



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

TEAM INTRODUCTION



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

TEAM INTRODUCTION



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.

TEAM INTRODUCTION



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 PATIENTCONSUMER EXPECTATIONS

Marketing Leaders....YOU

WHY are we struggling?

PatientConsumer **Expectations**

Departments Work in Silos

Disconnected Experiences

Unintegrated Channels

Disparate Tools

Aging Technology
Infrastructure



PATIENT CONSUMER

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

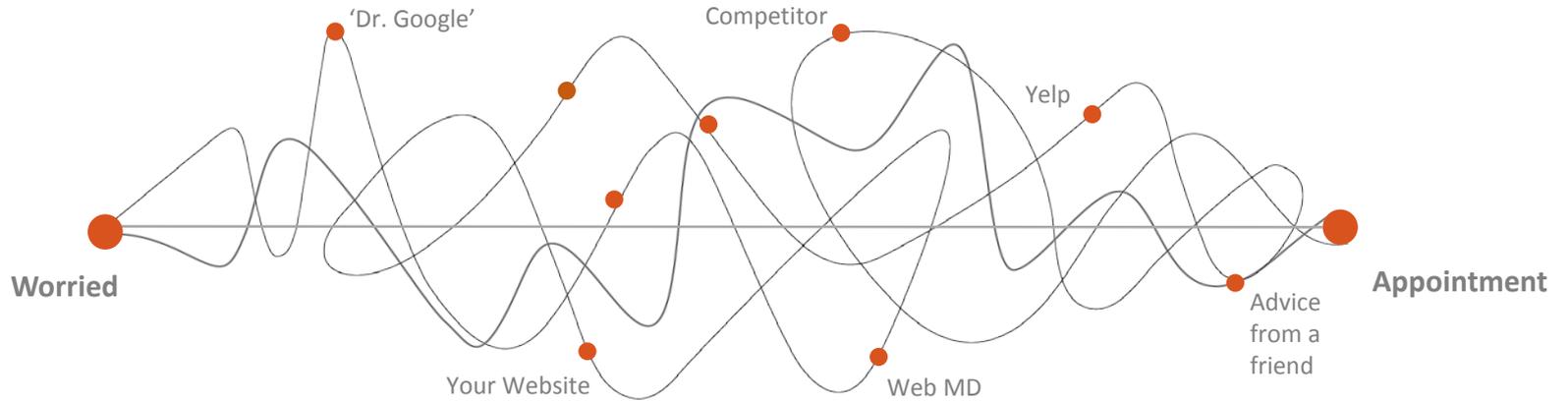
Smartphones sold *today*



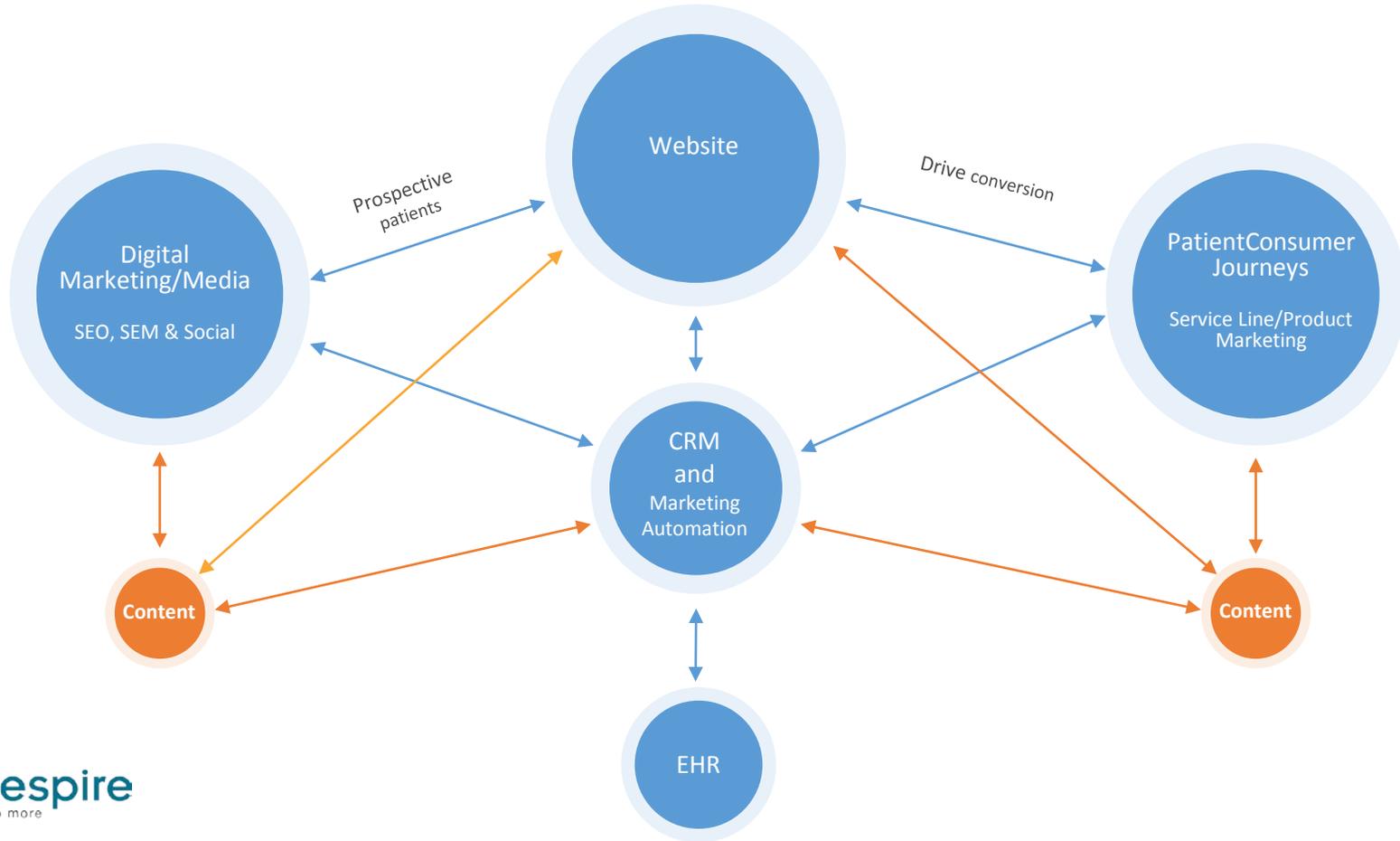
252,882

Tablets sold *today*

PATIENTCONSUMER JOURNEY 'IT'S COMPLICATED'



ECOSYSTEM 'THE TOOLS'



PATIENT CONSUMER DESKTOP & MOBILE HABITS



60%

Use mobile search
when choosing a
Hospital/treatment center



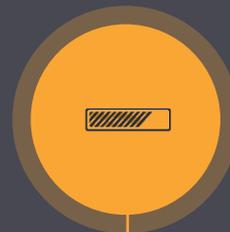
86%

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 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 PATIENTCONSUMER

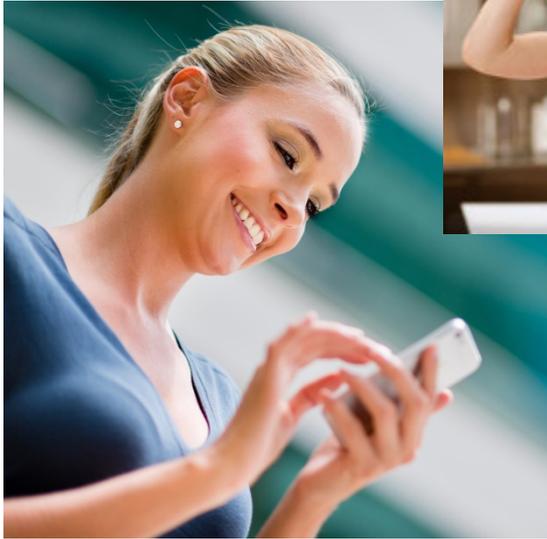


THE EMPOWERED PATIENT

*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*

HOW THE EMPOWERED PATIENT REALLY FEELS

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...

