Leveraging Voice Search in Healthcare During a Pandemic
Your Presenters

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Agenda

- The Growth of Voice Search in Healthcare
- How COVID-19 is Changing the Landscape
- Yelp’s Impact in Healthcare and Voice Search
- Voice Engine Optimization Strategy
- Q&A
9 in 10 consumers use voice assistants on their phone.

Source: Chatmeter Voice Engine Optimization Report - 2019
⅓ of the US Population has access to Smart Speakers

U.S. Adult Smart Speaker Installed Base January 2020

- Total US Adult Population: 255 MILLION
- Jan 2020 / 87.7 MILLION
- Jan 2019 / 66.4 MILLION
- Jan 2018 / 47.3 MILLION

Source: Voicebot.ai 2020
How many smart speakers and/or voice assistant devices do you own?
People have turned to voice assistants for healthcare information.

2,000+ Health & Fitness Skills in Amazon Alexa’s Skill Store

10% of skills released in the last 90 days.

Source: Voicebot.ai 2019, Alexa Skills Store
Healthcare & Voice

WebMD
by WebMD Health Corp.
Rated: Guidance Suggested
5,508
Free to Enable

“Alexa, ask WebMD 'what is diabetes?'”

Mayo Clinic Answers on COVID-19
by Mayo Clinic
11
Free to Enable

“Do I need testing for coronavirus symptoms?”

Source: Alexa Skills Store
Healthcare & Voice

Voice Assistant Use Cases For Healthcare

88% Of use cases are focused around location data.

Source: Voicebot.ai 2019
COVID-19 & Voice Assistants

Smart Speaker Usage is Rising During the Pandemic

Amid Quarantine, About One-Third of Smart Speaker Owners Are Using Devices More

Share of U.S. adults who said they own a smart speaker

- YES: 30%
- NO: 70%

Change in smart speaker usage over the past month among smart speaker owners

- MORE: 34%
- SAME: 60%
- LESS: 5%
- 1% Don't know/No opinion

Poll conducted from March 31–April 1, 2020, among 2,209 U.S. adults, with a margin of error of +/-2%.

Source: Morning Consult 2020
COVID-19 Is Impacting Search

Source: Exploding Topics 2020
The project, **Corona Voice Detect**, was created for early diagnosis of COVID-19.

It combines recently developed AI and voice forensic technologies, finding specific patterns in voice, tone and other sounds that we produce as we speak, that relate to unique illnesses and other human factors.
Orbita is offering free use of our COVID-19 Screening Chatbot & Knowledge Base through June 2020 in order to help organizations provide a virtual layer of support and screening for lower-acuity patients and employees.

Source: Orbita 2020
Free 90-Day Access
Chatmeter’s Crisis Management Program for Healthcare
Learn more at Chatmeter.com/healthcare

- Local Listing Management
- Review Management
- Social Media Management

Everything Healthcare Organizations need to keep patients connected during the COVID-19 pandemic.
Does your organization have an in-depth voice search strategy?
Voice Engine Optimization

Optimizing for Voice Doesn’t Require A Skill

#1
Clean Your Listings

#2
Increase Site Speed

#3
Provide Answers

#4
Add Schema Markup

#5
Test It
Voice Engine Optimization

#1 Clean Your Listings

Make sure your listings are:
- Claimed & Consistent
- Accurate
- Up-to-date
- Duplicate Free

Then Optimize them:
- Respond to Reviews
- Include Keywords
- Keep Content Fresh
Voice Engine Optimization

#2 Increase Site Speed

Goal Page Load Time

As page load time goes from:

1s to 3s  the probability of bounce increases 32%
1s to 5s  the probability of bounce increases 90%
1s to 6s  the probability of bounce increases 106%
1s to 10s the probability of bounce increases 123%

Source: Think With Google
Voice Engine Optimization

#3 Provide Answers

More specifically, answer FAQ’s in order to rank as a Featured Snippet.
Voice Engine Optimization

