



# Scaling Your Digital Presence

To Attract New Patients in 2019 and Beyond



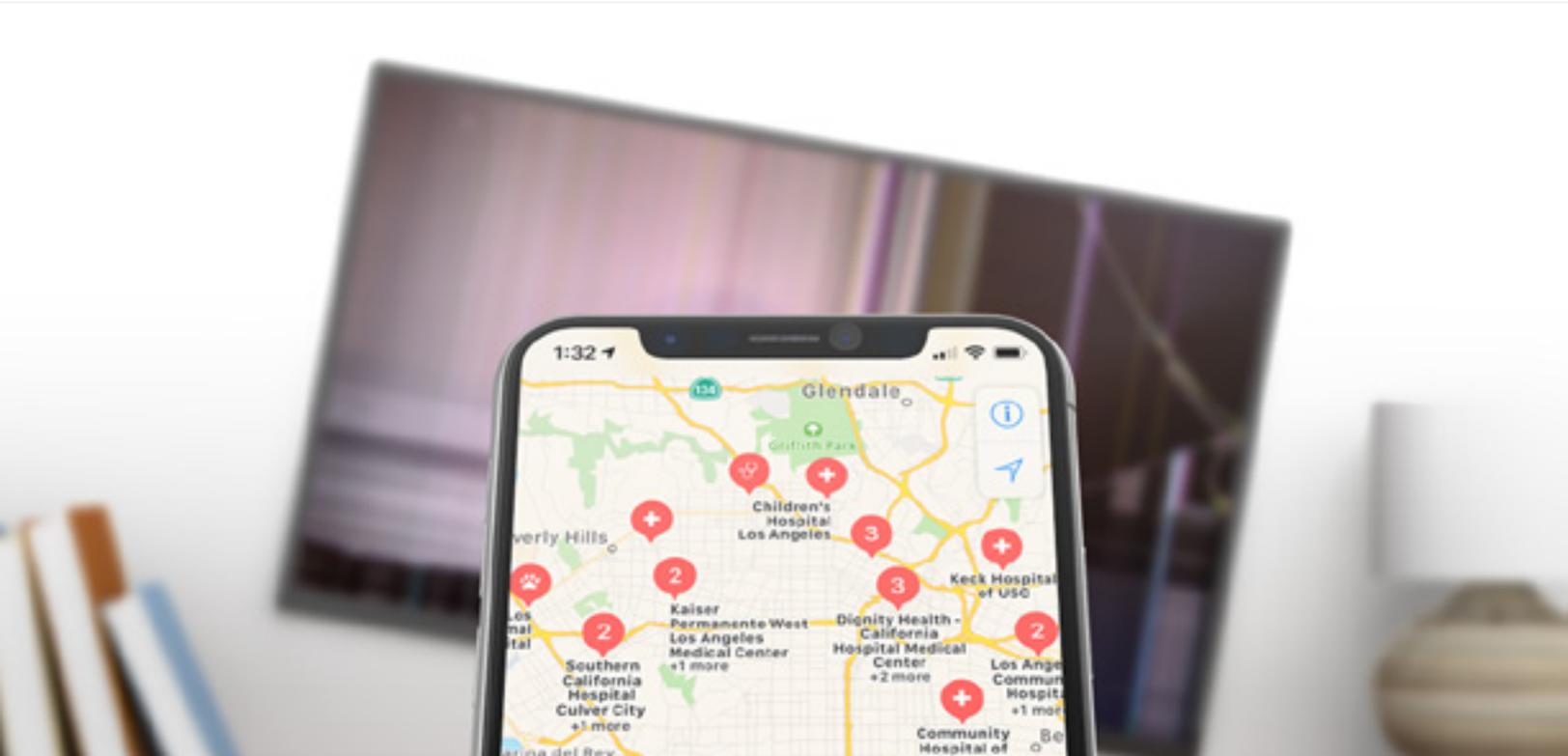
# Health Systems are Undergoing Significant Changes

Declining revenues have forced many hospitals and healthcare networks to rethink the way they do business.

