vi marketing and branding

SURGERY CENTER OF OKLAHOMA

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HOME

PRICING

ORTHOPEDICS

EAR, NOSE, THROAT

GENERAL SURGERY

WELCOME

The Surgery Center of Oklahoma is a 32,535 square foot, state-of-the-art multispecialty facil... owned and operated by approximately 40 of the top surgeons and anesthesiologists in central Okl... The facility has been accredited by the AAAHC since 1998 without interruption and has annually provided care to thousands of patients.

If you have a high deductible or are part of a self-insured plan at a large company, you owe it to yourself or your business to take a look at our facility and pricing which is listed on this site. If you are considering a trip to a foreign country to have your surgery, you should look here first. Finally, if you have no insurance at all, this facility will...

PUBLIC RELATIONS

Surgical Transparency: Several years ago, Dr. Keith Smith, co-founder and managing partner of the Surgery Center of Oklahoma, took a chance that would be considered radical in the healthcare industry: He posted on the SCO website a list of prices for 112 common surgical procedures.

The only facility in the country at the time to employ this practice, SCO and Dr. Smith are active advocates for the free market system. But he needed help pushing SCO's new model to patients throughout the US and abroad. Not only was awareness an issue, understanding the intricacies of the market was crucial as well.

New Operation: VI turned SCO's website into a free market information portal and engaged SCO and Dr. Smith in social media and public relations. Dr. Smith is a natural blogger and speaker and has been promoted as such nationally. As a regular blog was developed on the SCO website, with each entry pushed nationally through social media, the new model from SCO was being heard. Dr. Smith began receiving requests for national interviews and speaking engagements.

Wake-Up Call: ObamaCare (Affordable Care Act) and medical tourism created significant demand for the transparent approach that SCO had developed. With national healthcare being the norm in Canada, patients began to migrate to the Surgery Center from north of the border, for both price and availability. Self-insured companies also responded, seeing great value in the alternative that SCO provides to a very complicated system.

The Healing Begins: We pushed Dr. Smith's blog through social media and PR channels with great success. He has become a social media star. His unique business model and free market talking points have led to exposure in multiple national publications and radio programs. He has been invited to speak before congressional delegations and other policy groups. Oh, and since the online pricing went into effect and we began the social push, the Surgery Center of Oklahoma has doubled its surgical procedure load. Expansion is on the horizon.