#4 Add Schema Markup

**Ask Your Question**

Answer the question below. Use standard paragraph tags.
Voice Engine Optimization

#5 Test It

“Hey Siri” 2011
“Hey Cortana” 2014
“Alexa” 2014
“OK Google” 2016
“Hi Bixby” 2017

Source: Mitchell Lazear, Amazon Alexa
Caroline Hulbert
Senior Enterprise Account Director
Reach extends beyond Yelp app & site

Bing | Samsung | Amazon Alexa
Verizon | Apple Maps | Yahoo
Patients are turning to Yelp when choosing a healthcare provider

**Large demand**
342 million annual searches for health & medical

**Undecided audience**
98% of health and medical searches are unbranded

**Ready to decide**
97% of people searching on Yelp making a decision

**Ready now**
51% make a decision within one day

*Yelp Internal Data; **Based on a survey conducted by SurveyMonkey Audience for Yelp in June 2019. Total sample 8,338 adults ages 18 and older living in the United States, including 5,028 who had gone online to search for a local business. “People on Yelp” sample: reported use of Yelp at least once in the previous 3 months. Data weighted demographically to be representative of U.S. online population.
Shifts in patient
search behaviors on Yelp
Telehealth searches are increasing

Compared to the first 15 weeks in 2019, telehealth searches in 2020 are 4x higher

Search

Yelp Internal Data, Data is normalized
Consumers are seeking **blood donation centers**

Daily traffic in the blood donation category spiked **5x** on 3/19/2020
Pharmacy category traffic is higher than usual

Pharmacy traffic increased 2x the week of 3/16/2020 compared to the same week in 2019.
Consumers are searching for house call doctors

Yelp searches for house call doctors increased 62% from the first week of 2020 to the week of 4/6/2020
Providers promote Telehealth with Core Ads and Business Highlights

1) Drive awareness of virtual appointment and drive-through testing options
2) Direct customers to provider website to schedule an appointment
Let people know you’ve adapted your care for COVID-19
COVID-19 Alert to share updates

Providers, like Bay Area Adult ADHD, are using the banner to communicate continued services over the phone.

COVID-19 Update:
A message from this business
We are continuing to provide services during the COVID-19 Shelter in place. We have expanded our tele-therapy services...
See details
COVID-19 Alert to share updates

Score Physical Therapy uses the alert to provide extensive information about online options for their clients.

Score Physical Therapy - COVID-19 Update
In order to protect the health & safety of our community and do our part to stop exposure to COVID-19, we are offering two online options for those who wish to stay at their homes:

- Telehealth video visits: Meet with your physical therapist via video chat from your home. These appointments are billable to all insurances, except Medicare. Medicare patients can opt for a similar e-visit or pay cash for the full telehealth appointment. Call our front desk at (831) 706-2085 to schedule an appointment and get more details!

- Self-care PT with Everflex Health: Take a short online PT assessment for FREE to see if you fall into a Recovery Plan. Recovery Plans include exercise instructions and professional video demonstrations. If you fall into a Recovery Plan, get 3 months of access for $25. Sign up at everflexhealth.com
As providers make the pivot to telehealth, Business Highlights enable them to tout services like virtual care.
Call to Action to motivate and connect

Motivates patients to get in touch with clear and simple actions related to provider’s business.
Healthcare organizations & providers use their Yelp pages to inform patients

✓ Update hours to inform status
✓ Use Business Highlights to drive awareness
✓ Increase online appointments with Call to Action
✓ Use attributes to stay relevant for search
✓ Update your specialties to share your COVID-19 response
✓ Update the content & order of the photo
Is your organization actively using Yelp to engage patients?
Here is NextCare Holdings. NextCare has over 130 locations across 8 brands in its portfolio.

For each of its locations, NextCare needs help managing the information about its brands across several channels, including Yelp!

With the help of Chatmeter, NextCare is able to update once and publish updates across Yelp listings through a single dashboard.
Leading voice assistants integrate Yelp reviews, photos & business listing content.