Large healthcare networks are rapidly acquiring independent healthcare organizations, community hospitals are shutting their doors, and many smaller healthcare networks are being forced to embrace the practice of consolidation in an effort to avoid outright network closure.

Even world-renowned hospitals like the Mayo Clinic—hospitals long-able to leverage their brand and reputation to attract new patients—aren't standing out the way they used to.

**All this is driving healthcare providers to rethink how they attract patients.**



As such, healthcare decision makers are taking a more focused and serious look at the scalability of digital (specifically marketing and advertising) as a means of building brand recognition, communicating service offerings to local communities, and—ultimately—bringing more patients in the front door.

In the years ahead, healthcare organizations will likely need to expand the adoption and application of data-driven dashboards capable of delivering real-time insights and complete transparency for the various marketing campaigns running for all the hospitals and facilities in a health system.

Moreover, they will learn to rely even more on **integrated marketing platforms** to ensure the acquisition of new patients and new sources of revenue.

### In this Ebook, you will have an opportunity to explore...

- Today's healthcare marketing landscape.
- What it takes to scale a hospital's digital presence.
- The value of a healthcare-focused CMS built to provide scalability.

And more...

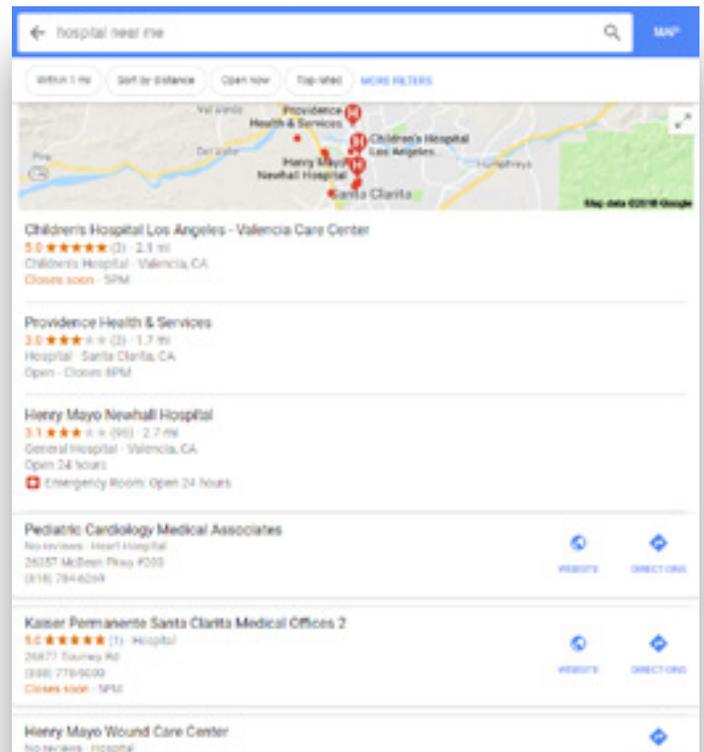
# The Healthcare Marketing Landscape

## More patients are looking at you online.

The patient experience is changing—now more than ever, patients realize they have options when it comes to healthcare. For that reason, more and more patients are turning to the Internet to find the healthcare services they need.

Millions and millions of Americans search for health-related topics online, and that number is growing thanks to the expansion of technology and an increasing expectation of **personalization**.<sup>1</sup>

With more patients flocking to the Internet to evaluate providers than ever before, hospitals and healthcare networks that want to remain competitive need to invest in the development of a highly-functional, professional-looking digital presence (especially a website) that accurately represents the first stage of the patient journey.



1. <http://www.nbcnews.com/id/3077086/t/more-people-search-health-online>

## Stepping away from traditional marketing mediums

While traditional marketing channels aren't going extinct, it's clear they can't get the job done by themselves anymore.

Television and radio audiences continue to decline and shift.

Print ads (billboards, paid editorials, magazine ads, etc.) are difficult to extract ROI from (let alone measure, ROI).

And while word-of-mouth marketing continues to be a valuable source of new patient business for healthcare organizations, it's not something that can be controlled.