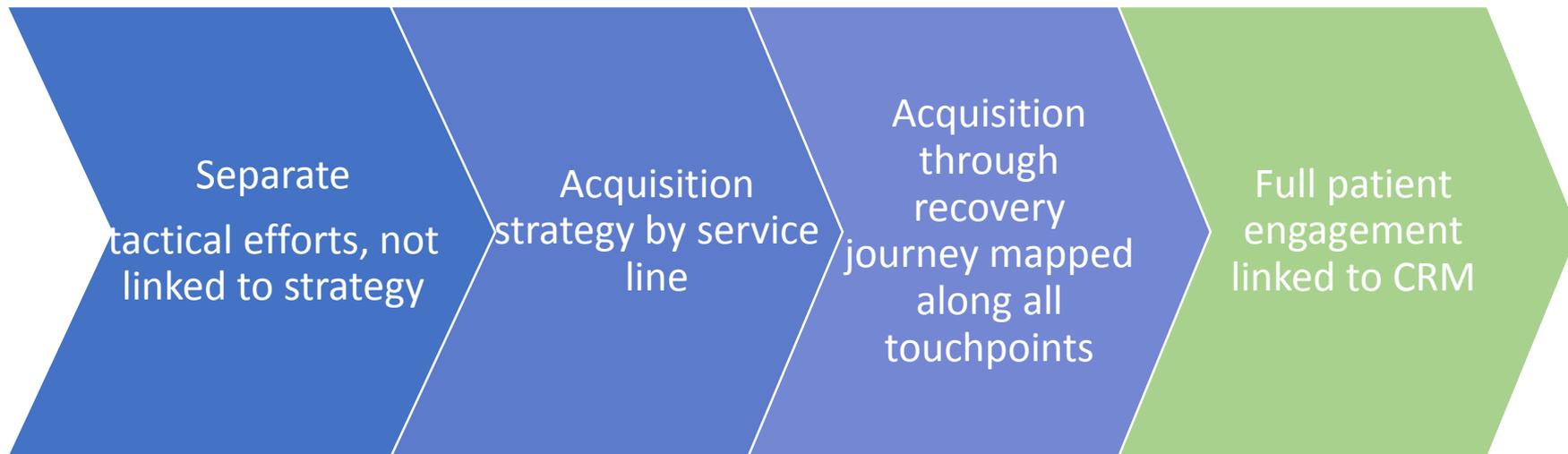


THE HEALTHCARE MARKETER'S MANDATE

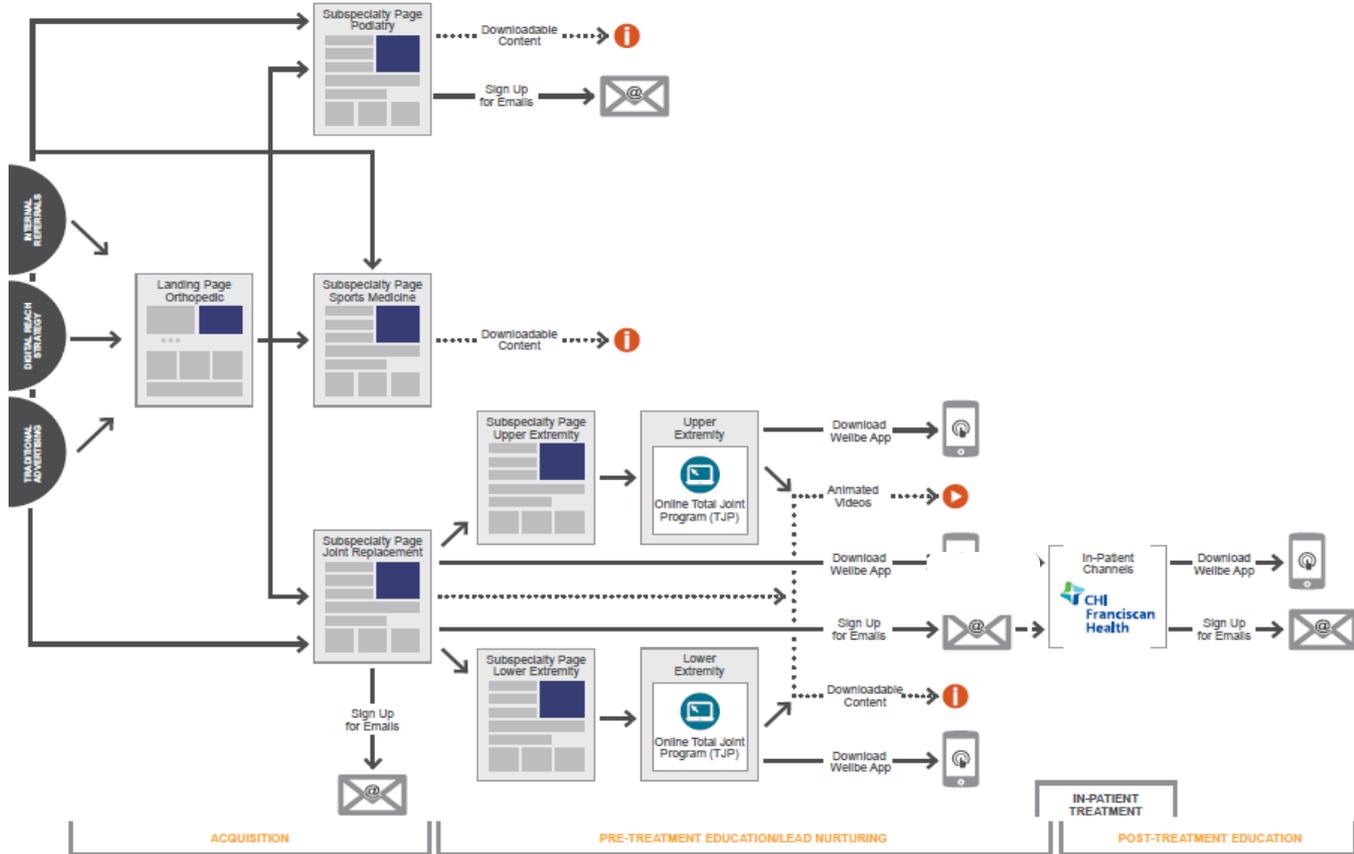
help patients understand their role
give them knowledge and skills
to perform a task
in an environment that recognizes community and
cultural differences
encourages patient participation



