

Leveraging Voice Search in Healthcare During a Pandemic



Your Presenters



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Agenda



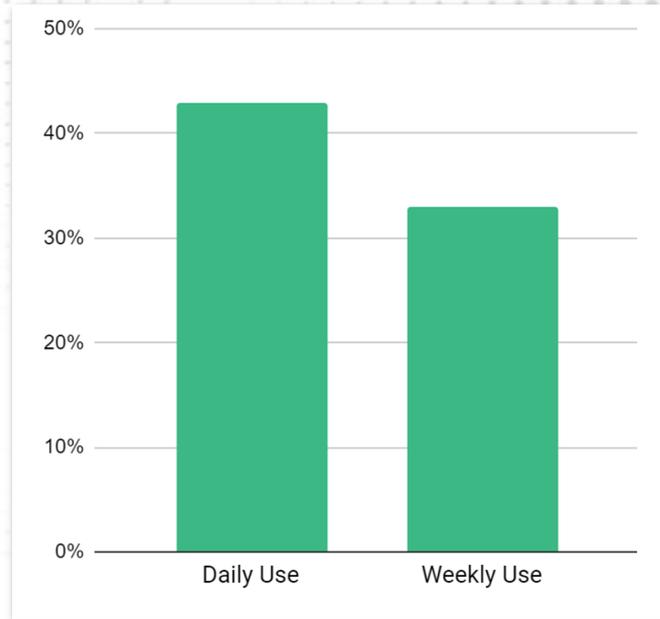
- The Growth of Voice Search in Healthcare
- How COVID-19 is Changing the Landscape
- Yelp's Impact in Healthcare and Voice Search
- Voice Engine Optimization Strategy
- Q&A

Voice Assistant Adoption

9 in 10

consumers use a voice assistants on their phone

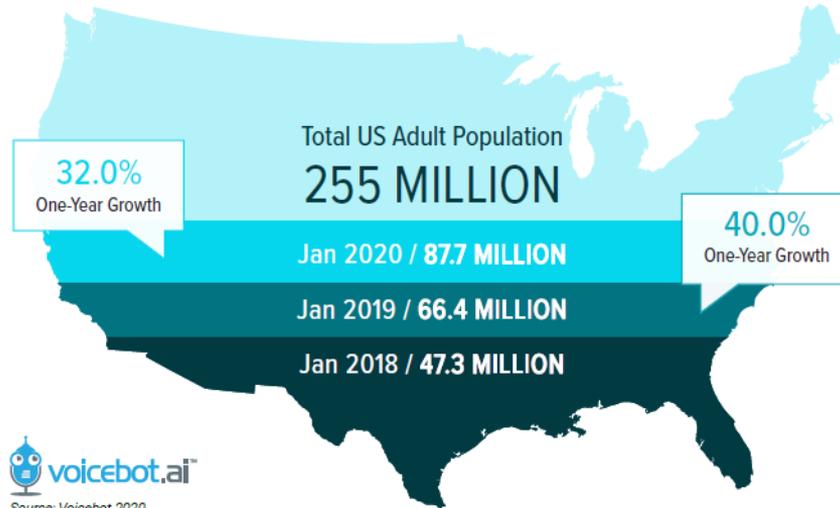
Voice Assistant Usage on Phones



Smart Speaker Adoption

of the US Population has access to Smart Speakers

U.S. Adult Smart Speaker Installed Base January 2020



Source: Voicebot.ai 2020

The Voice Assistant Landscape

“Hey Siri”



2011

“Hey Cortana”



2014

“Alexa”



2014

“OK Google”



2016

“Hi Bixby”



2017



How many smart speakers and/or voice assistant devices do you own?

Healthcare & Voice

19.1M

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.

Healthcare & Voice

Alexa Skills › Health & Fitness



WebMD

by WebMD Health Corp.

