



Taylor Marketing Works

Case Study #2:

Crafting an International Brand Right Here in Houston | The Davis Clinic

Problem:

Houston Surgical Consultants featured renowned bariatric surgeons who had landed a reality show on the TLC network called "Big Medicine." To their surprise, they were not equipped to handle the subsequent calls and new patient inquiries in their tiny, three-exam room office in the Texas Medical Center.

Action:

I was recruited to aid in the re-engineering of an innovative weight loss surgery and weight management clinic and I helped build to a 5-star rating for a truly comprehensive bariatric program. I worked as an onsite consultant, acting in the role of Director of Marketing & Administration where I directed administrative, financial and daily operations of a three surgeon clinic, handled all aspects of marketing, advertising, and public relations, and managed all non-clinical/administrative staff. In addition, I was the key point person related to their relocation from The Methodist Hospital in the Texas Medical Center to Memorial Hermann Memorial City Hospital's campus. There, I helped to design and build out an 8,000 square foot, state-of-the-art clinic. We re-staffed, re-trained, and re-focused the practice to be customer service oriented, with the emphasis on patients being our customers. We continued shooting a final season for TLC's "Big Medicine," and re-runs of the show ran in over 33 countries around the world.

Result:

Prior to the new clinic's opening, I worked to develop a new logo, filed a new DBA for the practice, and developed a comprehensive, multi-layered marketing campaign that would launch simultaneously in support of the new clinic opening. These results followed:

- Developed and managed new patient intake processes, resulting in a 59% increase of net revenues over a 4.5-year period
- Grew business positive cash flow from starting A/R of \$400,000 monthly to \$1.8M monthly
- Decreased A/R from 120+ days to 45 days
- Overall case volume increased from ~300 cases annually to ~850 annually
- We saw new patients come from all around the globe from places such as Egypt, Saudi Arabia, Dubai, Mexico, Brazil, Canada, and England