CREATING PATIENT ENGAGEMENT STRATEGIES

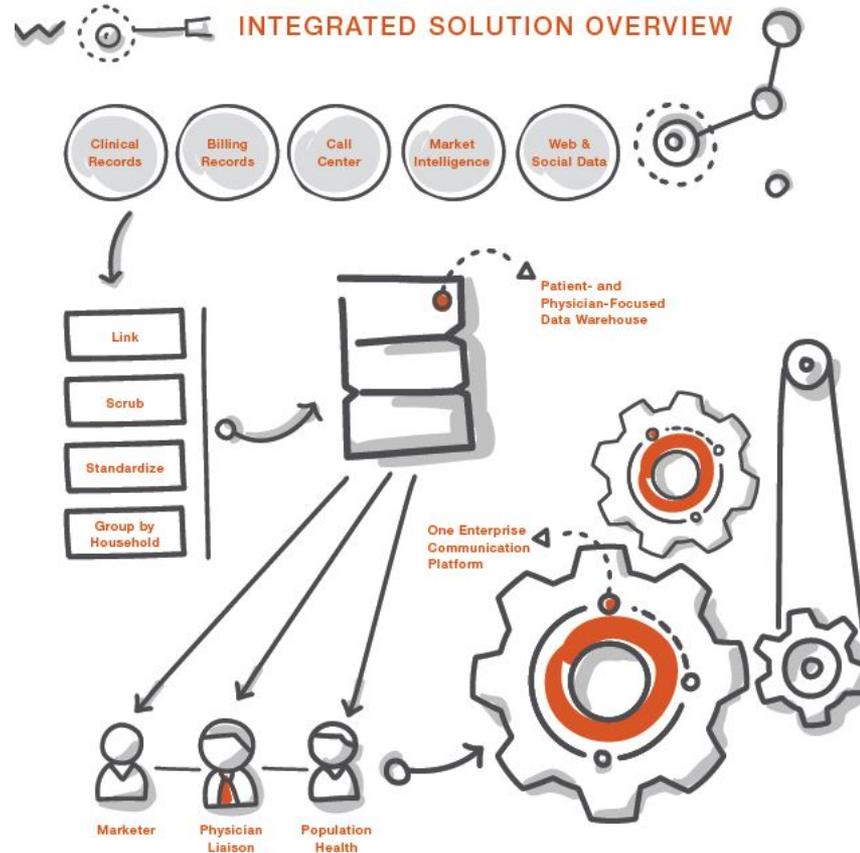


PATIENT ENGAGEMENT

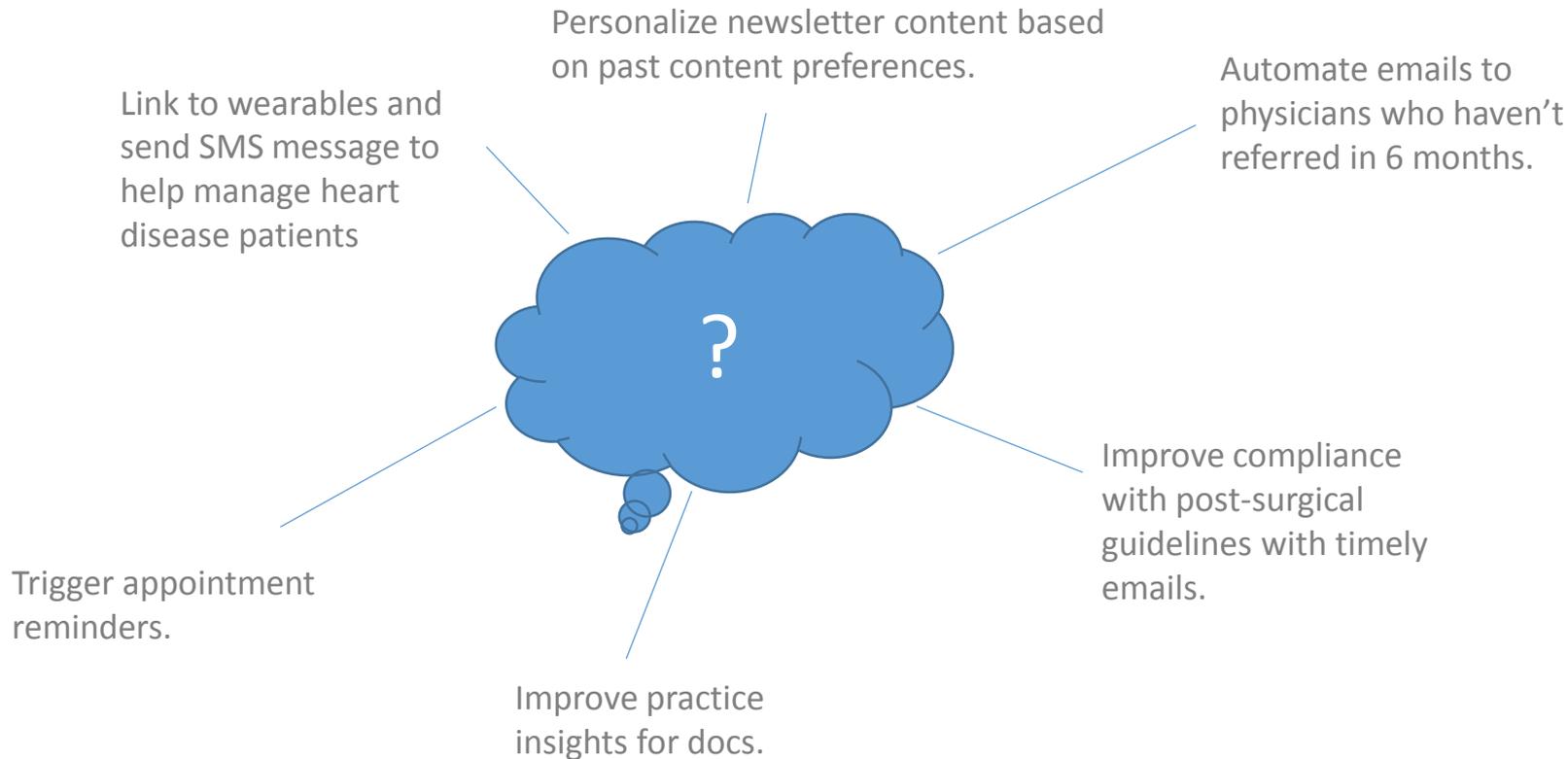


CRM/PRM POWER

CRM/PRM helps healthcare organizations identify, reach, motivate and influence patient behavior, with the eventual goal of improving outcomes.



