

Who We Are

Cortex Marketing is the healthcare growth arm of CM Global Office. We plan, build, and optimize patient-acquisition systems for private practices and specialty groups—turning online demand into booked appointments while protecting your reputation and compliance standards.

What We Deliver

More qualified patient inquiries
Higher show rates and lifetime value
Stronger physician referrals and reviews
Clear ROI with compliant tracking



Specialties We Serve

Cardiology

Focus: High-intent search + referring physician education.
Plays: Condition pages (AFib, CHF), CTA-driven echo/stress test landing pages, cardiologist “explainer” videos, referral kits for PCPs.

Radiology / Imaging

Focus: Local dominance for modality + insurance queries.
Plays: Modality landing pages (MRI/CT/US), same-day scheduling ads, PACS-friendly report delivery messaging, review velocity program.

OB-GYN

Focus: Lifecycle content (preconception → prenatal → postpartum).
Plays: Maternity funnels, minimally invasive procedure campaigns, reputation building around bedside experience, Spanish-language ads where relevant.

Family Medicine / Primary Care

Focus: “Near me” capture + membership retention.
Plays: Same/next-day availability ads, wellness plan marketing, portal activation campaigns, employer partnerships.

Internal Medicine

Focus: Complex-care coordination and annual wellness visits.
Plays: Chronic condition pathways (diabetes/HTN), AWW reminders, lab partnerships, referral loops with specialists.

Orthopaedics

Focus: Procedure-specific intent (ACL, rotator cuff, TJR).
Plays: Condition-to-procedure journeys, MRI-to-surgeon fast tracks, return-to-sport content, post-op care automations.

Gastroenterology

Focus: Preventive screening + symptom-driven search.
Plays: Colonoscopy screening funnels, IBD education, prep compliance reminders, referring PCP outreach.

Oncology

Focus: Trust, speed, and second-opinion access.
Plays: Tumor-specific resource hubs, navigator contact CTAs, clinical trials awareness, empathy-led storytelling with strict compliance.

Dermatology

Focus: Mix of medical and cash-pay cosmetic.
Plays: Acne/psoriasis pathways, Mohs awareness, seasonal cosmetic promos, UGC for results (consent-based).

Ophthalmology

Focus: Premium vision + surgical conversion.
Plays: Cataract/LASIK funnels, candidacy quizzes, referral kits for optometrists, post-op review flows.

Services & solutions

Strategy & Brand

- Positioning, messaging, visual identity
- Multi-location brand architecture

Demand Generation

- Local SEO & listings (NAP, schema, GMB/GBP)
- Paid search & social (Google, Meta, YouTube)
- Physician referral marketing (liaison playbooks, kits)

Patient Experience & Conversion

- Conversion-first websites and landing pages
- Online scheduling & form optimization
- Reputation management (reviews, service recovery)
- No-show reduction flows (SMS/email reminders)

Content & Creative

- Procedure/condition content hubs
- Explainer videos and provider bios
- Multilingual campaigns

Analytics & Ops

- HIPAA-aware analytics dashboards
- Call tracking & lead attribution (PHI-safe)
- CRM/MA setup (e.g., HubSpot) and EHR-friendly workflows

We coordinate with your EHR/PM vendors to align data flows without exposing PHI.

Compliance

- HIPAA/GDPR by design
- PHI minimization and BAAs where applicable
- Consent management and secure intake

