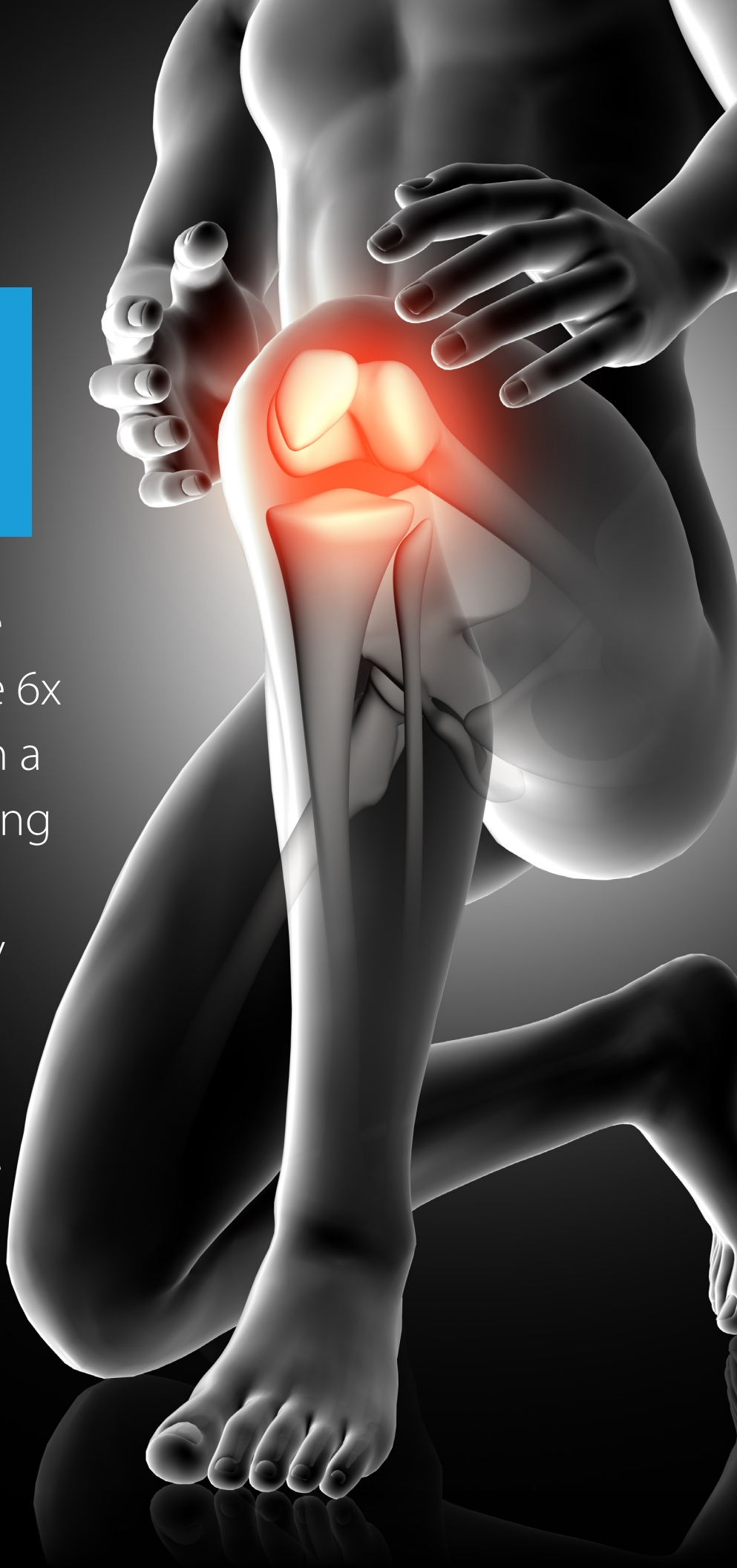




Case Study: Arthritis Knee Pain Centers

How Arthritis Knee
Pain Centers Drove 6x
Traffic Growth with a
Video-First Marketing
Content & Patient
Education Strategy

By combining its own specialist
content with ViewMedica's
patient education platform, AKPC
showcases both its clinical expertise
and the sophisticated patient
experience it delivers



The Challenge

Arthritis Knee Pain Centers (AKPC) provides non-surgical pain-relief treatments to patients suffering primarily from osteoarthritis, making robust and useful patient education an important part of the care experience. As AKPC grew rapidly, however, the organization was operating with a relatively limited marketing infrastructure. By 2022, AKPC relied primarily on direct-response advertising, supported by a utility-focused website and inconsistent branding and visual identity across its patient-facing communications.

AKPC set out to modernize and unify its brand across its website, social media, SEO, email automation, video, and other patient-facing marketing materials. An important part of that effort was helping patients better understand that osteoarthritis is a chronic, indolent, and progressive disease for which there is no cure, as well as the potential benefits of seeking treatment before the condition progresses.