GETTING STARTED



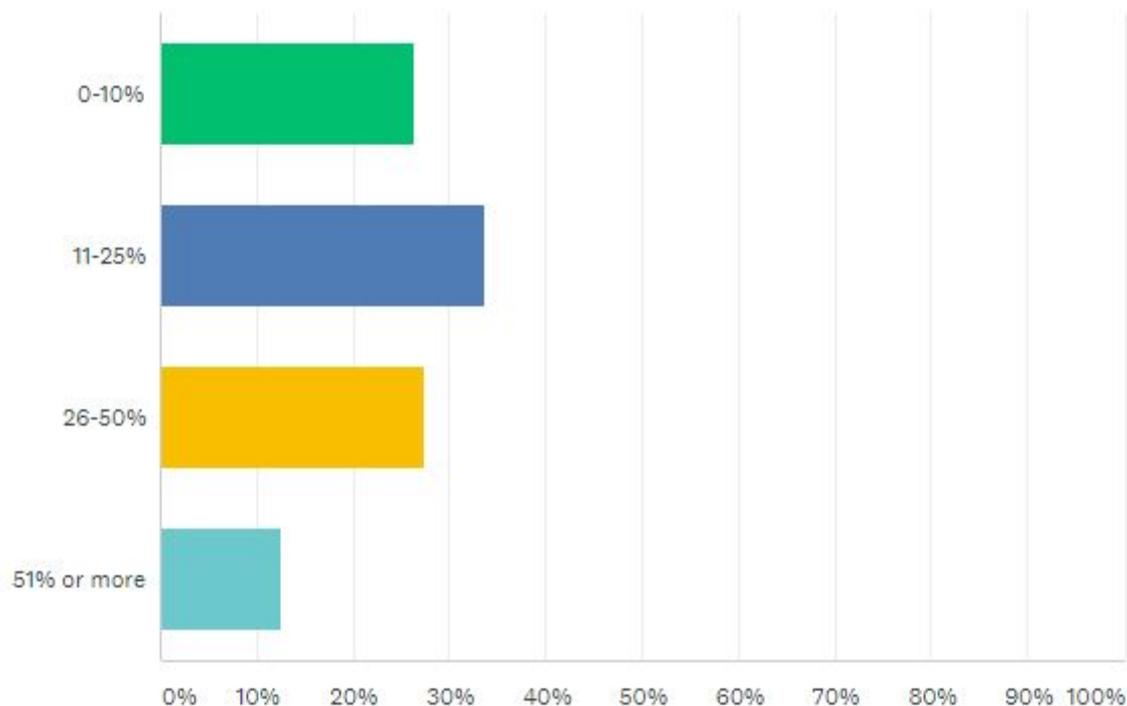
THE EMPOWERED PATIENT

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- 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



VIDEO



wochit

How It Works Case Studies Company Blog [Sign In](#) [Contact Us](#)

Make videos worth sharing
The fast and simple video creation solution publishers rely on

[Learn More](#)

The banner features a soccer player in a white jersey and red shorts, captured in a dynamic pose as if about to kick a soccer ball. The background is a dark stadium at night with bright lights.



Welcome to Nucleus Catalog. [Sign In](#)

nucleusTM
MEDICAL MEDIA

enter search terms here... [advanced search](#) [My Lightbox](#)

[Body Systems](#) [Medical Specialties](#) [Browse](#) | [Custom Products and Services](#)

The header includes a search bar with a magnifying glass icon and a 'My Lightbox' icon. The background features a glowing green globe.

Medical Animations, Medical Illustrations

Nucleus Medical Media is the leading author, publisher and licensor of medical animations and medical illustrations on the Internet. The overarching mission of Nucleus is to help people by improving health literacy.



A video player showing the word 'nucleus' in a glowing, blue, particle-like font against a dark, starry background. A play button is centered over the text.



[Patient-centric Marketing:
Web sites, YouTube & Mobile.](#)

[Medical Device Animations](#)

[Pharmaceutical Animations](#)

The categories are accompanied by small thumbnail images: a person's torso for patient-centric marketing, a surgical instrument for medical device animations, and a microscopic view of cells for pharmaceutical animations.



[Subscribe](#) monthly email updates from nucleus

The button features a white arrow pointing right and the text 'monthly email updates from nucleus'.

START TODAY! 9 QUICK WINS

How many searches are done on Google every month?

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



1 in 20 searches are healthcare related



**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

Search Console

Search Analytics (beta)

Analyze your performance on Google Search. Filter and compare your results to better understand
Go back to old "Search Queries" report.

Clicks Impressions CTR Position

Queries Pages Countries Devices

No filter ▼ No filter ▼ No filter ▼ No filter ▼

Total clicks	Total impressions	Avg. CTR	Avg. position
1,625,609	49,209,966	3.3%	11.9

