DEVELOPING DIGITAL STRATEGIES IN HEALTHCARE FOR 2017 AND BEYOND

July 19, 2017
AGENDA

1. INTRODUCTIONS
2. MEET THE PATIENTCONSUMER
3. THE EMPOWERED PATIENTCONSUMER
4. 9 QUICK WINS
5. Q&A
Ricky Vasquez
Director, Healthcare Solutions at Bluespire

• Responsible for healthcare solutions at Bluespire
• Joined Bluespire in 2015
• B.S. from University of Minnesota
• 17 years working in Enterprise & Custom Software, Martech, Digital Transformation in Retail and Healthcare
Josh Dahmes
VP Digital Strategy at Bluespire

• Responsible for digital marketing solutions
• Premier SMB Partners
• B.S. from The Carlson School of Management
• 20 years working in the digital marketing space from Fortune 500s to .com start-ups (that was before Google was founded!)
• First digital marketing speaking gig was in San Francisco, April of 1999.
Jennifer Kohnhorst
Healthcare Strategist at Bluespire

- Ten years working on healthcare solutions
- Fourteen years working in digital
- Content Strategy background
- Has worked with hospitals, health systems, medical device and clinical research organizations
Meet the **PATIENTCONSUMER**

Every patient is a PatientConsumer. Their **expectations** are high, their **patience** is low, and their journeys are far more **complicated** than you realize.
MARKETERS STRUGGLE TO MEET PATIENT CONSUMER EXPECTATIONS

Marketing Leaders...YOU

WHY are we struggling?

- Departments Work in Silos
- Disconnected Experiences
- Unintegrated Channels
- Disparate Tools
- Aging Technology Infrastructure

Patient Consumer Expectations
PATIENTCONSUMER

PATIENCE IS LOW

3,683,236,592
Internet Users in the world

1,224,423,098
Total number of Websites

120,730,248,432
Emails sent today

1,953,166,596
Facebook active users

532,313,976
Google+ active users

308,872,492
Twitter active users

2,736,692,032
Google searches today

2,562,847
Blog posts written today

342,366,427
Tweets sent today

253,170,404
Pinterest active users

119,359,375
Skype calls today

42,653
Websites hacked today

3,119,440,639
Videos viewed today on YouTube

35,285,164
Photos uploaded today on Instagram

56,301,033
Tumblr posts today

281,174
Computers sold today

2,088,050
Smartphones sold today

252,882
Tablets sold today

source: www.internetlivestats.com
PATIENT CONSUMER JOURNEY
‘IT’S COMPLICATED’

- Worried
- ‘Dr. Google’
- Competitor
- Web MD
- Your Website
- Yelp
- Advice from a friend
- Appointment
ECOSYSTEM
‘THE TOOLS’

Digital Marketing/Media
SEO, SEM & Social

Prospective patients

Website

Drive conversion

Patient Consumer Journeys
Service Line/Product Marketing

Content

CRM and Marketing Automation

EHR

Content

blueospire
aspire to more
PATIENT CONSUMER DESKTOP & MOBILE HABITS

- 60% of users use mobile search when choosing a hospital/treatment center.
- 86% say search on mobile was influential in picking hospital/treatment center.
- 1 in 20 Google searches are healthcare related.
- 4 in 5 are looking for new ways to live a healthier lifestyle.

- 44% sleep with their phones.
- 150 number of times a day a smartphone user checks device.
- 59% of seniors go online which is a 6% increase year over year.
- 46% of people using mobile devices report having problems viewing static websites.
THE EMPOWERED PATIENT CONSUMER
A process in which patients understand their role, are given the knowledge and skills by their health-care provider to perform a task in an environment that recognizes community and cultural differences and encourages patient participation.

- World Health Organization defines patient empowerment
WHEN MARKETERS TALK ABOUT THE EMPOWERED PATIENT

- Technically savvy
- Armed with knowledge
- Empowered by choices
Consumer reports asks what is their biggest concern?

Healthcare issues were most often cited in both surveys—mentioned by nearly a quarter of respondents in our latest one. Indeed, more people—41 percent now compared with 35 percent in January—lack confidence about having access to good healthcare.

United Healthcare Consumer Sentiment

25% of respondents said they would rather file their annual income taxes than select a health plan.

