



SOCIAL MEDIA MARKETING & MANAGEMENT



VIDEO AND PHOTOGRAPHY



PRINT COLLATERAL DESIGN



- WEBSITE DESIGN & DEVELOPMENT
- LOCAL SEARCH ENGINE MARKETING
- REPUTATION WATCH ★★★★★
- EMAIL MARKETING
- BLOGGING
- SEARCH ENGINE OPTIMIZATION ↑
- SEM/PAY PER CLICK



BRAND DEVELOPMENT



COLLABORATION CASE STUDY

Eggleston and Eggleston Medical Practice Management + Virginia Creative Group

OVERVIEW

Dr. Christopher Paoloni envisioned launching a cutting-edge OB/GYN practice dedicated to providing exceptional care for women in the Richmond, Virginia area. With a passion for women's health but limited knowledge of starting and managing a new business, the overwhelming demands of opening a practice felt daunting. Recognizing the need for expert guidance, Dr. Paoloni turned to Eggleston & Eggleston and Virginia Creative Group for support. Together, we helped transform his vision into a thriving, patient-centered practice that stands out in the community.

THE CHALLENGES

Starting a private OB/GYN practice presents unique hurdles, and Dr. Christopher Paoloni faced many of these head-on. The complex process of launching a new practice has become even more challenging in recent years due to increasing regulatory requirements. Dr. Paoloni felt overwhelmed by the many steps involved, including building a business foundation, navigating compliance, and ensuring his practice could stand out in a competitive market.

In addition to these operational challenges, Dr. Paoloni recognized the critical need for a professional brand, a modern website and a strategic marketing plan to highlight what makes River City OB/GYN different. He knew that without a compelling digital presence and outreach strategy, he would struggle to attract patients and establish his practice as a leader in women's healthcare in the community.

On top of these branding and marketing needs, Dr. Paoloni was also concerned about the administrative aspects of running a practice. Issues like billing, taxes, payroll, human resources, personnel management, negotiating contracts with CMS and insurance carriers, and the day-to-day operations could potentially take away from his commitment to providing exceptional clinical care.

Faced with these challenges, Dr. Paoloni turned to Eggleston & Eggleston for their operational expertise and Virginia Creative Group for branding and marketing support to create a strong foundation for his new practice.

THE STRATEGIES

To address the challenges of launching River City OB/GYN, both Eggleston & Eggleston and Virginia Creative Group collaborated to create and execute a comprehensive startup strategy that aligned with Dr. Christopher Paoloni's professional vision and personal priorities.

Eggleston & Eggleston presented a clear and detailed business startup plan, outlining a realistic timeline with manageable steps to guide Dr. Paoloni toward his goal. They offered a big-picture view of what the practice could become while also managing the intricate day-to-day operational tasks, such as billing systems, payroll setup, human resources management and insurance contract negotiations. Dr. Paoloni was reassured by the steady progress and expert support provided by Rich Eggleston and his team, who tackled challenges with enthusiasm and delivered solutions every step of the way. Virginia Creative Group played a pivotal role in ensuring the practice not only opened successfully, but also stood out in a competitive market. They designed a robust startup plan focused on building a strong brand and seamlessly implementing marketing strategies. Their approach included:

Public Relations: Generating excitement about the new practice through press releases and local media outreach, ensuring the community was aware of River City OB/GYN's opening

Relationship Marketing: Building connections with other healthcare providers and potential referral sources to establish a network of trusted partners

Digital Marketing: Launching targeted Google Ads and social media campaigns to attract patients and highlight the unique services offered by the practice

Print Collateral: Designing and producing professional branded materials, including brochures, appointment cards, and office signage, to create a polished and cohesive patient experience

Website Development: Crafting a user-friendly, visually appealing website that showcased the practice's services, team, and patient-centered philosophy

With this unified approach, Virginia Creative Group ensured that every element of the startup plan worked in harmony to position River City OB/GYN as a trusted leader in women's healthcare. The collaboration between the two firms allowed Dr. Paoloni to focus on his clinical expertise while feeling confident in the growth and stability of his new practice.

THE RESULTS

When Dr. Christopher Paoloni partnered with Eggleston & Eggleston and Virginia Creative Group, his goal was to open River City OB/GYN and create a thriving practice that set the standard for women's healthcare in the region. With the support of both teams, this vision became a reality.

River City OB/GYN opened its doors with Dr. Paoloni as the sole provider, supported by a small but dedicated staff. Thanks to Eggleston & Eggleston's ongoing medical practice management services and Virginia Creative Group's continuous marketing and branding support, the practice has experienced significant growth. Within just a few years, the team expanded to include additional staff, and the patient base grew so substantially that Dr. Paoloni has now brought on an associate physician to meet demand.

Virginia Creative Group's ongoing support has been a crucial factor in this success. From managing digital marketing campaigns to producing updated print collateral and maintaining a strong online presence, their expertise ensured that River City OB/GYN remained top-of-mind for both existing and prospective patients.

By providing a realistic and manageable timeline, Eggleston & Eggleston helped River City OB/GYN stay on track and maintain efficient day-to-day operations. The collaborative efforts between both teams allowed Dr. Paoloni and his staff to focus on delivering exceptional care while knowing that the business side of the practice was in expert hands. Together, they built a solid foundation that not only launched the practice, but also ensured its ongoing growth and success.

"Starting River City OB/GYN felt like an overwhelming task, but with Eggleston & Eggleston and Virginia Creative Group by my side, the process was seamless. From day one, they provided the support and expertise I needed to focus on patient care while they handled the business and marketing aspects. Their ongoing support has been invaluable, helping us grow so much that we've brought on an associate to meet the demand. I couldn't have asked for better partners in making my vision a reality."

– Dr. Christopher Paoloni, River City OB/GYN