Doug Roper, a 30-year veteran of media sales and advertising agency work with particular expertise in physical medicine, came out of retirement in 2022 to lead the organization's marketing efforts as AKPC's Chief Marketing Officer.

"One of the first things I recognized was the opportunity to create engaging content that not only educates and informs patients, but also makes their experience with us more meaningful and, when appropriate, even entertaining," Roper says.

About Arthritis Knee Pain Centers

- **Headquarters:** Spring, Texas
- **19 locations** across 10 U.S. states
- **Primary offering:** non-surgical, non-opioid, pain-relieving treatment protocol
- **75,000+ patients** served since 2019
- **1,000,000+** knee injections
- **98%** of patients return for repeat treatment
- **ViewMedica technology implemented:** VMcast Healthcare TV

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ViewMedica empowers us to showcase a video-first marketing strategy for patient education and engagement with experiential content for the people we serve.”

Doug Roper, Chief Marketing Officer, AKPC

The Solution: A Video-First Marketing Content & Patient Education Strategy

AKPC developed a video-first foundational marketing strategy built around a simple paradigm: create content once and post it everywhere. AKPC leverages its video content across its website, six social media channels, marketing automation flows, and other digital communications. AKPC also integrates that content into ViewMedica's VMcast Healthcare TV platform, where it is combined with ViewMedica's patient education programming and delivered through in-office TV screens at all 19 AKPC medical practice locations. This approach expands the value of each piece of content while reinforcing AKPC's messaging, patient education, and brand experience across every touchpoint.

AKPC's videos cover a range of topics relevant to patients with knee pain, including its primary treatment of knee gel injections as well as other non-surgical treatment options such as Genicular Artery Embolization (GAE), Platelet-Rich Plasma (PRP), and unloader knee braces. The content is designed to help patients better understand their condition, the treatments available to them, and the steps they can take to support their knee health. It also addresses broader aspects of the patient journey, including Medicare and commercial insurance coverage, practical tips for managing osteoarthritis, and guidance to help patients live healthier, more active lives.

"Our goal is to help patients become better informed about their health, their condition, and the treatment options available to them—and to give them useful information they can share with family and friends who may also be struggling with knee pain," Roper says. "At the same time, thoughtful patient education cements our credibility and demonstrates the depth of expertise and commitment to patient care that we bring to knee pain medicine."

To that extent, the combination of AKPC and ViewMedica delivers a mix of practice education, treatment information, and lighter engagement content. The latter includes celebrity endorsements of AKPC that hold the attention of people in the waiting room, such as advice from professional athletes about how to improve a golf stroke or how to throw a football.

Further, AKPC broadened its patient education beyond video by creating signs with QR codes that patients can scan to leave reviews that AKPC can, in turn, use to improve the patient experience.

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AKPC has masterfully spliced the video it's producing between our content to effectively funnel patients into AKPC's very practice-specific videos. Our most successful long-term customers like AKPC have heavily integrated custom content.”

Daniel Wittekind, CEO, ViewMedica

The Results: Broader Awareness of Clinical Expertise & Sophisticated Patient Experiences

Every ViewMedica video opens with AKPC's logo animation and music, maintaining brand continuity in a category where credibility is essential. AKPC also uses the video library to feed its search engine and large language model optimization. This extends its reach from traditional search into AI-driven results, so AKPC shows up wherever patients look for health information related to knee pain.

"Any healthcare provider with patients spending time in a waiting room has an opportunity to use that environment more meaningfully," Roper says. "Whether it's an orthopedic practice, physical therapy clinic, chiropractic office, sports medicine practice, or another healthcare setting, video can help educate patients with important health information for a more informed and engaging patient experience."

AKPC now operates with consistent branding across all touchpoints at every one of its locations:



86 custom videos uploaded



6 social media channels



6x growth in organic website traffic

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Combining our content with ViewMedica further strengthens our position as ‘the knee pain experts.’ Patient education content helps reinforce our clinical credibility and demonstrates that we are a sophisticated provider focused on the overall patient experience—not simply on transactional encounters.”

Doug Roper, Chief Marketing Officer, AKPC

To learn more about how ViewMedica can help your healthcare facility leverage a video-first patient education strategy, [schedule a demo](#).



About ViewMedica

ViewMedica, headquartered in Chapel Hill, North Carolina, develops VMcast Healthcare TV—a digital signage platform built exclusively for healthcare environments. VMcast helps medical practices, hospitals, and healthcare organizations deliver professional, patient-facing media to waiting rooms, exam rooms, and clinical displays. Powered by the ViewMedica Patient Education Video Library, VMcast combines award-winning patient education content with custom messaging to help providers connect more meaningfully with their patients. ViewMedica videos and services are published by Swarm Interactive.