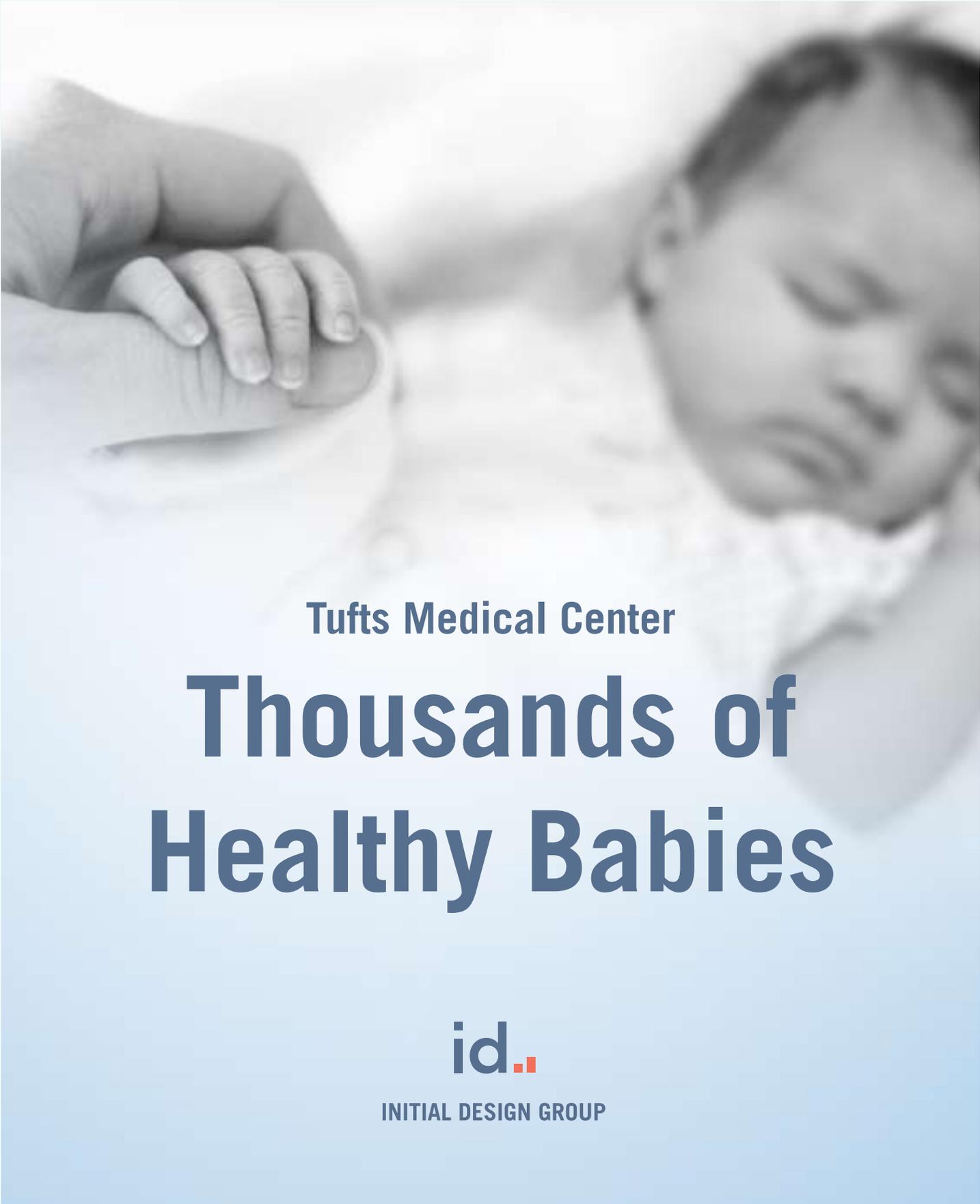


CASE STUDY



Tufts Medical Center

# Thousands of Healthy Babies

id.

INITIAL DESIGN GROUP

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## Expert Doctor, New Practice

In 2006, Dr. John Buster was given the tall task of expanding the Center for Reproduction and Infertility at Tufts Medical Center, a boutique practice located in the heart of Boston.