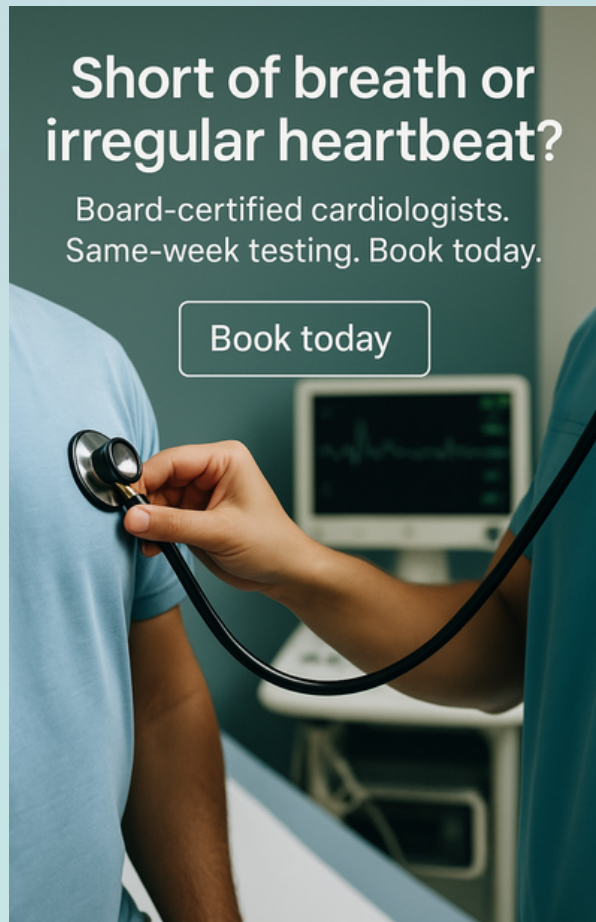
Our Approach

- ✓ Discover – Market audit, competitor gap analysis, compliance check
- ✓ Diagnose – Channel mix, audience intent, capacity mapping
- ✓ Build – Creative, landing pages, tracking plan, HIPAA-aware analytics
- ✓ Launch & Learn – 90-day test plan, rapid CRO, review velocity
- ✓ Scale – Double-down on winners, expand into new procedures/locations

Why Cortex Marketing

- ✓ Healthcare native: We understand payer mix, prior auth, and capacity constraints.
- ✓ Performance + compliance: Growth systems built around PHI minimization.
- ✓ Operator mindset: We align marketing with scheduling, staff, and throughput.
- ✓ Clear ROI: Dashboards that tie spend to booked visits and downstream value.

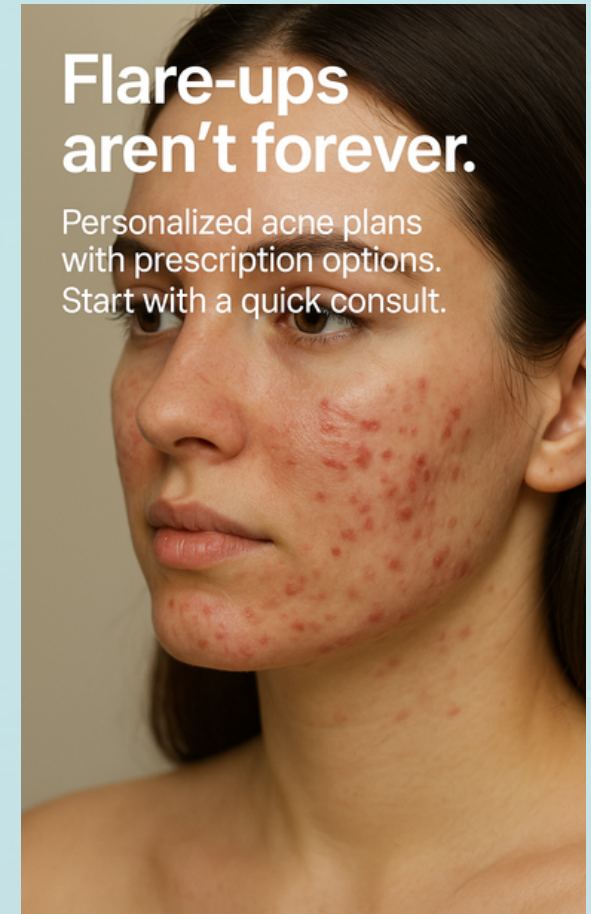
Social Media Ads Grapics and Images



Cardiology



Orthopedics



Dermatology

Social Media Ads Grapics and Images

**Friendly nudge:
you're due for
a routine
colonoscopy.**

Early screening saves lives—
schedule in 3 clicks.

[Schedule now](#)

Colonoscopy

**See life in
high definition.**

LASIK evaluations
with flexible
financing.



Ophthalmology

**Pregnancy care
without the wait**

Same-week OB-GYN
appointments & ultrasounds

[Book today](#)



OB-Gyne

Social Media Ads Videos



Testimonials



“CM Global Office rebuilt our service pages and Google Ads. Calls for AFib and echo testing doubled within a month.”

“They cleaned up our Google Business profiles and ran ‘same-day MRI’ campaigns—online bookings finally outpaced phone calls.”

“Cortex refreshed our maternity funnel and ads; prenatal consults now come in steadily without boosting spend.”

“They fixed local SEO and online scheduling. New-patient requests are consistent and no-show rates dropped with reminder flows.”

“They built a second-opinion pathway and tightened our reputation management—patients now find us faster and arrive informed.”

“Cataract/LASIK landing pages with financing CTAs improved conversion from consult to surgery.”

