

*For Immediate Release*  
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## Wake Plastic Surgery Chooses MindStream Creative to Enhance Their Plastic Surgery & Aesthetics Marketing

Raleigh, NC - Cary, North Carolina based [Wake Plastic Surgery](#) (WPS) signed on with [MindStream Creative](#), a Raleigh, NC based medical practice marketing firm, in an effort to drive new patients into their growing, plastic surgery and aesthetic practice. Known for their exceptional quality of care, Wake Plastic Surgery is no stranger to success. To keep their momentum for growth optimized, they decided to implement marketing strategies that would allow them to delve deeper into the community through practice branding and enhancing their already thorough patient education process.

“The bulk of our business comes from patient referrals and we are very pleased with this. We do not, however, want to rely solely on this to maintain our leadership position as it may eventually cease to be enough” says Lynn Stoeckel, Administrator at Wake Plastic Surgery. “We chose MindStream Creative because of the personal attention they provide to each of their clients. I appreciate the hands-on approach and outside of the box strategy. I am excited about the ideas they have already brought to us.”

“[Dr. Stoeckel](#) has done a phenomenal job connecting with his patients. They adore him and are happy to refer Wake Plastic Surgery to others for both their plastic surgery and aesthetic service needs” says Melanie Herron, President of MindStream Creative, Inc. “When you have a strong patient referral network already in place, we can focus our energy developing other areas to strengthen their reach within the community.”

“Dr. Stoeckel takes a strategic, visionary view of his practice and works proactively to ensure its success today and years down the road. While some practices may feel that there is little need to market a highly active practice such as his, he has recognized the need to utilize a variety of marketing solutions to continue to stand apart in this competitive market” says Herron.

MindStream Creative, Inc. is a national healthcare marketing, public relations and promotions firm dedicated to partnering with multi-specialty medical practices to increase revenue and patients by enhancing the overall patient experience. MindStream Creative’s programs help medical practices build brand awareness, establish thought leadership and generate demand. For more information, visit [www.mindstreamcreative.com](http://www.mindstreamcreative.com) or call 919-449-6591. The MindStream Creative blog provides medical industry specific marketing tips to help practices grow and improve the overall patient experience.

Wake Plastic Surgery is Cary, North Carolina’s premier center for plastic surgery and aesthetic services. Headed by Dr. William T. Stoeckel, Wake Plastic Surgery is committed to understanding the surgical and aesthetic goals of each patient as well as providing superior personalized attention. Dedicated to

providing dramatic yet conservative results, Wake Plastic Surgery promises each patient a comfortable and enjoyable experience with respect for patient privacy and safety. For more information, visit <http://www.wakeplasticsurgery.com> or call 919-805-3441.

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