



FOUR PEAKS PRIMARY CARE & INTERNAL MEDICINE

Case Study

Empowering Four Peaks Primary Care & Internal Medicine

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1. Executive Summary

Four Peaks Primary Care faced rising marketing costs, staffing inefficiencies, and a lease priced well above market. In less than a year, our team redirected resources to efficient, data-driven strategies that saved **\$100 k+ annually**, boosted organic patient acquisition by **300 %**, and freed the physician to see **25 more patients each week**—all while elevating patient experience and the clinic's online reputation.

2. Brand Personality & Tone

- **Trustworthy & Authentic:** Transparent reporting, measurable KPIs.
- **Relatable & Helpful:** Hands-on training for staff; jargon-free guidance.
- **Businesslike & Educational:** Clear ROI calculations and step-by-step playbooks.
- **Positive & Compassionate:** Patient-first solutions that respect provider well-being.

3. Challenge Snapshot

Pain Point	Pre-Engagement State
High Marketing Spend	\$6 k/yr web outsourcing \$26 k/yr Zocdoc & directories \$38 k/yr Google/ social ads
Inefficient Operations	Overstaffing, manual workflows, under-utilised capacity
Lease Overpayment	Rent above FMV
Dwindling Referrals	Organic traffic 25 % of paid; rating 4.4 ★

4. Goals

1. Cut non-essential spend without hurting growth.
2. Replace paid ads with sustainable, high-intent traffic.
3. Streamline operations so Dr. Khan can focus on patient care.
4. Strengthen reputation and introduce new revenue lines.

5. Strategic Prescription

Pillar	Action	Annual Impact
Website Ownership	Trained team to self-host/manage	+\$6 k saved

Pillar	Action	Annual Impact
Referral Re-alignment	Phased out Zocdoc; tapped low-cost channels	+\$26 k saved
SEO-First Content	Educational posts, multi-engine optimisation	+\$38 k saved & 300 % organic growth
Digital Booking	Healow + EMR automations; 150 new pts/ 3 mo	Capacity ↑
Supply Chain	Vyzorb sourcing	+\$8 k saved
Workflow Tech	AI scribing, smart scheduling	+25 pts/wk revenue ↑
Smart Staffing	Recruited qualified talent; cut labor 40 %	Cost ↓
Reputation Engine	Automated pre/post-visit comms	4.4 ★ → 4.7 ★
Lease Negotiation	Secured FMV terms	+\$24 k saved
Service Expansion	Aesthetics, peptide, wellness, concierge, weight-loss	New revenue

6. Implementation Highlights

- **Gladiator Testing Framework:** Targeting → Offer → Copy iterations until cost-per-booking fell below \$20.
- **Educational Content Hubs:** Condition-specific guides that rank on Google/Bing/DuckDuckGo.
- **Automation Stack:** Zapier + EMR + Healow to remove data silos and denial-prone gaps.
- **Staff Uplift:** Role-based KPIs, weekly coaching, and performance dashboards.

7. Results (First 12 Months)

- **\$100 k+ yearly savings** across marketing, supplies, and lease.
- **Organic traffic > paid by 3 : 1** (up from 1 : 4).
- **150+ new patients** within 90 days of Healow launch.
- **Google rating improved to 4.7 ★.**
- **Provider capacity +25 patients/week.**

8. Key Takeaways

- **Own Your Assets:** In-house control of web and content cuts recurring fees.
- **Educate, Don't Advertise:** High-value content outperforms pay-per-click when trust matters.
- **Optimize the Back Office:** Tech-powered workflows translate directly to patient care time.
- **Measure What Matters:** Savings are powerful, but patient experience and reputation seal long-term success.

9. Mission Alignment

"Our mission is to revolutionize healthcare by empowering providers with efficient marketing & business strategies, affordable equipment solutions, and cutting-edge data and resources that allow them to focus on what matters most: saving lives."

Four Peaks stands as proof: when providers are equipped with the right tools and guidance, they thrive—financially and clinically—while delivering compassionate, life-saving care.

Ready to transform your practice? Let's talk strategy.

Click the logo link below to book a free consult.