On the other hand, Internet usage continues to climb in the United States, and low-cost digital mediums allow healthcare marketers to not only segment and target potential patients, but also measure ROI with unprecedented accuracy. Most importantly, digital marketing mediums are built for scalability and can easily accommodate changes in budget, strategy, or need.

### The digital world is growing and evolving

- ✓ Social networking accounts for 20% of all time spent online.<sup>2</sup>
- ✓ 1 in every 20 Google searches (587MM per month<sup>3</sup>) is for health-related information.<sup>4</sup>
- ✓ 62% of smartphone owners say they've looked up health information on their phones within the past year (the number increases to 75% for people ages 18-29).<sup>5</sup>
- ✓ Patients tend to take action after seeing a paid search ad for a hospital: 35% search for more information, and 28% visit the hospital's website.<sup>6</sup>

2. <https://www.comscore.com/Insights/Presentations-and-Whitepapers/2016/2016-US-Cross-Platform-Future-in-Focus>

3. <https://www.statista.com/statistics/265796/us-search-engines-ranked-by-number-of-core-searches/>

4. <https://googleblog.blogspot.com/2015/02/health-info-knowledge-graph.html>

5. <http://www.pewinternet.org/2015/04/01/us-smartphone-use-in-2015/>

6. <https://www.thinkwithgoogle.com/research-studies/the-digital-journey-to-wellness-hospital-selection.html>

# Scale Your Digital Presence to Drive Results

## Test. Optimize. Scale. Repeat.

For the first time in history, less than half of practicing physicians own their own practice.<sup>7</sup> Hikes in healthcare spending (coupled with the desire to cut costs and improve the quality of care) are driving the proliferation of large health systems in the US. This shifting tide has many healthcare marketers struggling to create truly unified brand experiences as health systems and networks grow in complexity, with multiple campaigns spread across multiple regions throughout the country.

**Which is why the ability to implement integrated marketing campaigns that can be scaled across an entire system and adjusted with ease is of increasing importance for healthcare organizations.**

The solution, therefore, is an integrated healthcare marketing platform built using scalable technology.

A platform that can easily handle the complexity—disparate websites, mobile marketing, inbound efforts, content management, paid ads, social media messaging, etc.—of digital campaigns in the healthcare industry, and adjust resources accordingly to increase campaign effectiveness and maximize return on investment.

**The key to maximizing ROI in healthcare marketing is fact-based optimization.**

Whether the goal is converting online researchers into paying patients, improving patient outcomes, or advancing the reputation of a healthcare organization in the local community, a healthcare-focused marketing platform that can analyze performance, and compel decision-makers to execute the right strategy is paramount for success.

7. <https://wire.ama-assn.org/practice-management/first-time-physician-practice-owners-are-not-majority>

# Uncover Insight With Data and Analytics

## The need for customizable, real-time dashboards.

Hospital systems are awash in data.

Unfortunately, few healthcare systems have the ability to properly aggregate and analyze that data.

The bottom line? The ability to track every click, hover, open, forward, and download is of the utmost importance, but only if that information can be used to form insights that allow for better conclusions and better decisions.

## Understanding the patient

Perhaps the greatest benefit of accurately measuring data and reporting that information through clear analytics is the acquisition of an enhanced understanding of the prototypical patient (e.g. the healthcare consumer).

Sound data and reporting allow for the understanding and profiling of patients, which helps healthcare organizations better promote their most-popular services over their least popular (e.g. gynecology and obstetrics versus oncology). Moreover, they allow healthcare marketers to target specific patient subgroups with highly-focused advertising that's based on websites visited, geography, services researched, etc.



## Dashboards for Campaign Tracking

Whether tracking search engine ranking, online reviews, leads, patient satisfaction, or some other metric, real-time dashboards are critical to the formation of a 360-degree understanding of a hospital or healthcare network's position in the marketplace.

While the internal development of a marketing dashboard might sound like a good idea to some healthcare organizations, it's an ill-advised choice.

The pains for resource allocation (time, money, staff, etc.) and expertise (designers, software developers, etc.) are real. The recent arrival of fantastic third-party platforms (and agencies) that can be licensed to deliver top-tier dashboards for campaign tracking has made the internal fulfillment of this need obsolete for health systems.

