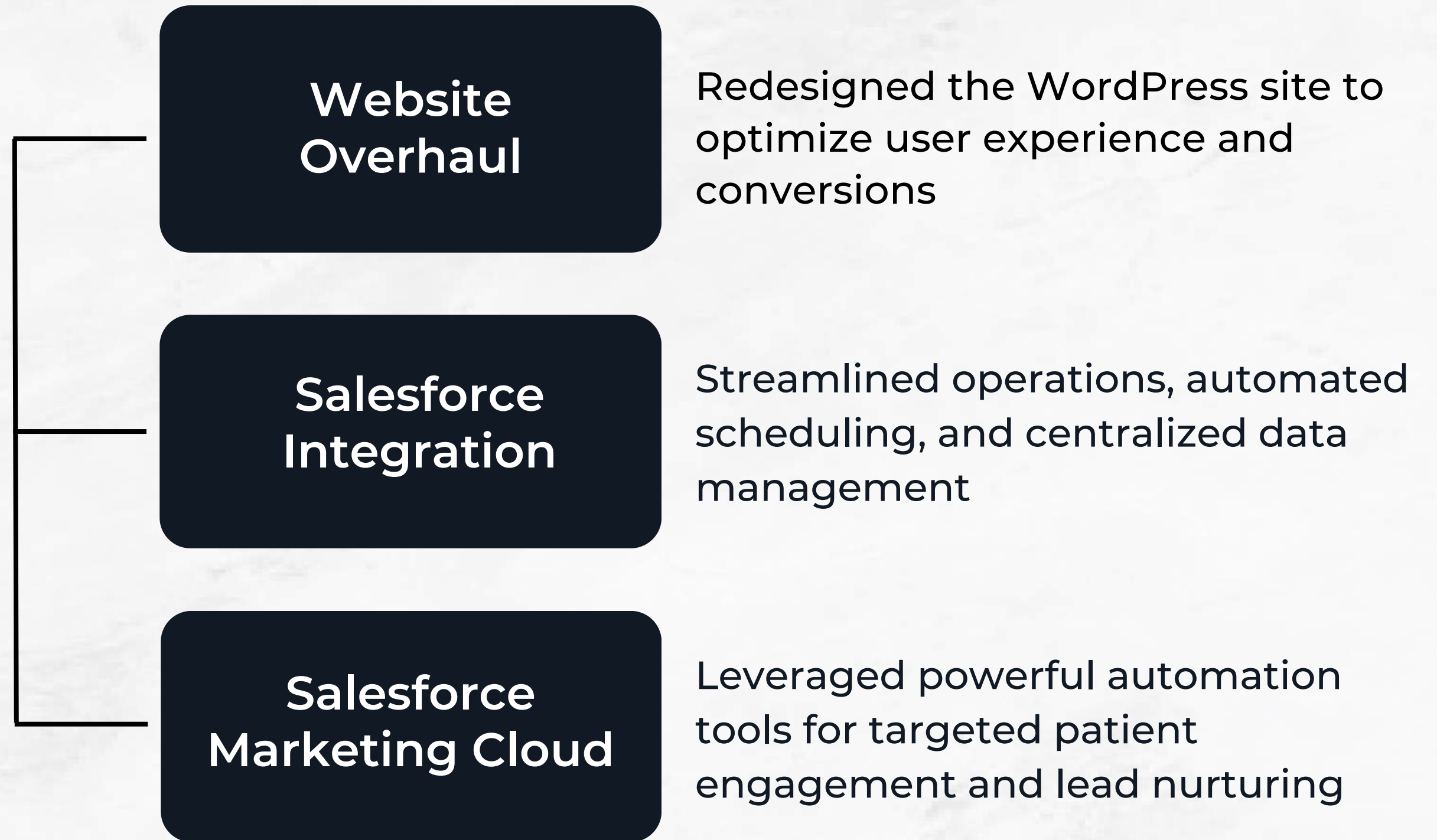
Leads getting lost in disconnected systems with no clear tracking



Complex third-party integrations like Formstack, Zapier, and Calendly created inefficiencies in lead capture

Communication gaps resulted in missed patient follow-ups and engagement

# Our Approach



# Smart Tech Magic We Implemented



## Website Revamp

Improved user interface, faster load times, and SEO optimization

Clearer calls-to-action and forms for increased conversions



## Salesforce Automation

Automated appointment scheduling and reminders

Lead management and appointment management redefined with revised flows

Centralized patient data for personalized communications

Data cleaned for dashboards and reports



## Salesforce Marketing Cloud Campaigns

Personalized email marketing, automated patient follow-ups, and targeted outreach to re-engage past patients

# Key Results Achieved

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**97%**

**More Appointments  
Booked**

(Automated scheduling +  
optimized website)

**60%**

**Less Time Spent on  
Admin Tasks**

(Streamlined processes  
through Salesforce)

**3x**

**Increase in Website  
Conversion Rate**

(New design + Salesforce  
Marketing Cloud  
campaigns)



**Enhanced Digital  
Engagement**

(Improved patient reach  
through automated,  
personalized marketing)



# Client Testimonial

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I just wanted to tell you how much we have loved working with you! You and your team exceeded all expectations.

This was a huge project with many facets, and you helped us navigate through it all! I know we had a ton of changes and additional requests (who knew how many things would come up!?), and your team handles it all so well. You had great suggestions and took our input into consideration, always creating a solution that improved the user experience and the back end as well. We really appreciate the thought you put into the build and how simple you made it for me to go and edit things!

Everything is working well and we're excited to continue to make improvements. Having a team we could depend on and who understood our goals was such a relief among our busy lives! Thanks for always making time for meetings, for understanding my scatterbrain ideas, and for always being so kind.

We appreciate all your hard work and can't believe how far we've come compared to where we were at with our old website.

Thank you!



# Transform Your Clinic Like Never Before

Let's discuss how our custom  
solutions can grow your business.

## Contact Us:

+1 646 480 0248

info@vtnetzwelt.com

# Thank You!

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Let's revolutionize your clinic together. Are you ready?

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We're excited to partner with you for a brighter future!

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