Rated: *Guidance Suggested*

★★★★☆ 5,508

Free to Enable

< "Alexa, ask WebMD 'what is diabetes?'" >

Alexa Skills › Health & Fitness



Mayo Clinic Answers on COVID-19

by Mayo Clinic

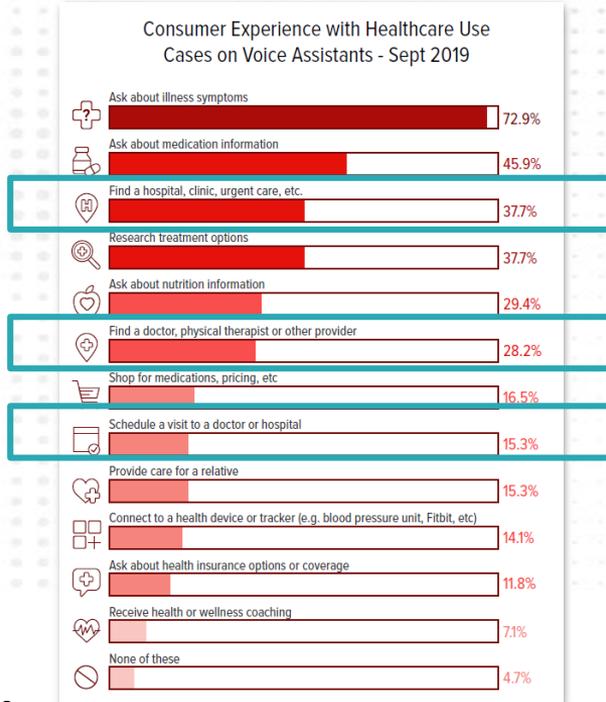
★★★★★ 11

Free to Enable

< "Do I need testing for coronavirus symptoms?" >

Healthcare & Voice

Voice Assistant Use Cases For Healthcare

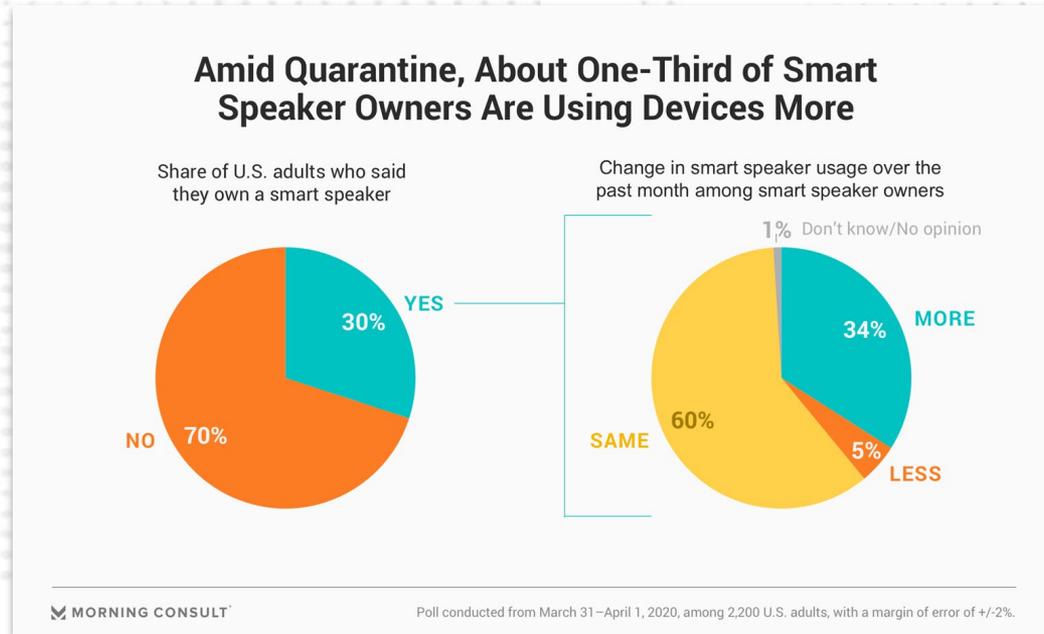


88%

Of use cases are focused around **location data**.

