



Case Study: Concussion Management of New York

Client Background

Client: Alex Gometz – Concussion Management of New York (CMofNY)

Location: New York, NY

Specialty: Concussion treatment, post-concussion rehab, vestibular therapy.

Model: Cash-based clinic.

CMofNY is an established specialty clinic dedicated exclusively to concussion care and rehabilitation.

The Challenge

When Alex returned to work with me, his practice had been unable to run ads for nearly six months.

- **Ads shut down:** Every campaign in his account was declined due to website issues.
 - **Website struggles:** A previous provider had made changes that caused compliance problems and poor ad delivery.
 - **Lost momentum:** The clinic wasn't getting consistent new patients from digital marketing and needed a complete reset.
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The Strategy

I rebuilt CMofNY's ad presence from scratch, ensuring everything aligned with their unique niche and patient needs:

- **Search Campaign:** Launched new campaigns targeting concussion-specific keywords to capture high-intent patients.
- **Performance Max Campaign:** Replaced outdated "smart campaigns" with Google's Performance Max, which immediately began producing a steady stream of conversions.

- **Scaling success:** We increased budget allocation to PMax once it proved to be the most consistent driver of consults, calls, and new patients, while keeping Search as a supportive layer.
 - **Website & funnel:** Recommended homepage and landing page improvements to maximize conversions once prospects clicked through.
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The Results

The turnaround was rapid. Within just weeks of relaunch, CMofNY saw consults and patient calls flowing again. Performance Max quickly became the clinic's growth engine.

- **Performance Max campaigns:** Delivered consults as low as **\$28-\$60 per conversion**, with months producing **30-40+ consult requests** at scale.
 - **Search campaigns:** Helped support brand visibility and added lower-volume, high-intent leads.
 - **Consistent patient pipeline:** Phone calls, form submissions, and consult requests climbed month after month.
 - **Business impact:** Recently, Alex's team reported they were **so booked they couldn't schedule new patients**, with the clinic backed up nearly **two months out** — their busiest period ever.
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Client Feedback

"We just had our best week yet — we were so booked out we couldn't even take new patients. Our schedule is full, and we're already booked two months ahead." – CMofNY

Key Takeaway

By shifting away from broken campaigns and leaning into a Performance Max-driven strategy, Concussion Management of New York went from being offline for six months to experiencing record-breaking growth. With consult requests coming in consistently under \$100 per lead — and often far lower — CMofNY turned Google Ads into the engine powering a steady, fully booked patient roster.