### Five steps for leveling up healthcare data:

1. Make sure data is collected, stored, scrubbed, and published in the form of clear, actionable analytics.
2. Use published analytics to segment patients into distinguishable groups and subgroups.
3. Deploy personalized marketing campaigns that target specific, patient subgroups.
4. Employ dashboards to review results and optimize campaign performance.
5. Share results with hospital leaders to increase strategic buy-in.

# Using a CMS to Scale Content

## Streamlining and scaling content to attract more patients.

The promotion of clinical expertise through digital content is an easy way to bring more sets of eyes to a hospital or healthcare network's website.

More importantly, it is a highly-effective way to cement a healthcare organization's authority in the eyes of potential patients, which is why 20% of healthcare marketers believe content marketing will make the largest commercial impact on their success in the next year.<sup>8</sup>

Whether the creative focus is on blogs, informational videos, case studies, Facebook posts, or case studies, the publication of quality content on a consistent basis helps persuade prospecting patients to choose one healthcare provider over another.

### The critical role of a content management system:

**Without a healthcare-focused content management system (CMS), it's impossible to properly govern digital assets and consistently attract the attention of prospective patients.**

## Why?

Because a CMS allows for content to be created, managed, and distributed in a streamlined, synchronized way, rather than in a siloed, dysfunctional fashion. Additionally, a healthcare-focused makes it far easier to manage monitor the performance of disparate content, and deploy changes (at-scale) with the click of a button. Any large hospital or healthcare network that does not employ an industry-focused content management system is at risk of losing new patients to competing healthcare providers.

8. <https://www.smartinsights.com/digital-marketing-strategy/10-marketing-trends/>

# The Key to Effective Patient Attraction

## An iterative approach to rapid campaign testing.

Effective digital marketing is an iterative process.

Starting small by testing different strategies then measuring and analyzing the results is critical *before* making the decision to scale up or scale back different campaigns.

The healthcare marketers willing to take an iterative approach to testing are the marketers that enjoy the most success.

From trying different ad messages and callouts, to rotating blog and article topics, iterative testing is the only way to ensure potential patients are being exposed to the *right* material, with the *right* messaging, at the *right* time (which is the only way to maximize marketing ROI).

## Recognizing the power of iterative testing in practice

To highlight the importance of iterative testing in the development of successful (and scalable) healthcare marketing strategies, consider paid search advertising.

Search engines drive 3X as many visitors to hospital websites than any other source.<sup>9</sup> Taking that fact into consideration, it make sense for healthcare networks to advertise on search platforms like Google and Bing. However, knowing that it's important to advertise on key search engines versus *effectively* advertising on key search engines are different things.

The *only* way to determine what messaging and keyword strategy will be most effective for a healthcare organization is through an iterative testing process.

Think about it—there are literally millions of potential keyword combinations a healthcare organization could use for a paid search campaign. Does it make sense to blindly try keyword combinations? No, of course not. The only way to determine which keyword combinations lead to the best patient acquisition rates is through a well-thought-out testing process.

9. <https://www.thinkwithgoogle.com/advertising-channels/search/the-digital-journey-to-wellness-hospital-selection/>

# The Simplicity and Scalability of Singularity

## Keeping different digital campaigns in one place.

For years, hospitals and health systems have had to use multiple vendors for their marketing because there simply was no other option. Unfortunately, that created problems. Specifically, trying to manage multiple systems and work with different vendors led to the production of humdrum content, ineffective campaigns, needless complexity, and unnecessary expenses.

But all of that is changing thanks to the arrival of new platforms and agencies. Today, simplicity is the name of the game when it comes to healthcare marketing.

By working with a single platform and a single partner, healthcare organizations can more effectively develop, execute, manage, optimize, and scale their marketing efforts.

## Ideally, hospitals and healthcare networks will find a single partner ready to provide:

- Advertising
- Lead Management
- Data and Analytics
- Online Review Monitoring
- Search Engine Optimization
- Website Development and Support

# Case Study:

## Scaling Content Distribution to Attract More Patients

### St. Joseph Health increased traffic to its blog by 71%.

Hindered by a lack of readership, St. Joseph Health—an integrated health system with 16 acute care hospitals in California and Texas—decided to use paid social advertising to rapidly scale the distribution of its blog, *HealthCalling*, a digital publication laden with health and wellness information that should have been highly appealing to potential patients.