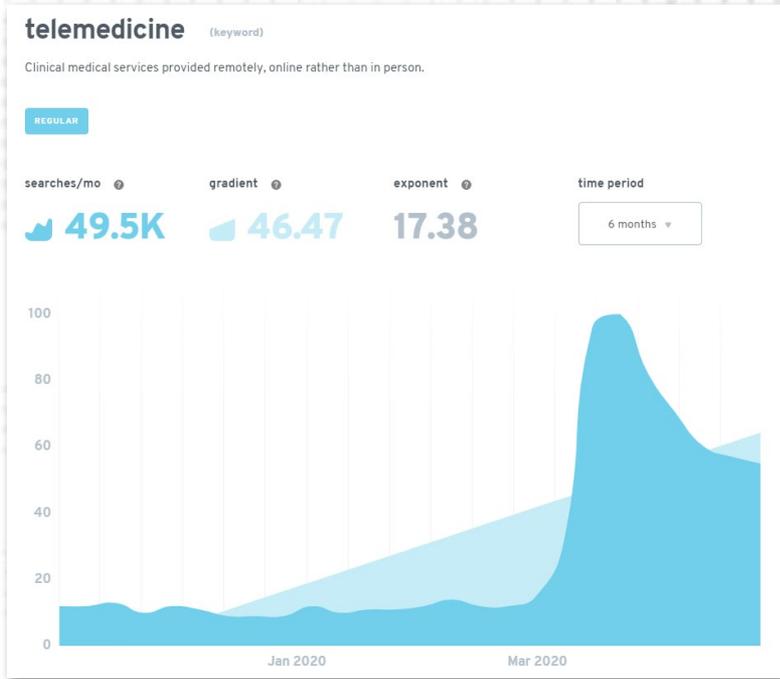
COVID-19 & Voice Assistants

Smart Speaker Usage is Rising During the Pandemic



Source: Morning Consult 2020

COVID-19 Is Impacting Search



Source: Exploding Topics 2020

COVID-19 & Voice

Corona Voice Detect



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.

Source: Voca.ai 2020



COVID-19 & Voice

Chatbot Screener



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

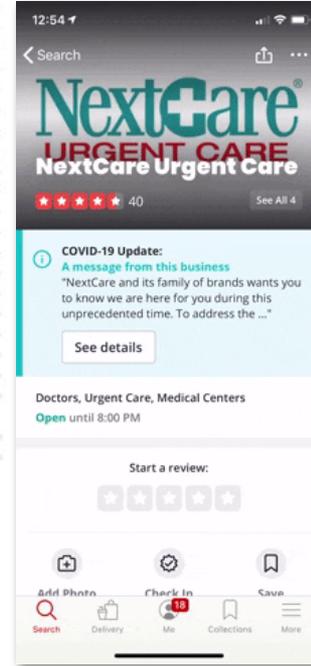
#1 Clean Your Listings

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

<3s

Goal Page Load Time



Source: Think With Google



As page load time goes from:

1s to 3s the probability of bounce **increases 32%**

1s to 5s the probability of bounce **increases 90%**

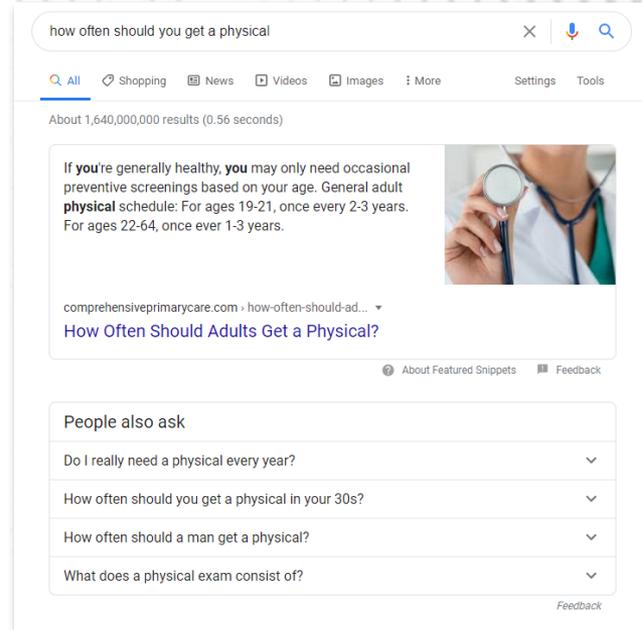
1s to 6s the probability of bounce **increases 106%**

1s to 10s the probability of bounce **increases 123%**

Voice Engine Optimization

#3 Provide Answers

More specifically,
answer FAQ's in
order to rank as a
Featured Snippet.



how often should you get a physical

All Shopping News Videos Images More Settings Tools

About 1,640,000,000 results (0.56 seconds)

If you're generally healthy, you may only need occasional preventive screenings based on your age. General adult physical schedule: For ages 19-21, once every 2-3 years. For ages 22-64, once ever 1-3 years.

comprehensiveprimarycare.com › how-often-should-ad...
[How Often Should Adults Get a Physical?](#)

About Featured Snippets Feedback

People also ask

- Do I really need a physical every year?
- How often should you get a physical in your 30s?
- How often should a man get a physical?
- What does a physical exam consist of?

