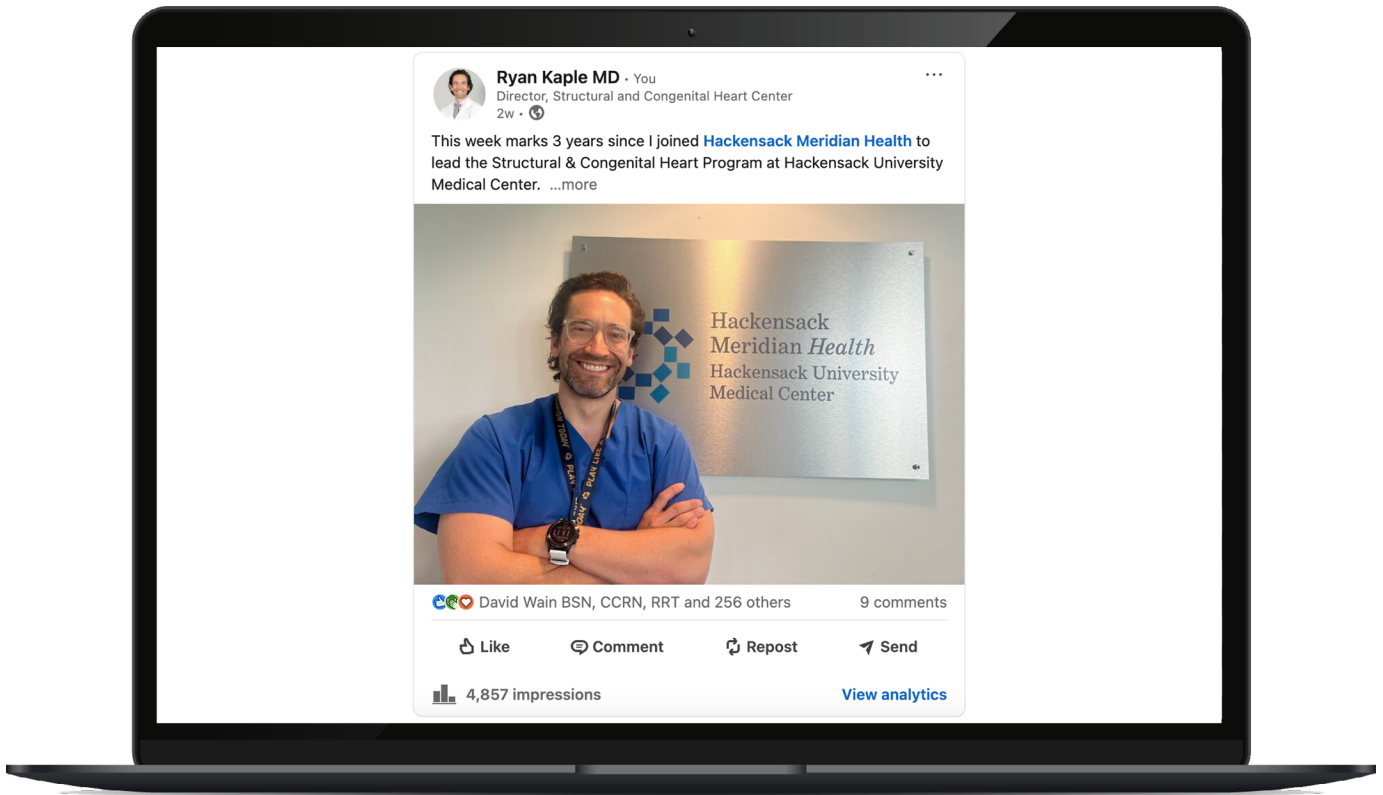


# DOCTORS CASE STUDY

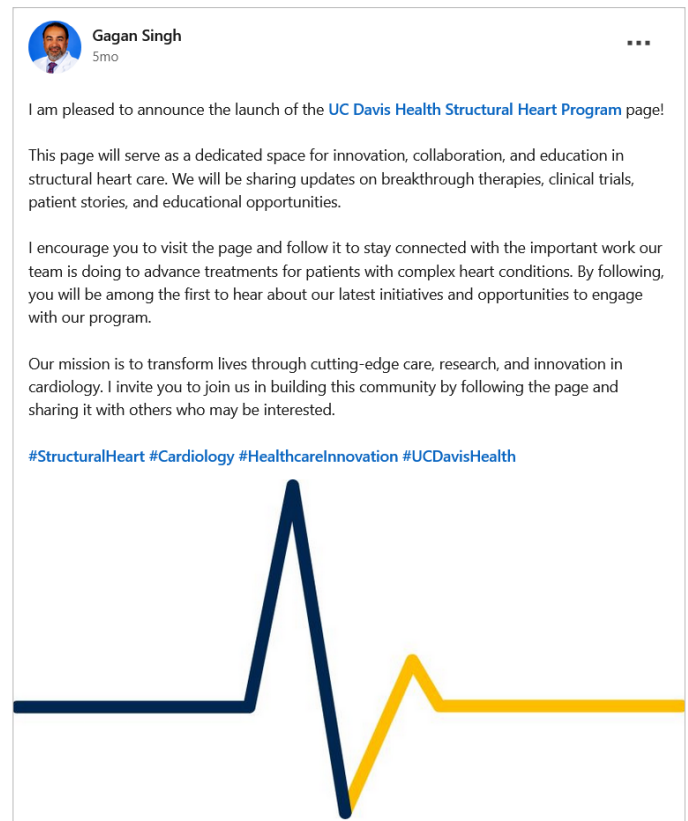
JANUARY 2026



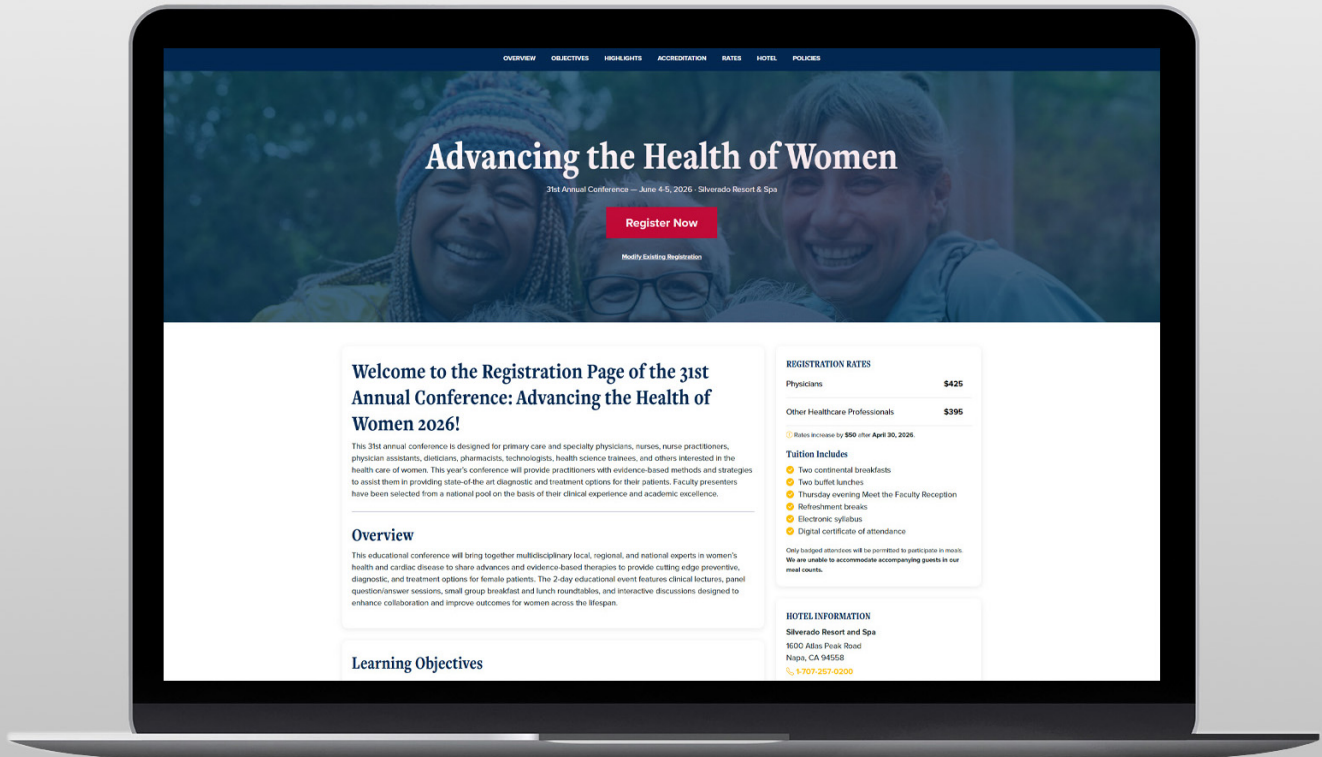
## >>> THE OPPORTUNITY

Thought leadership and access to large audiences remain critical tools for progressive medical professionals. LinkedIn has become one of the most effective platforms for sharing research, clinical insights, and patient success stories.

However, developing consistent, high-quality thought leadership content is time intensive. For doctors and other medical professionals, time is an increasingly scarce resource. Hospital and university networks often lack the capacity to provide individualized support for audience growth, leaving many physicians without a clear strategy to build their presence. While a strong LinkedIn profile can drive patient