

# SPINEFLOW WELLNESS CLINIC

CASE STUDY PRESENTED BY  
INTERACTIVE VIDEOS CO.

# ABOUT

SpineFlow Wellness Clinic is a modern chiropractic practice based in Toronto, Canada. With a focus on holistic spinal health, mobility, and wellness education, they serve a mix of busy professionals, athletes, and seniors. Their brand stands out for combining traditional chiropractic care with a patient-first, tech-forward approach. While they had a strong physical presence, their online engagement and conversion journey needed a powerful adjustment.



# THE GOAL

SpineFlow wanted to educate prospective patients, reduce appointment no-shows, and increase new bookings directly from digital platforms. Their mission was to make the chiropractic process less intimidating and more accessible by simplifying treatment information and guiding patients through their wellness journey online.





# THE CHALLENGE

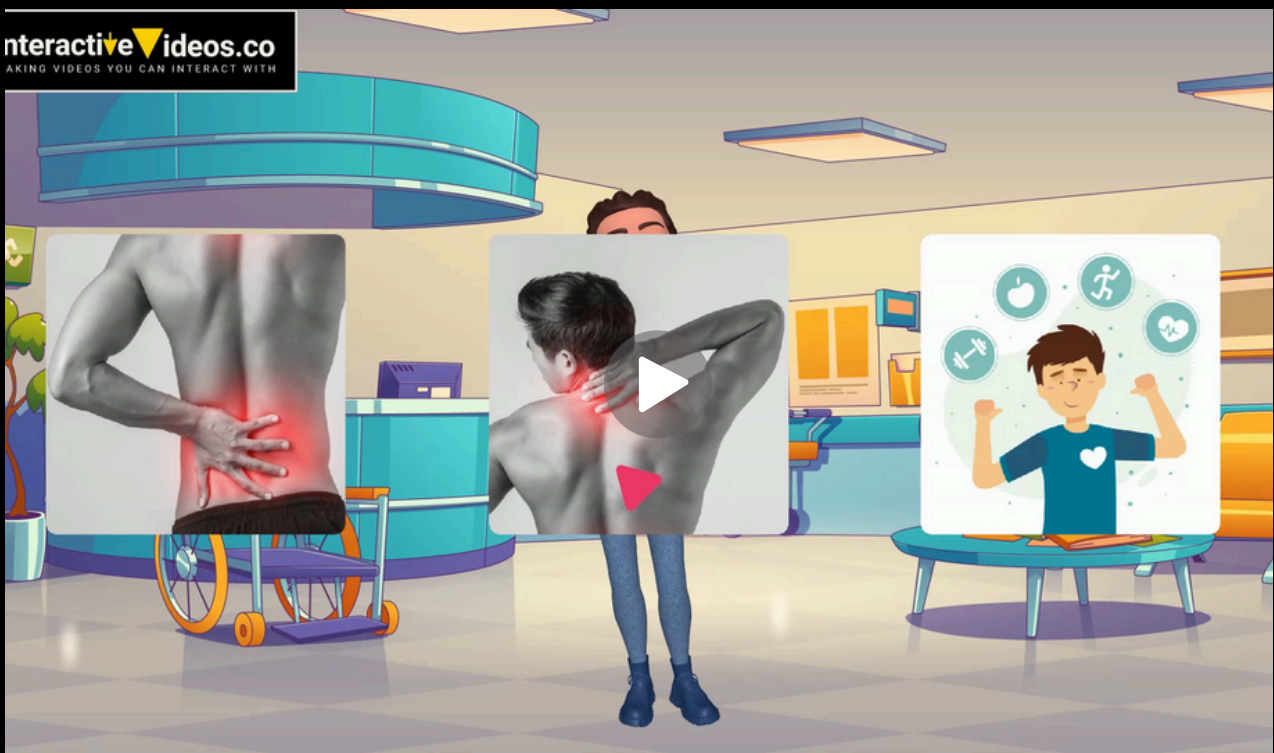
Many website visitors and social media followers were interested but unsure about the benefits of chiropractic care. The clinic's static website and basic appointment system didn't effectively address common patient concerns, and social media engagement was low despite regular posting. They needed a solution that could bridge the gap between awareness and action, without spending excessively on paid ads.



# THE SOLUTION

We implemented a dynamic suite of interactive video content tailored to guide, educate, and convert:

- 📁 Choose-Your-Pain-Point Video Journey — Allowed users to select symptoms (e.g., neck pain, lower back, posture issues) and receive tailored video explanations and suggested treatments.
- 📅 Appointment Booking Video CTA — Embedded call-to-actions within videos that led directly to a scheduling form



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# THE RESULTS

- 1 +47% increase in new patient bookings
- 2 -38% decrease in appointment no-shows
- 3 +75% increase in social media engagement
- 4 +63% longer time spent on website, mostly on interactive video pages
- 5 4.9★ satisfaction rating with multiple patients mentioning the videos made them feel more confident and informed

# WANT TO REALIGN YOUR BUSINESS GROWTH THE SMART WAY?



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