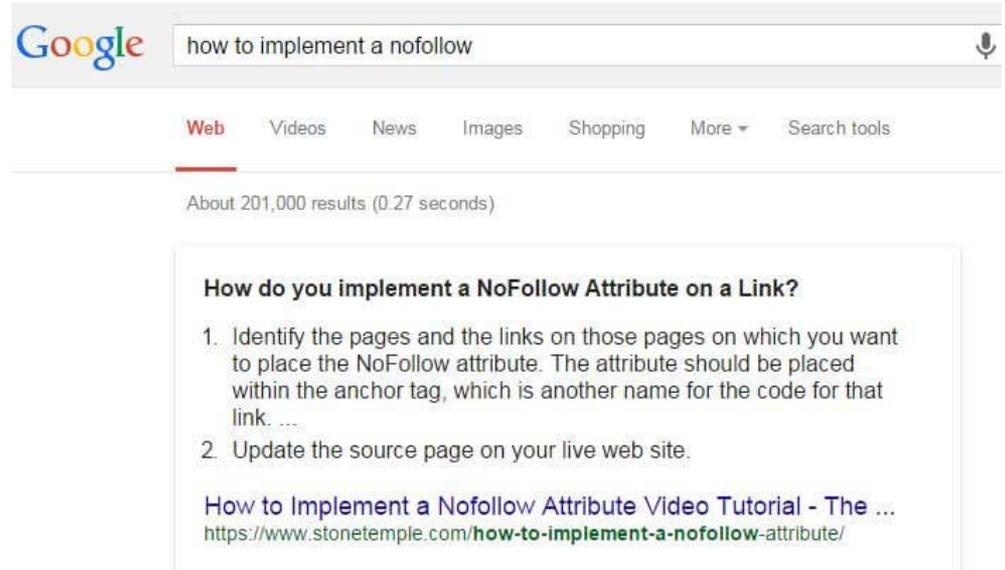
SEO AND FEATURED SNIPPETS

Create content which answers direct questions

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

Three main types

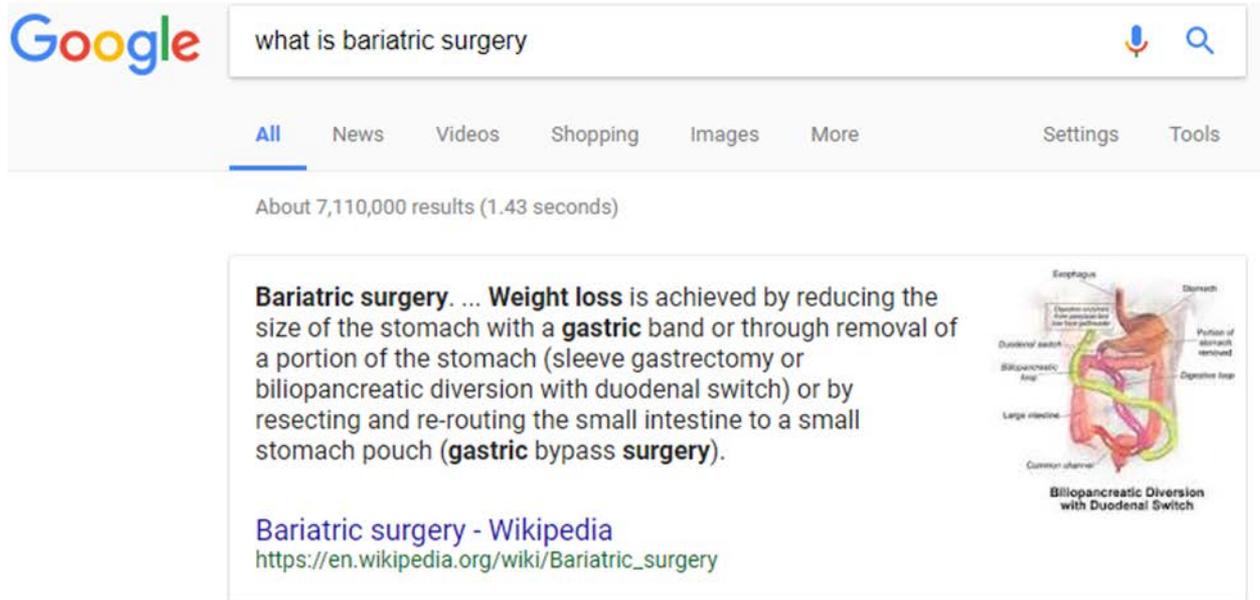
- Paragraph
- List
- Table



The image shows a Google search interface. The search bar contains the text "how to implement a nofollow". Below the search bar, there are tabs for "Web", "Videos", "News", "Images", "Shopping", "More", and "Search tools". The "Web" tab is selected. Below the tabs, it says "About 201,000 results (0.27 seconds)". A featured snippet is displayed, titled "How do you implement a NoFollow Attribute on a Link?". The snippet contains two numbered steps: 1. Identify the pages and the links on those pages on which you want to place the NoFollow attribute. The attribute should be placed within the anchor tag, which is another name for the code for that link. ... 2. Update the source page on your live web site. Below the steps, there is a link to a video tutorial: "How to Implement a Nofollow Attribute Video Tutorial - The ..." with the URL "https://www.stonetemple.com/how-to-implement-a-nofollow-attribute/".

SEO AND FEATURED SNIPPETS

Paragraph - Target 40 to 60 word answers