Having just arrived from the West Coast, Dr. Buster is considered a renowned expert in his field, performing the first live embryo transplant in the U.S. and had been featured on Oprah and the Today Show. However, the practice he was about to join was in perhaps the most competitive region in the country and he was unknown locally. “I knew I could provide my patients the best treatment available, if only they knew about us,” says Dr. Buster. “Our expertise is in medicine, not marketing.”

Dr. Buster’s knew that he needed more than just a website to promote the practice, but what should be the central message and positioning of the practice? What were the criteria that potential patients used to select one infertility doctor over another? These were questions that required outside expertise to answer.

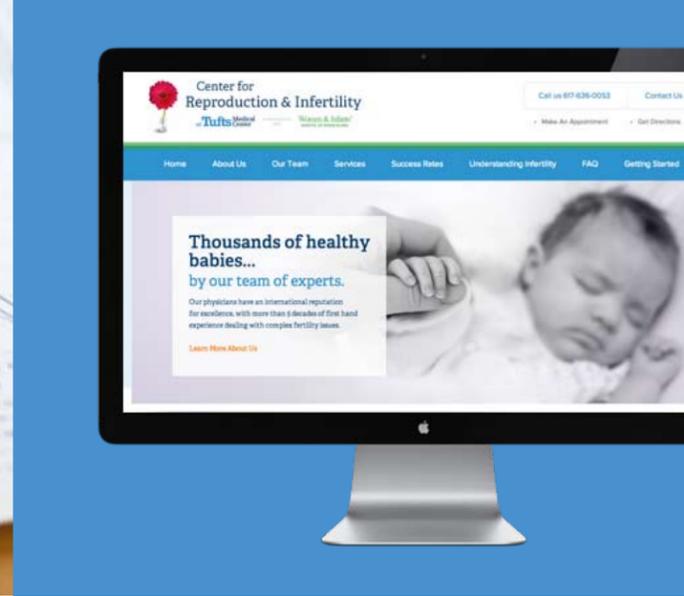
To answer these questions, Dr. Buster sought the expertise of Initial Design Group (ID), which focuses on delivering growth to its clients through measurable solutions.



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## Goals for Growth

**Understand how patients make decisions in a highly competitive, crowded market. Differentiate the practice when great care is available elsewhere. Raise the profile of the expert team of physicians.**



## Expert Marketing, New Approach

ID's first activity was not to start HTML coding, but rather to understand the market for infertility services in the Boston area. Three factors came to the forefront. First, potential patients were web-savvy, with a higher level of education compared to the general population. Second, they tended to view solving their infertility problems as part of a larger concern for their overall health. Finally, these potential patients put a high value on the expertise of the individuals in a practice. They wanted to work with doctors at the forefront of the field.

The Tuft's practice was in a unique position. It combined Dr. Buster's pioneering work and it provided services that addressed a wide range of health issues for women, including concerns well beyond their child-bearing years.

## Growth Comes from a Strong Foundation

ID's advice boiled down to two key elements:

- Accelerate growth by referencing Dr. Buster's past work, and legacy of achievements and leadership
- Position the practice as a boutique program that addresses women's fertility and overall health

Only after understanding the market and crafting the right message did ID start building the website. This effort was coordinated with broader set of activities, including a new patient orientation package, search engine optimization, development of a presentation for referring physicians, as well as educational graphics and signage for the physical office space. ID had the right message and knew how to promote it across multiple channels. By taking over these tasks, ID allowed Dr. Buster and his team to focus on providing the best possible care to his patients.

## Results

Established  
Unified  
Co-Brand

Raised  
Profile

Gained  
Market  
Share

**“We have been working together since 2006 building this practice, with results that speak for themselves. As physicians we can focus on providing the best care for our patients, while Initial Design Group operates as our marketing department that continues to focus on growing our practice.”**

- John E. Buster, M.D.  
Division Director, Tufts Medical Center

## Today: New Opportunities on the Rise

Today, Dr. Buster’s practice at the Tufts Medical Center is over three times the size it was when he first joined. A Google search will result in multiple sites that highlight his expertise, including Wikipedia. His enhanced profile has helped to obtain financing for a medical device company he has founded and which has recently filed its first patent. Dr. Buster states that working with Initial Design Group has been a key factor in this success.

For more, visit:

[www.initialdesigngroup.com/case/1000s-of-healthy-babies/](http://www.initialdesigngroup.com/case/1000s-of-healthy-babies/)

**Contact us today  
to help drive your  
business growth.**

**508-655-2777**

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