Only 7% of respondents could successfully define all four basic health insurance concepts: plan premium, deductible, co-insurance and out-of-pocket maximum.
HOW THE EMPOWERED PATIENT REALLY FEELS

meanwhile...

bluespire
help patients understand their role
give them knowledge and skills
to perform a task
in an environment that recognizes community and cultural differences
courages patient participation
Separate tactical efforts, not linked to strategy

Acquisition strategy by service line

Acquisition through recovery journey mapped along all touchpoints

Full patient engagement linked to CRM
CRM/PRM helps healthcare organizations identify, reach, motivate and influence patient behavior, with the eventual goal of improving outcomes.
GETTING STARTED

- Automate emails to physicians who haven’t referred in 6 months.
- Improve compliance with post-surgical guidelines with timely emails.
- Link to wearables and send SMS message to help manage heart disease patients.
- Trigger appointment reminders.
- Personalize newsletter content based on past content preferences.
- Improve practice insights for docs.
- Improve practice with post-surgical guidelines with timely emails.
A process in which patients understand their role, are given the knowledge and skills by their health-care provider to perform a task in an environment that recognizes community and cultural differences and encourages patient participation.

- World Health Organization defines patient empowerment
What percentage of your media dollars are spent in the digital space compared to the traditional space?

Answered: 95  Skipped: 6

- 0-10%
- 11-25%
- 26-50%
- 51% or more
START TODAY!
9 QUICK WINS
How many searches are done on Google every month?

100,000,000,000 (Yep... That is billions)

That is 5 Billion Healthcare Related Searches Every Month!!!
9 QUICK WINS AND BEST PRACTICES FOR YOUR DIGITAL MARKETING

- Quick win keyword opportunities
- Featured snippets
- Schema markup
- Ad extensions
- Link Google My Business to Google AdWords
- A/B/C test ad copy
- Use mobile bid adjustments
- Utilize campaign landing pages
- Google Ad Grants
SEO QUICK WIN KEYWORD OPPORTUNITIES WITH GOOGLE SEARCH CONSOLE

- Google Search Console is a free Google tool for monitoring and maintaining site’s visibility in search results
- Focus on the queries causing your site to appear in results
- Identify keywords on the bottom of the 1st page or on the 2nd page (position between roughly 8-20)
- Build or focus optimization on those “almost there” keywords to see faster and bigger organic lift
SEO AND FEATURED SNIPPETS

Create content which answers direct questions

- Get your pages ranking on the first page
- See your featured snippets!

Three main types

- Paragraph
- List
- Table
Paragraph - Target 40 to 60 word answers

Bariatric surgery. Weight loss is achieved by reducing the size of the stomach with a gastric band or through removal of a portion of the stomach (sleeve gastrectomy or biliopancreatic diversion with duodenal switch) or by resecting and re-routing the small intestine to a small stomach pouch (gastric bypass surgery).

Bariatric surgery - Wikipedia
SEO AND FEATURED SNIPPETS

List - Target 4 to 8 items on the list

To get on the national waiting list, you should follow these steps:

1. Receive a referral from your physician.
2. Contact a transplant hospital. ...
3. Schedule an appointment for evaluation to determine if you are a good candidate for transplant.

More items...

Frequently asked questions | UNOS
https://www.unos.org/transplantation/faqs/
### Table - Target 4 rows x 3 columns

<table>
<thead>
<tr>
<th>Name</th>
<th>Account Type</th>
<th>Cost Per Month</th>
</tr>
</thead>
<tbody>
<tr>
<td>GreenGeeks</td>
<td>Standard</td>
<td>$3.96</td>
</tr>
<tr>
<td>Site5</td>
<td>HostPro</td>
<td>$8.95</td>
</tr>
<tr>
<td>MediaTemple</td>
<td>Grid Server</td>
<td>$20.00</td>
</tr>
<tr>
<td>DreamHost</td>
<td>Standard Shared</td>
<td>$7.95</td>
</tr>
</tbody>
</table>

8 more rows, 1 more column

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**The Best WordPress Hosting Companies Compared - September 2016**

[https://www.wpsitecare.com/performance-of-7-top-wordpress-hosting-companies-compared](https://www.wpsitecare.com/performance-of-7-top-wordpress-hosting-companies-compared)
What is Schema?

- Schema.org is the result of collaboration between Google, Bing, Yandex, and Yahoo! to help you provide the information their search engines need to understand your content and provide the best search results possible at this time. Adding Schema markup to your HTML improves the way your page displays in SERPs by enhancing the rich snippets that are displayed beneath the page title. (source Moz.com)
What is Schema?