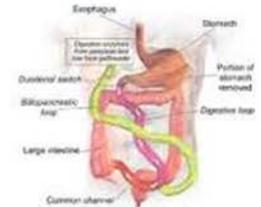
The image shows a Google search interface. The search bar contains the text "what is bariatric surgery". Below the search bar, the "All" tab is selected. The search results show "About 7,110,000 results (1.43 seconds)". A featured snippet is displayed, containing a paragraph of text and an anatomical diagram. The text describes bariatric surgery as a method for weight loss achieved by reducing stomach size or rerouting the small intestine. The diagram, titled "Biliopancreatic Diversion with Duodenal Switch", shows the stomach, duodenum, and small intestine with various parts labeled.

Google what is bariatric surgery

All News Videos Shopping Images More Settings Tools

About 7,110,000 results (1.43 seconds)

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**).



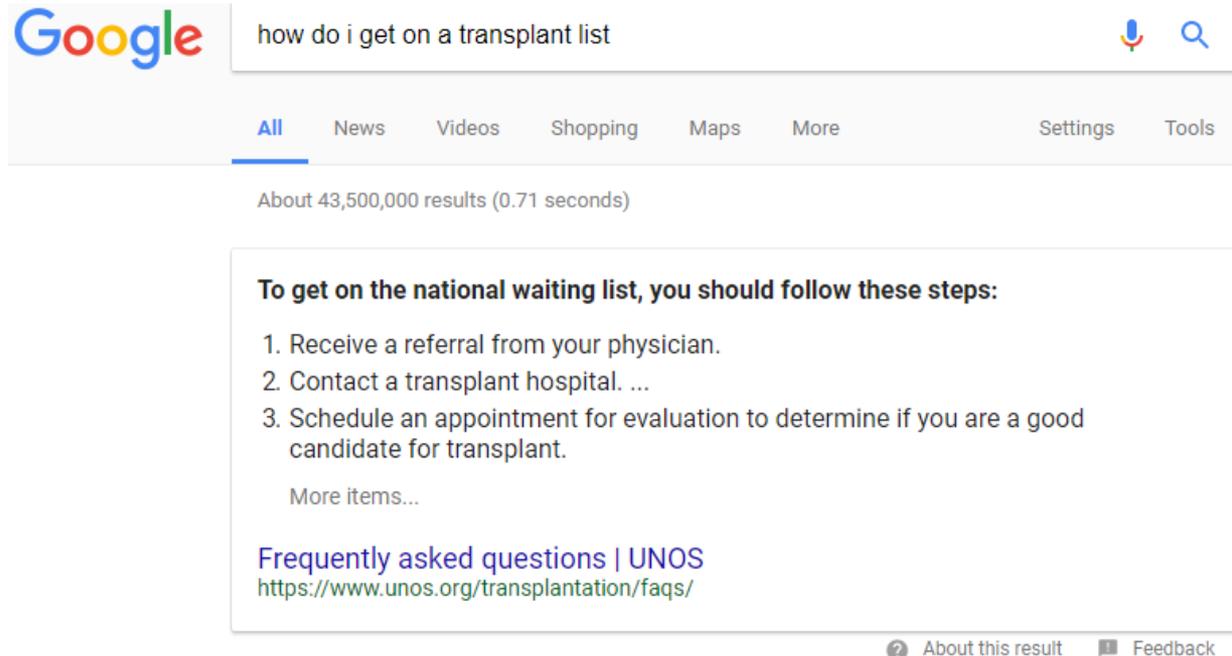
The diagram illustrates the biliopancreatic diversion with duodenal switch procedure. It shows the stomach, duodenum, and small intestine. Labels include: Esophagus, Duodenal switch, Biliopancreatic Amp, Large intestine, Common channel, Duodenum, Portion of stomach removed, and Duodenal loop. The diagram shows the stomach and duodenum, with the duodenum and small intestine rerouted to bypass the stomach.