referrals and amplify academic research, many doctors miss this opportunity simply because they do not have the bandwidth.



This was the case for Drs. Ryan Kaple, Gagan Singh, and John Forrest—highly respected cardiologists whose work and patient outcomes deserved broader visibility.



## >>> THE CLEAR STRATEGY

Clear Strategy Partners partnered with each physician to design a tailored LinkedIn strategy based on individual goals and needs. Our work included building LinkedIn pages from the ground up, growing followers, and producing regular custom content. We also supported Dr. Singh with a targeted LinkedIn campaign tied to an academic conference.

Clear Strategy Partners developed new LinkedIn pages for the Structural Heart Programs at Yale University and the University of California, Davis. Our scope included bespoke graphics and video, engaging short-form posts, and long-form thought leadership articles. To further establish each physician and program as a distinct brand, we designed custom logos and banners.



**Yale Structural Heart Program**  
903 followers  
3d

Heart of the Matter — Women's Heart Symposium is today!

This one-day multidisciplinary CME event at The Anlyan Center (TAC) brings together national experts to address sex-specific cardiovascular care, with sessions covering structural heart disease, coronary and valvular disease, heart failure, electrophysiology, and more.

We're proud to have Dr. **John K. Forrest, MD, FACC, FSCAI**, Dr. **Amit N. Vora, MD MPH**, and Dr. **Carlos Davila** participating in discussions on state-of-the-art approaches to structural heart conditions and improving outcomes for women.