### The blog-boosting campaign included:

- Promotion on Facebook to drive more likes and follows.
- Video content and GIFs to boost engagement on social media.
- Paid advertising on Facebook and other networks to promote the most popular content to even larger audiences.



### HealthCalling INSTANT POT TIPS AND RECIPES FOR HEALTHY COOKING

Categories: Diet/Nutrition, Men's Health, Women's Health

Aug 7, 2018

Contributor: HealthCalling Team



- Pressure-cooking helps maintain foods natural taste, texture, and nutrients.
- Pressure-cooking may help reduce the risk of diseases like type 2 diabetes.
- Instant Pot meals are safe, healthy, fast alternatives to traditional cooking methods.



### HealthCalling YOU SHOULDN'T ON YOUR POST- OUT STRETCH

Business, Heart, Men's Health, Senior Health, Women's Health

HealthCalling Team



After a workout can help you avoid

helps restore your body, posture, to their natural state.

reduces post-workout recovery is and soreness.



## Huge Jump in Blog Visits and Page Views

Social media engagement skyrocketed, with St. Joseph's content earning nearly 4 million impressions per quarter, and an average of 91 Facebook engagements per day.

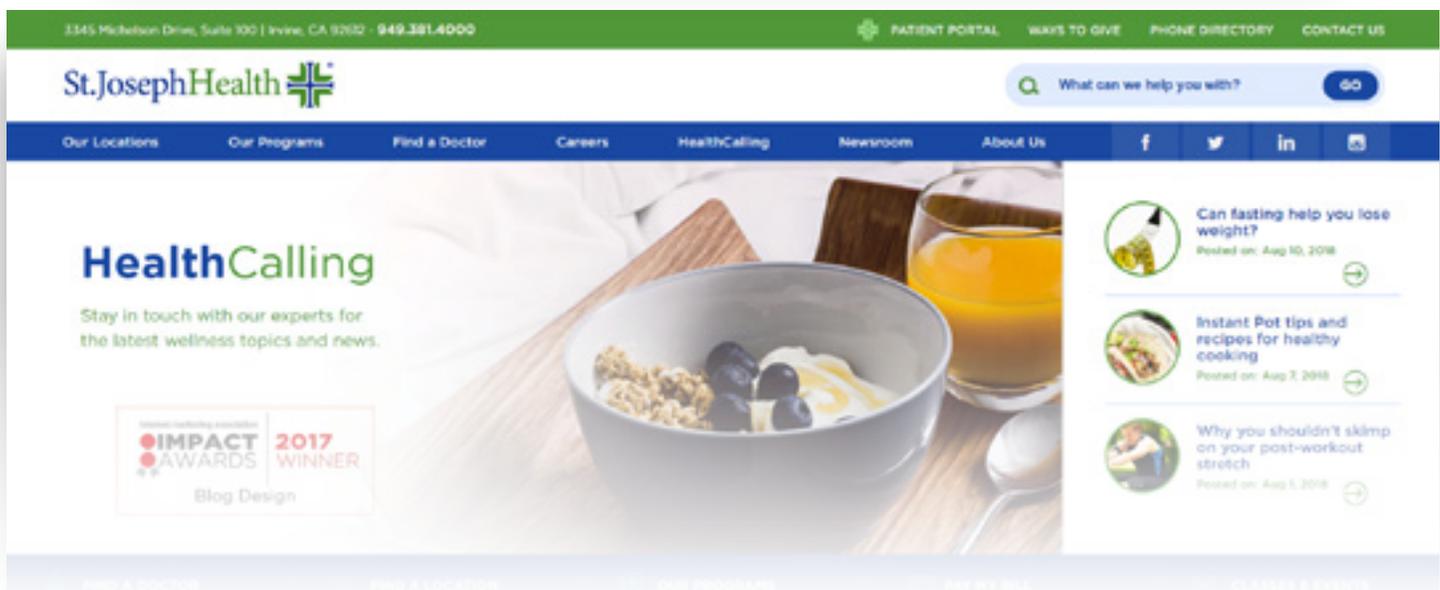
More importantly, visits to Saint Joseph's blog, HealthCalling, increased by 71% over the previous year.<sup>10</sup>

The result?