Biliopancreatic Diversion with Duodenal Switch

[Bariatric surgery - Wikipedia](https://en.wikipedia.org/wiki/Bariatric_surgery)
https://en.wikipedia.org/wiki/Bariatric_surgery

SEO AND FEATURED SNIPPETS

List - Target 4 to 8 items on the list



Google

how do i get on a transplant list

All News Videos Shopping Maps More Settings Tools

About 43,500,000 results (0.71 seconds)

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/)
<https://www.unos.org/transplantation/faqs/>

About this result Feedback

SEO AND FEATURED SNIPPETS

Table - Target 4 rows x 3 columns

Performance of the Best WordPress Hosting Companies Compared

Name	Account Type	Cost Per Month
GreenGeeks	Standard	\$3.96
Site5	HostPro	\$8.95
MediaTemple	Grid Server	\$20.00
DreamHost	Standard Shared	\$7.95

8 more rows, 1 more column

The Best WordPress Hosting Companies Compared - September 2016
<https://www.wpsitecare.com/performance-of-7-top-wordpress-hosting-companies-compa...>

About this result • Feedback



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)

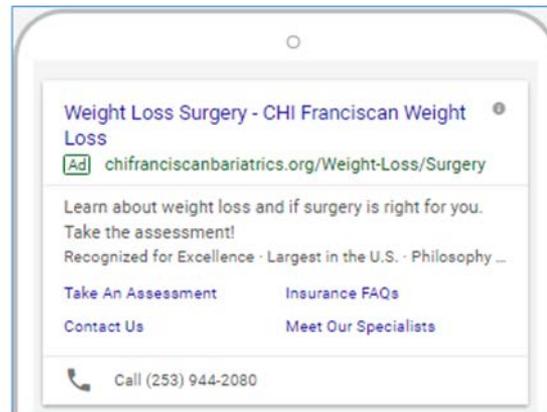
More specific Types

- [AnatomicalStructure](#)
- [AnatomicalSystem](#)
- [LifestyleModification](#)
- [MedicalCause](#)
- [MedicalCondition](#)
- [MedicalContraindication](#)
- [MedicalDevice](#)
- [MedicalGuideline](#)
- [MedicalIndication](#)
- [MedicalIntangible](#)
- [MedicalProcedure](#)
- [MedicalRiskEstimator](#)
- [MedicalRiskFactor](#)
- [MedicalStudy](#)
- [MedicalTest](#)
- [Substance](#)
- [SuperficialAnatomy](#)

Property	Expected Type	Description
Properties from MedicalDevice		
adverseOutcome	MedicalEntity	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 <code>seriousAdverseOutcome</code> instead.
contraindication	MedicalContraindication or Text	A contraindication for this therapy.
indication	MedicalIndication	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 <code>ApprovedIndication</code> subtype of <code>MedicalIndication</code> .
postOp	Text	A description of the postoperative procedures, care, and/or followups for this device.
preOp	Text	A description of the workup, testing, and other preparations required before implanting this device.
procedure	Text	A description of the procedure involved in setting up, using, and/or installing the device.
purpose	MedicalDevicePurpose or Thing	A goal towards an action is taken. Can be concrete or abstract.
seriousAdverseOutcome	MedicalEntity	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.
Properties from MedicalEntity		
code	MedicalCode	A medical code for the entity, taken from a controlled vocabulary or ontology such as ICD-9, DiseasesDB, MeSH, SNOMED-CT, RxNorm, etc.

PAID SEARCH AND AD EXTENSIONS

- Call Extensions
- Callout Extensions
- Sitelink Extensions
- Review Extensions
- Location Extensions
- And more...

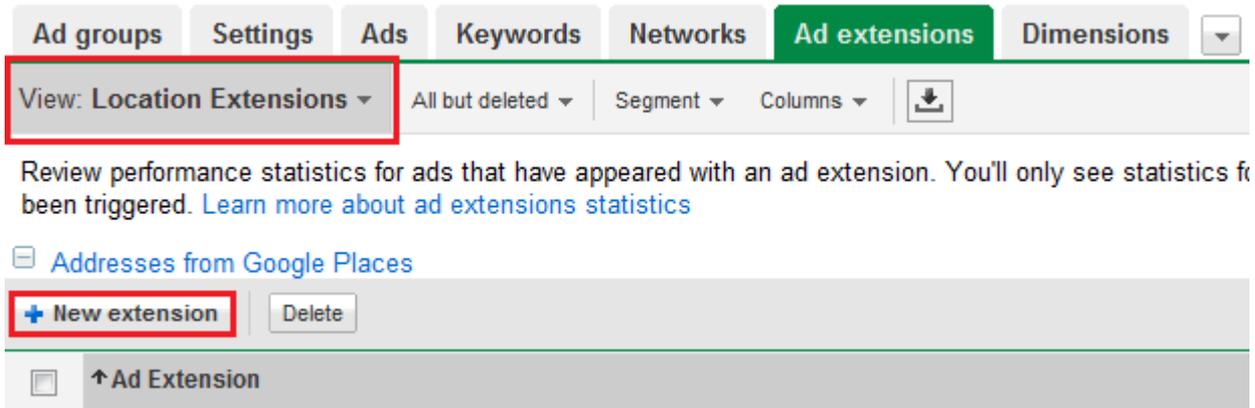


Bariatric Surgery - CHI Franciscan Weight Loss
Ad chifranciscanbariatrics.org/Bariatric/Weight-Loss (253) 944-2080
Learn about your weight loss options and take a free online assessment!
Recognized for Excellence - Largest in the U.S. - Philosophy of Care