Feedback



Voice Engine Optimization

#4 Add Schema Markup

```
<H2>Ask Your Question</H2>
```

```
<p>Answer the question below. Use standard  
paragraph tags.</p>
```



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

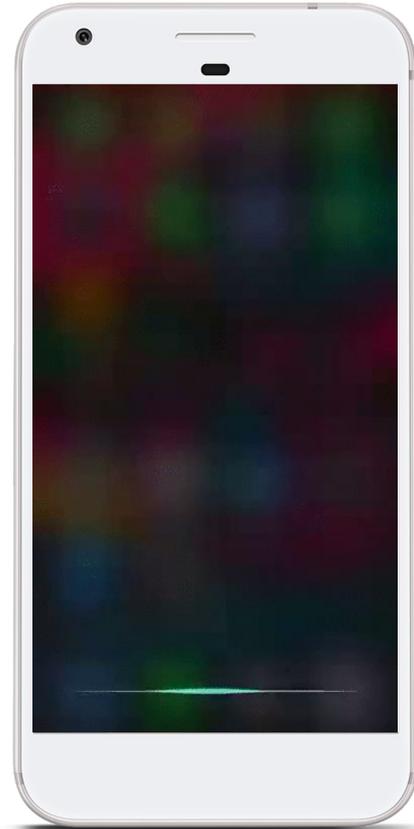
Samsung

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

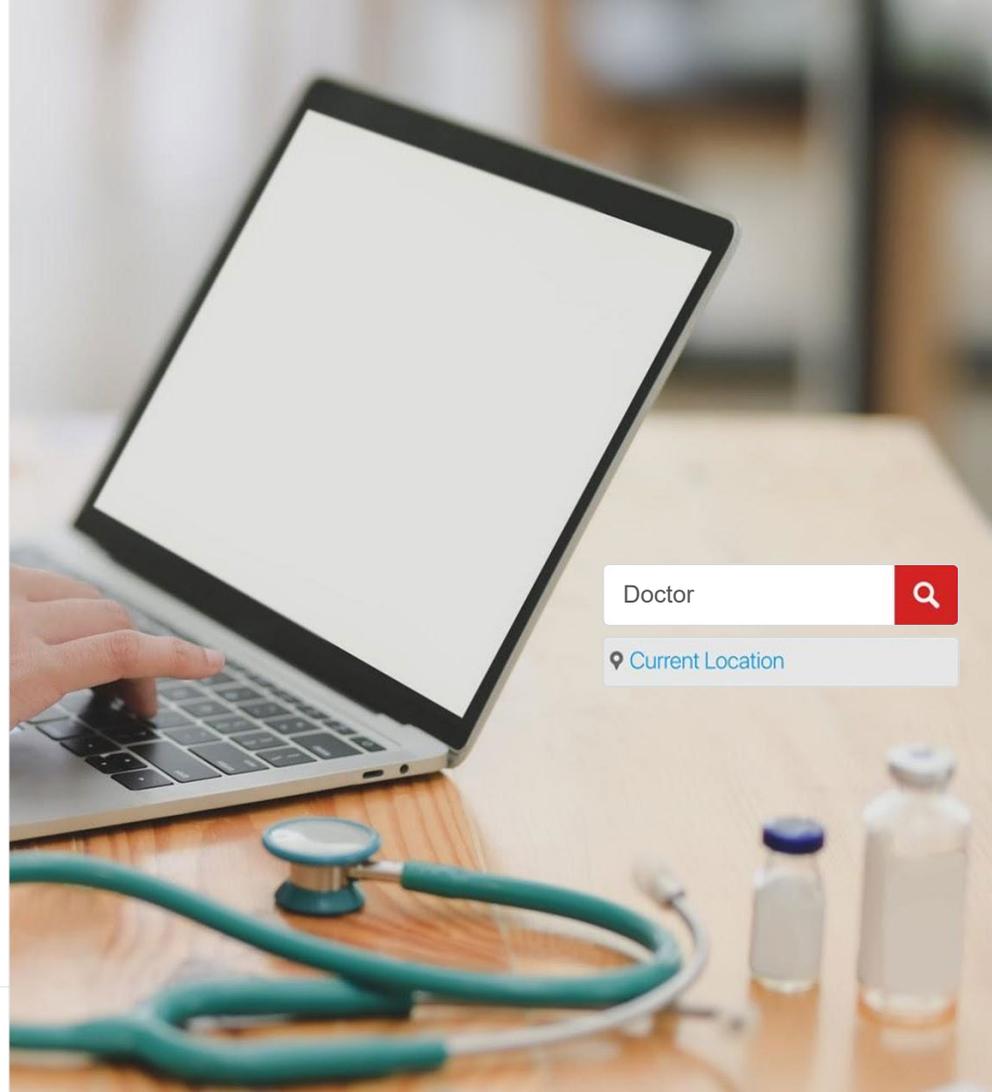
98% of health and medical searches are unbranded *