- MedicalCondition (information about a specific medical condition)
- Drug (information about a medical drug)
- MedicalGuideline (a medical guideline)
- MedicalWebPage (a single-topic web page about a health or medical topic)
- MedicalScholarlyArticle (a page with a record, abstract, or full text of a medical scholarly publication)
<table>
<thead>
<tr>
<th>Property</th>
<th>Expected Type</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Properties from MedicalDevice</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>adverseOutcome</td>
<td>MedicalEntity</td>
<td>A possible complication and/or side effect of this therapy. If it is known that an adverse outcome is serious (resulting in death, disability, or permanent damage; requiring hospitalization; or is otherwise life-threatening or requires immediate medical attention), tag it as a seriousAdverseOutcome instead.</td>
</tr>
<tr>
<td>contraindication</td>
<td>MedicalContraindication or Text</td>
<td>A contraindication for this therapy.</td>
</tr>
<tr>
<td>indication</td>
<td>MedicalIndication</td>
<td>A factor that indicates use of this therapy for treatment and/or prevention of a condition, symptom, etc. For therapies such as drugs, indications can include both officially-approved indications as well as off-label uses. These can be distinguished by using the ApprovedIndication subtype of MedicalIndication.</td>
</tr>
<tr>
<td>postOp</td>
<td>Text</td>
<td>A description of the postoperative procedures, care, and/or followups for this device.</td>
</tr>
<tr>
<td>preOp</td>
<td>Text</td>
<td>A description of the workup, testing, and other preparations required before implanting this device.</td>
</tr>
<tr>
<td>procedure</td>
<td>Text</td>
<td>A description of the procedure involved in setting up, using, and/or installing the device.</td>
</tr>
<tr>
<td>purpose</td>
<td>MedicalDevicePurpose or Thing</td>
<td>A goal towards an action is taken. Can be concrete or abstract.</td>
</tr>
<tr>
<td>seriousAdverseOutcome</td>
<td>MedicalEntity</td>
<td>A possible serious complication and/or serious side effect of this therapy. Serious adverse outcomes include those that are life-threatening; result in death, disability, or permanent damage; require hospitalization or prolong existing hospitalization; cause congenital anomalies or birth defects; or jeopardize the patient and may require medical or surgical intervention to prevent one of the outcomes in this definition.</td>
</tr>
<tr>
<td><strong>Properties from MedicalEntity</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>code</td>
<td>MedicalCode</td>
<td>A medical code for the entity, taken from a controlled vocabulary or ontology such as ICD-9, DiseasesDB, MeSH, SNOMED-CT, RxNorm, etc.</td>
</tr>
</tbody>
</table>
PAID SEARCH AND AD EXTENSIONS

• Call Extensions
• Callout Extensions
• Sitelink Extensions
• Review Extensions
• Location Extensions
• And more…

[Image of examples of Paid Search and Ad Extensions]
Google My Business used to be Google Places
Create and/or verify your locations to be shown on Google Maps including address, phone number, hours of operation, images, etc.
Link to AdWords account to enable additional ad features
  • In AdWords, click Ad Extensions > Location Extensions to link the accounts
Provide at least 3 options for ad copy within each ad group, allowing Google the ability to test the ads against each other.

- Test different call-to-action text
- Test “official site” if appropriate
- Look at competitors’ ads and differentiate
PAID MEDIA – USE MOBILE BID ADJUSTMENTS

• Google allows bid adjustments from -100% to +300% for clicks coming from mobile devices. Know your content and segment results by mobile to determine if you should take advantage of this feature.
UTILIZE CAMPAIGN LANDING PAGES

- One primary call-to-action (CTA) with a distinct color from your standard content
- Forms should have minimum requirements to start
- Remove extraneous navigation and header links
- Focus content to specific traffic-driving campaign/channel

Put it all together.
UTILIZE CAMPAIGN LANDING PAGES

• A website destination page vs a campaign landing page example
HOW TO GET FREE MONEY ONLINE FAST
GOOGLE GRANTS

● For nonprofits and foundations with a valid 501(c)(3) charity status
● Up to $10,000 a month of in-kind advertising
● Great for:
  ○ Generating additional awareness
  ○ Recruiting volunteers
  ○ Attracting donations
● Check eligibility and sign up at https://www.google.com/nonprofits/
Q&A!
You have questions we have answers.....maybe.
THANK YOU!

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