

GROWTH STRATEGY AND COMMERCIALIZATION

Seven healthcare programmes built around the patients they needed to reach

AROGA LIFESTYLE MEDICINE | JUNE TO DECEMBER 2024

Aroga was developing seven private-pay healthcare programmes. Each needed a clear patient proposition, a credible route from first interest to consultation and a launch that worked with the clinic's actual capacity. I led the marketing strategy, positioning, acquisition and measurement across the portfolio.

7

Private-pay programmes launched

5,000+

People on the Women's Health waitlist at launch

200%

Growth in active patient volume during the engagement

THE BUSINESS

Aroga Lifestyle Medicine is a Canadian provider of lifestyle-medicine and wellness care. It was developing private-pay programmes alongside its existing publicly funded services.

MY ROLE

I worked in-house as Marketing Manager, Growth & Brand Strategy. I led audience and patient research, programme positioning, campaign planning and execution, acquisition journeys and launch coordination. I also implemented or coordinated measurement through GA4, Google Tag Manager, UTM conventions and Conversions API. Clinicians retained responsibility for clinical content and protocols, while intake and operations managed care access and service delivery.

EXPERTISE APPLIED

Patient research; market segmentation; commercial offer development; programme positioning; go-to-market campaigns; digital and community acquisition; landing pages and patient journeys; analytics; cross-functional launch management.

The challenge: make clinical programmes understandable and actionable

Clinical expertise does not automatically create patient demand. Prospective patients need to understand whether a programme is relevant to their concern, why they should trust it and what will happen after they enquire.

The portfolio included Women's Health, Diabetes Remission, the Optimize longevity offering, Iron Infusions, Executive Health Assessments and Restorative Sleep, among other programmes. These services served different audiences and needs. A single message or generic services campaign would not communicate the reasons to seek each form of care.

What I developed and implemented

Positioning built around patient concerns

I researched patient needs, defined audience segments and translated each clinical offering into a clear proposition. For every programme, the messaging needed to answer who the service was for, what concern it addressed and what someone should expect if they took the next step. Credibility and clinical accuracy were essential.

Acquisition connected to an actual care pathway

I planned and implemented acquisition across digital campaigns, community channels, content and landing pages. These pathways led toward an appropriate consultation or information request, rather than ending at a click or a form submission.

The communications and operational handoffs needed to align. The patient should encounter an understandable message, a suitable next step and an intake process equipped to respond.

Demand aligned with clinical capacity

Launch planning was coordinated with clinicians and intake so that promotion remained connected to the capacity to deliver care. Women's Health reached capacity before its official launch and had more than 5,000 people on its waitlist at launch.

That response demonstrated significant demand, but also made capacity planning essential. Interest had to be managed responsibly rather than treated as an unlimited number of immediate enrollments.

Performance measured beyond awareness

I implemented or coordinated GA4, Google Tag Manager, UTM structures and Conversions API to improve visibility into programme interest and acquisition journeys. The goal was to understand not only which campaigns attracted attention, but also how people advanced toward appropriate care.

The results and what they meant

Seven private-pay programmes launched during the engagement. The Women's Health programme filled before its formal launch, with a waitlist exceeding 5,000 people at launch. Business-wide active patient volume grew 200%, from approximately 120 to 360 patients per month between June and December 2024.

The patient growth was a business-wide outcome over the period, not an assertion that a single campaign produced every additional patient. The strongest contribution of the work was connecting positioning, marketing execution, measurement and clinical operations so that new patient interest could become a coherent and credible commercial journey.