An expanded reach for the St. Joseph's Health network, increased recognition for the network in several communities across California and Texas, and a multitude of new patients for its physicians.

*"I love that we're reaching audiences across all our service areas and seeing lots of engagement. It enhances our reputation as an organization and establishes our physicians as subject matter experts."*

**Ana Watts**, Sr. Digital Marketing Specialist, St. Joseph Health



10. <https://www.scorpion.co/documents/success-stories/Healthcare/SH-St-Joseph-Health-Client-Success-Story.pdf>

# Tying Everything Off...

In the past, hospitals had little need for scalable marketing—there were plenty of patients and little in the way of competition—but today it's a different ball game.

Healthcare providers big and small are competing for patients like never before. Today's patient is a savvy consumer not only ready but *willing* to shop around based on the cost and quality of the care needed, as well as the overall patient experience.

And where are patients turning when they do their healthcare shopping?

The Internet.

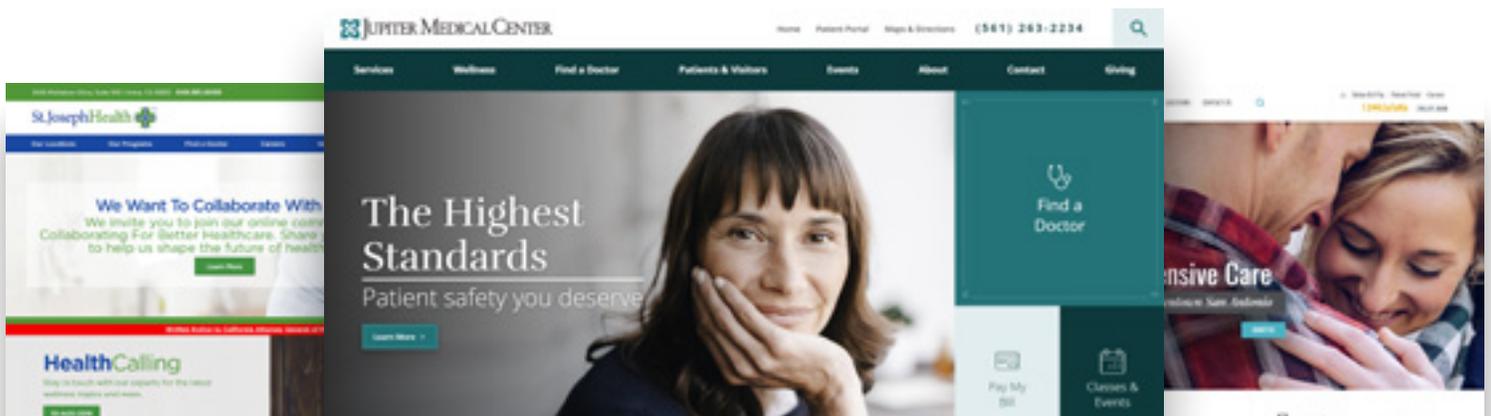
Which is why healthcare organizations must be able to target and scale their digital marketing campaigns across large, diverse networks at the drop of a hat.

## Partnering for Success

Navigating through the complexities of today's healthcare marketing environment takes a partnership with a proven vendor armed with an industry-leading platform. By working with such a partner, healthcare organizations can eliminate the need for disparate tools and teams that lead to wasted time, wasted money, and inferior results.

If scaling your hospital's digital presence is something you want to do, consider partnering with Scorpion, a team of healthcare marketing experts empowered with technologies that cater to healthcare organizations like yours.

Give us a call and start scaling your digital presence to attract more patients today.



# Want Data-Driven Healthcare Marketing Solutions That Work?

Call Scorpion at **866.622.5648** or visit **[ScorpionHealthcare.com](http://ScorpionHealthcare.com)**



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