Take An Assessment Take our assessment to learn if you qualify for weight loss surgery!	Insurance FAQs Learn how insurance can play a role in your weight loss surgery!
Contact Us Request an appointment to meet with our weight loss specialists!	Meet Our Specialists Meet our team of weight loss experts & request an appointment!

LINK GOOGLE MY BUSINESS WITH GOOGLE ADWORDS

- 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

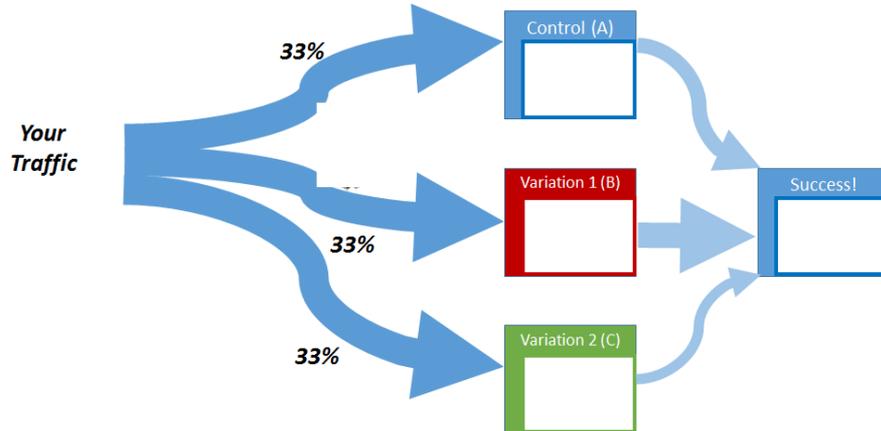


The screenshot displays the Google AdWords interface. At the top, there is a navigation bar with tabs for 'Ad groups', 'Settings', 'Ads', 'Keywords', 'Networks', 'Ad extensions', and 'Dimensions'. The 'Ad extensions' tab is highlighted in green. Below the navigation bar, there is a dropdown menu for 'View: Location Extensions' which is highlighted with a red box. To the right of this dropdown are options for 'All but deleted', 'Segment', and 'Columns', along with a download icon. Below the navigation bar, there is a text block that reads: 'Review performance statistics for ads that have appeared with an ad extension. You'll only see statistics for ads that have been triggered. [Learn more about ad extensions statistics](#)'. Below this text, there is a section titled 'Addresses from Google Places' with a plus icon. Underneath, there is a button labeled '+ New extension' which is highlighted with a red box, and a 'Delete' button. At the bottom, there is a table header with a checkbox and the text '↑ Ad Extension'.

PAID SEARCH – A/B/C TEST AD COPY

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

All online campaigns

Campaigns Ad groups Settings Ads Keywords Audiences Ad extensions Auto tar

All settings Locations Ad schedule Devices

Filter Columns [Chart Icon] [Download Icon]

Clicks vs None Daily

Saturday, February 15, 2014

Set mobile bid adjustment

<input type="checkbox"/>	Device	Campaign	Bid adj. ?
	Total		
<input checked="" type="checkbox"/>	Mobile devices with full browsers	Negative Keywords	- 100%

UTILIZE CAMPAIGN LANDING PAGES

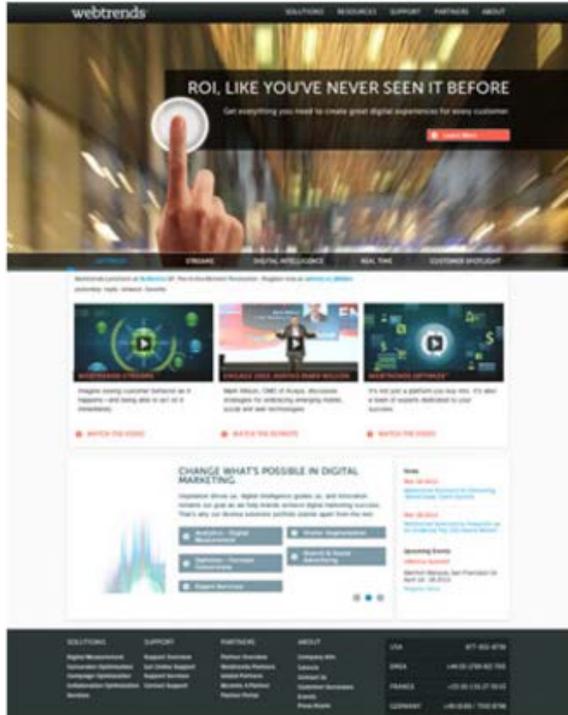
- One primary call-to-action (CTA) with a distinct color from your standard content
- Forms should have minimum requirements to start
- Remove extraneous navigation and header links
- Focus content to specific traffic-driving campaign/channel

Put it all **together.**



UTILIZE CAMPAIGN LANDING PAGES

- A website destination page vs a campaign landing page example



P HOW TO **P**

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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