

PREPARED FOR

Pacific Psych Centers

Eight Years of Patient Acquisition

July 1, 2026 • pacificpsychcenters.com



ACCOUNT SNAPSHOT

INDUSTRY

Healthcare — Psychiatry

BUSINESS MODEL

Multi-Location Psychiatric Practice

PLATFORM

Google Ads

WEBSITE

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1. The Client

Pacific Psych Centers is a multi-location psychiatric practice led by Dr. Jake Hollingsworth. The practice specializes in psychiatric evaluation, medication management, and treatment-resistant depression care (including transcranial magnetic stimulation / TMS). The patient acquisition model is phone-and-form driven: prospective patients call the clinic or submit a form on the website, then a scheduling coordinator books an evaluation.

For a practice like this, marketing has one job — put the practice in front of the right prospective patient at the right moment, and generate a qualified patient inquiry (either a phone call or a scheduling form submission). The volume and quality of those inquiries is the leading indicator of appointment volume and revenue for the practice.

At a glance

- Category: Psychiatric care (evaluations, medication management, TMS)
- Practice type: Multi-location physician-led psychiatric center
- Patient acquisition model: Phone calls + scheduling form submissions
- Ad channel: Google Ads (Search, Performance Max, Local)

BrandRocket has managed Pacific Psych Centers' Google Ads program continuously since January 2018 — the longest continuous engagement in the BrandRocket portfolio.

2. What We Inherited

Dr. Hollingsworth described the account we took over in his own words. Two months into the engagement, he wrote:

"BrandRocket went above and beyond all my expectations on this job. They essentially took over a very neglected and ineffective AdWords account for my medical practice's website and made it extremely productive in a matter of a few short weeks."

— **Dr. Jake Hollingsworth, Pacific Psychiatric Intervention & Wellness Centers**

The state of the account when BrandRocket took over was the starting point for what would become an eight-and-a-half year partnership.

3. The Testimonial — Two Months In

Sixty days into the engagement, before any long-term compounding effects could show up in the data, the practice was already seeing the shift in inbound patient inquiries. Dr. Hollingsworth's public testimonial on brandrocket.net has read the same way since 2018:

"BrandRocket went above and beyond all my expectations on this job. They essentially took over a very neglected and ineffective AdWords account for my medical practice's website and made it extremely productive in a matter of a few short weeks."

BrandRocket has been on the job for approximately 2 months and the phones are lighting up, the appointments are getting booked, and revenue has climbed significantly. In summary, they have knocked it out of the park."

— Dr. Jake Hollingsworth, Pacific Psychiatric Intervention & Wellness Centers

"The phones are lighting up. The appointments are getting booked. Revenue has climbed significantly."
— that framing, from Month 2, held up for eight-plus years.

4. Eight Years of Patient Inquiries

Over the course of the BrandRocket engagement, the account generated **a large body of qualified patient inquiries** — split across two primary intent surfaces: phone calls (patients calling the clinic directly from an ad or the website) and scheduling form submissions (patients filling out the practice's intake form).

Year-by-year cadence

Year	Phone Calls	Form Submissions	Total Patient Inquiries
2018	Tracking ramping	Tracking ramping	—
2019	Ramp	Ramp	Ramp
2020	Solid	Peak year — TMS form campaign	First major peak
2021	Steady	Steady	Steady
2022	Peak year	Steady	Second major peak
2023	Peak year	Steady	Second major peak
2024	Steady	Steady	Steady
2025	Steady	Steady	Steady
2026 (partial)	Steady	—	Steady

The shape of the run

The engagement produced two distinct peak volume years — a first peak in 2020, driven largely by scheduling-form submissions on a dedicated TMS treatment landing page, and a second peak across 2022 and 2023, driven largely by phone calls from search ads. Between those peaks, the program held a steady cadence of qualified patient inquiries, with tuning applied continuously to keep cost per inquiry in a healthy range for the psychiatric care category.

Not every year is a peak year. The story of a long engagement is that BrandRocket delivered a reliable flow of qualified patient inquiries for eight-and-a-half years — a run that produced meaningfully more patient inquiries than the practice could have generated on its own during that window.

5. Why This Engagement Ended

In June 2026, Dr. Hollingsworth informed BrandRocket that Pacific Psych Centers would be winding down its paid patient acquisition program. The reason was not performance — the reason was that the practice's direct referral pipeline with Kaiser Permanente had grown to a point where it was filling the practice's available clinical capacity on its own.

In other words: the practice had grown to the point where it no longer needed Google Ads to keep its schedule full. For a psychiatric practice with limited clinician time, that is the terminal success state — the practice is running at capacity.

The strongest signal a marketing program can send is that the client has grown past the need for it. Pacific Psych Centers reached that state after an eight-and-a-half year partnership.

BrandRocket kept full access to the account for 30 days after the wind-down to support the transition, and the account itself remains fully owned by the practice — including all conversion tracking history, landing pages, and campaign structure. If the referral mix ever shifts, the program is ready to restart.

6. What This Means

The Pacific Psych Centers engagement is the case study of a properly-run patient acquisition program on a long time horizon:

- **Eight-and-a-half years** of continuous Google Ads management — the longest engagement in the BrandRocket portfolio.
- **Two distinct peak years** of patient inquiry volume — 2020 driven by TMS scheduling forms, 2022-2023 driven by search-ad phone calls.
- **Diversified inquiry surface** across phone calls and scheduling form submissions — the program did not depend on a single intent channel.
- **Cost per patient inquiry maintained in a healthy range** for the psychiatric care category across the full engagement window.
- **Terminal success** — the engagement ended when the practice's own direct-referral pipeline reached full clinical capacity.

The best long-term marketing partnership is one that ends because the client no longer needs it. That is what happened here.