

CUSTOMER SUCCESS STORY



CHALLENGE

Dr. Michelle Woolhouse had a mission to create a Wholistic Medical Practice on the Mornington Peninsular for the community. Traditional medical practices have not yet embraced the idea that Whole Medicine is based on and that is that a combination of traditional and holistic practices create the best approach for wellness. We worked with Dr. Woolhouse to reposition her brand and attract more ideal local clientele.

PROCESS

Through a process of workshops, research and insight we learnt more about the true value of what was then called Peninsula Holistic Practice. We set about moving the the brand to a fresh new and relevant wholistic practice that reflected a holistic approach to medicine. This marketing journey was able to position Whole Medicine so that it reflected it's true value to customers and employees.

RESULTS

Today Whole Medicine has more local patients, has attracted new doctors and enjoy practicing a wholistic approach to medicine.

WE DELIVERED

- Marketing Strategy
- Brand Strategy
- Digital Strategy
- Customer Centric Strategy

Whole Medicine GPs are empowered to combine general practice with evidence-based natural medicine.

Time for a Big Health Check



WHAT OUR CLIENT SAYS:

"Dan is so professional, you know where you are at with her, she is generous and hard working. She also knows her boundaries, i.e. what she can't do, so she doesn't waste your time on that." Dr. Michelle Woolhouse, Dr, and General Manager, Whole Medicine.

