

CASE STUDY

How Curi Advisory's Arrowlytics Platform Enhanced One Practice's Digital Presence



BOSTON ORTHOPAEDIC & SPINE is a 14-physician practice in the greater Boston area. In this highly competitive region, building and maintaining a positive online reputation and digital presence is essential to success.

Using our Arrowlytics platform—a healthcare marketing and analytics tool—Curi Advisory helped the practice build a strategy that not only measurably enhanced their online reputation, but also brought in more patients. The numbers speak for themselves.



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Before Arrowlytics, we were using another online reputation tool that had our team doing a lot of the legwork and heavy lifting. **Arrowlytics was really the 'easy' button for us.** Our practice received more than 1,200 online reviews in 12 months with Arrowlytics (compared to only 150 total online reviews in the previous 12 months on the other platform).”

LEIGHANN HUML, ACMPE
CEO, BOSTON ORTHOPAEDIC & SPINE

1,243
total online reviews
after 12 months

- ☆ 813 Google reviews
- ☆ 138 Facebook reviews
- ☆ 292 other online reviews

THE RESULTS

+729%

Total online reviews (YOY)

+660%

Google reviews (YOY)

+8%

New patient volume

To learn more about Curi Advisory's Arrowlytics platform and how our data-driven consulting services can help you manage and market your digital presence, visit curi.com/advisory and watch our [platform feature videos](#).

Curi Advisory is pleased to offer the Arrowlytics platform to medical practices. The above case study on practice-specific results is provided for illustrative purposes only and does not guarantee similar results.

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