📍 When: Today, Feb 27, 7 AM–5:15 PM  
 🔗 Details: <https://lnkd.in/g/mMena>

#StructuralHeart #WomensHealth #YaleNewHavenHospital

**Yale Continuing Medical Education**  
YALE SCHOOL OF MEDICINE

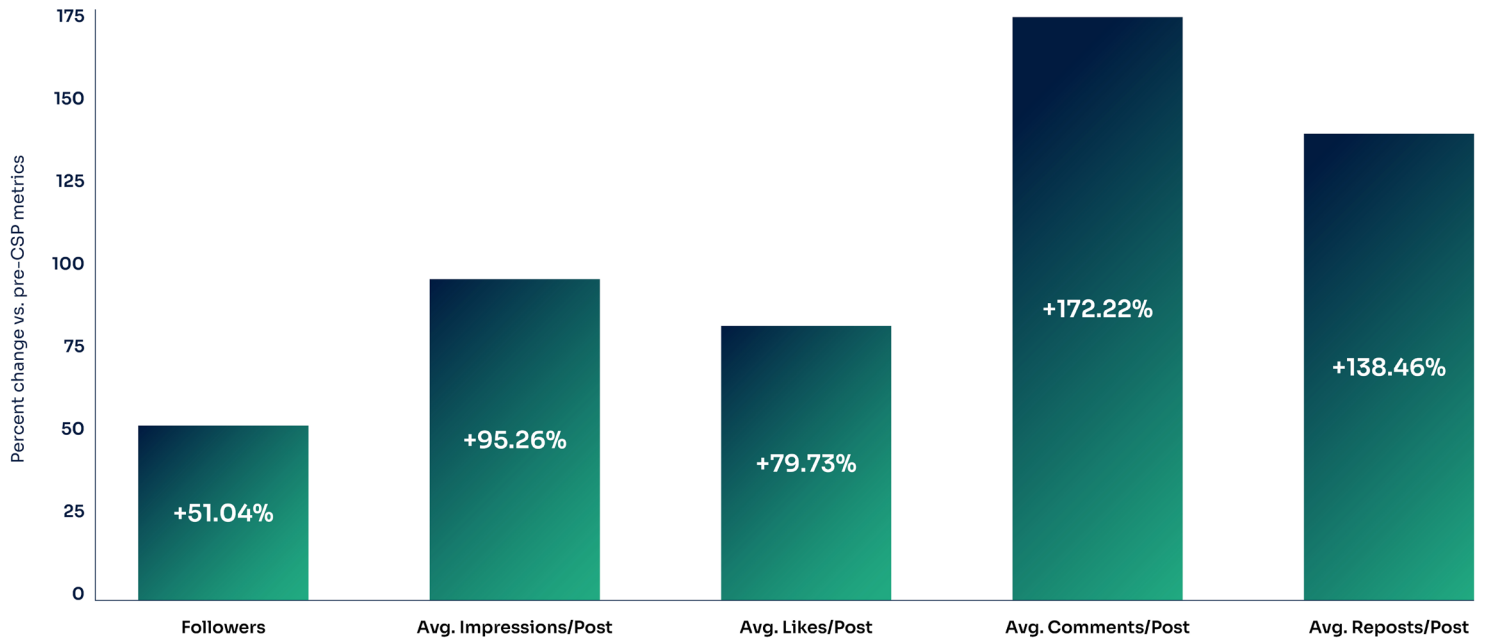
**Heart of the Matter: Women's Heart Symposium**  
 Presented by Yale School of Medicine, Department of Internal Medicine, Section of Cardiovascular Medicine

**Heart of the Matter: Women's Heart Symposium**  
[yale.cloud-cme.com](http://yale.cloud-cme.com)

👍❤️ 4

👍 Like      💬 Comment      ➦ Share

# DR. KAPLE'S LINKEDIN GROWTH WITH CSP



## >>> THE RESULTS

The cardiologists' LinkedIn accounts significantly outperformed average expectations for accounts of similar size. In his first 50 days working with Clear Strategy Partners, Dr. Singh's page achieved:

- **50% growth in followers**
- **395% increase in impressions**
- **277% increase in engagement**, all much higher than predicted based on the size of this audience at the time.

Similarly, the UC Davis Structural Heart Program page experienced well above average performance:

- **73% growth in followers**
- **595% increase in impressions**
- **3% increase in engagements**

**John K. Forrest, MD, FACC, FSCAI**  
2mo

Last week was a special one for our [Yale Structural Heart Program](#) as we performed the first EVOQUE tricuspid valve replacement cases in Connecticut.

Tricuspid regurgitation is a challenging disease, and for many patients the treatment options have been limited. Being able to offer this new transcatheter valve, the first designed specifically for severe tricuspid leakage, is an important step forward.

I am incredibly proud of the colleagues who made this possible. Working alongside Amit Vora, MD, and [Emmanuel Akintoye, MD, MPH](#), and our entire structural heart team reminded me how fortunate I am to do this work with people who care deeply about our patients and about advancing the field.

Grateful to our patients for their trust and excited for what this therapy will mean for many more in the future.

[#JohnForrestMD](#) [#Cardiology](#) [#Yale](#) [#YaleMedicine](#) [#StructuralHeart](#)  
Alyssa Brooks, [Glenn Tuazon](#), Arianna Seiter RN, [Kelly McNamara-Diorio](#) RN, Meghan Perrotta, MSN, RN, Melissa Todice APRN, [Andrea Lewis](#) APRN, [Douglas Stitz](#) PA-C, [Sarah McManus](#), Linda Levesque.



The results speak for themselves. Clear Strategy Partners helps medical professionals build impactful LinkedIn presence through strategic thought leadership and compelling content, delivering measurable growth, engagement, and visibility.