

Brado

# Engage Digital Healthcare Audiences When It Matters

We're not another full-service agency—healthcare brands require specialized partners who can solve specific business problems in unique ways.

## Digital Marketing Excellence



### EXPERTISE

In Digital + Healthcare

- Over 25 years of experience helping the biggest brands in Healthcare, engaging consumers and HCPs
- Proprietary Healthcare journey mapping
- Certified & seasoned subject matter experts in-house
- Top 5% of Google Agency Partners

### COLLABORATION & CARE

You Can Trust & Rely On

- Personalized service that big agencies won't match
- Trusted by multiple Fortune 100 Healthcare brands
- Multiple Healthcare clients with tenure 10+ years
- Healthcare vertical-focused teams
- Privacy and compliance forward

### RESULTS

That Drive Meaningful Outcomes

- Our KPIs ladder up properly to business objectives
- Revenue-focused
- Lead generation experts
- Utilize Healthcare specialized solutions
- Our optimizations are AI-informed + human led
- Proven track record of exceeding Healthcare benchmarks

## Digital Media Capabilities



### SERVICE LINES

#### **Paid Media**

Search, Social, Display, Influencer

#### **Organic**

SEO, Content Strategy

#### **Data & Analytics**

Tracking, Tagging, Integrations

#### **Reporting**

Dashboards & Insights

### GUIDING DIGITAL HEALTHCARE STATS

- 70,000 healthcare searches each minute on Google
- Search drives 3x more visitor to hospital sites compared to other channels
- Patients who booked healthcare appointments ran 3x more searches than those who didn't
- 90% of Americans use social media for health information
- 94% of healthcare patients use online reviews to evaluate providers
- Healthcare advertising is increasing ~12% per year

## Places & Spaces We Serve



- |             |             |                       |                        |
|-------------|-------------|-----------------------|------------------------|
| • Google    | • Pinterest | • Reddit              | • Programmatic Display |
| • Bing      | • Snapchat  | • Streaming Audio     | • Custom Direct Buys   |
| • Meta      | • TikTok    | • Connected TV        |                        |
| • Instagram | • YouTube   | • Digital Out-of-Home |                        |

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## Work Examples



### MERCK MANUALS

#### Driving Qualified Site Traffic for Merck Manuals

Brado has helped Merck Manuals grow site visits from 4M to 90M per month across multiple markets in 15 languages. 19x audience growth in 10 years and still climbing.

**56M+**

Annual pageviews in 2014

**75M+**

Annual pageviews in the first year of partnership (33% increase)

**1B+**

Annual pageviews in 2023, after 10+ years of partnership

### ACCEL RESEARCH

#### Reducing Cost Per Lead for Accel Research Sites

Accel saw immediate success, especially in the social and paid channels. Through consistent optimization and testing, Brado reduced Accel's cost per lead by 42% within 6 months.

**\$45**

Cost Per Lead  
**Reduced by 42%**

**\$25**

### BJC HEALTHCARE

#### Patient Acquisition for BJC Healthcare

Brado significantly decreased BJC's cost per lead across their service lines. We increased Convenient Care appointment schedules by 97% and decreased cost/schedule by 56% for a total CPA of \$6.24.

For Primary Care, Brado increased appointments by 89% and decreased cost/schedule by 41% for a total CPA of \$78.

9%  
4.8%



\$133  
\$78



## Clients



BON SECOURS  
MERCY HEALTH

BioGaia

CareCredit

AS|DS  
American Society for  
Dermatologic Surgery

MERCK

WashU  
Medicine

BAUSCH + LOMB

NCH

Baxter

BJC HealthCare

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