Ready to decide

97% of people searching on Yelp making a decision **

Ready now

51% make a decision within one day **

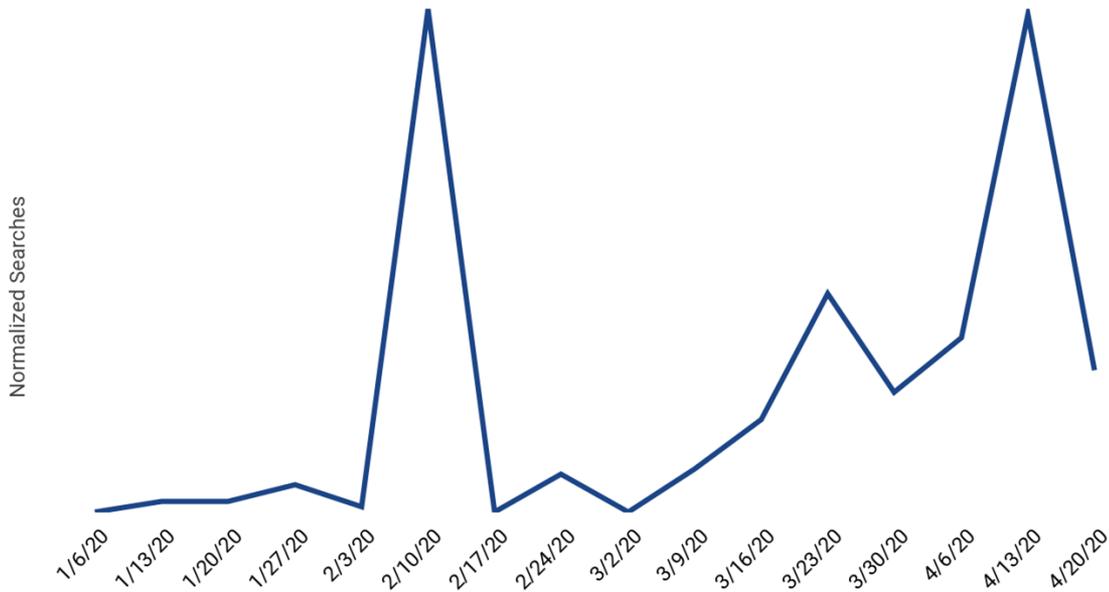


Shifts in patient search behaviors on Yelp

Telehealth searches are increasing

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

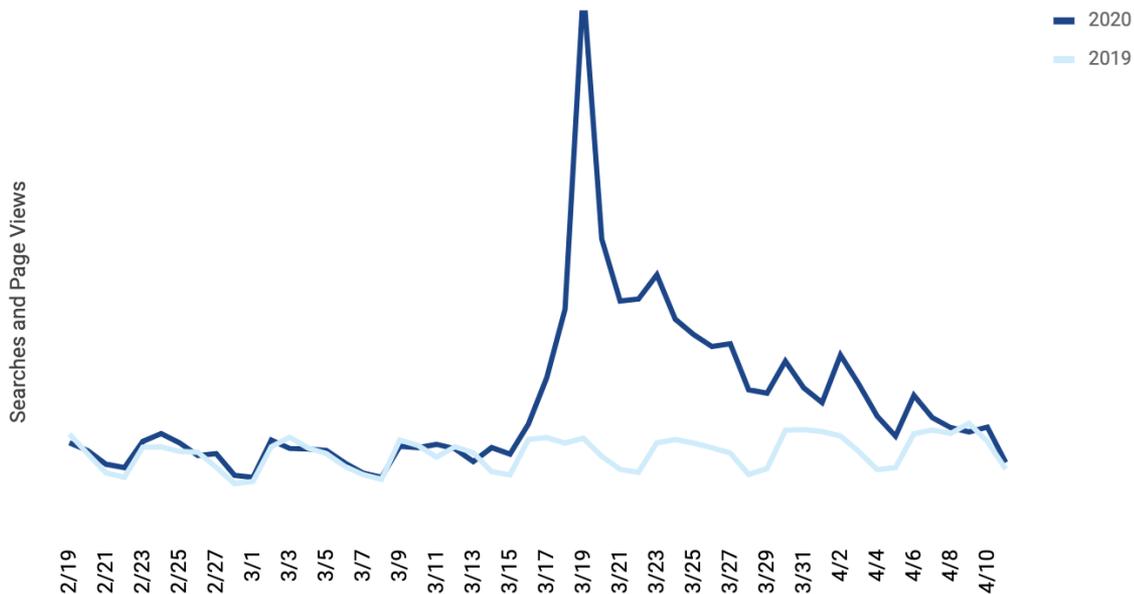
Telehealth Searches



Consumers are seeking **blood donation centers**

Daily traffic in the blood donation category spiked **5x** on 3/19/2020

Blood Donation Category Traffic

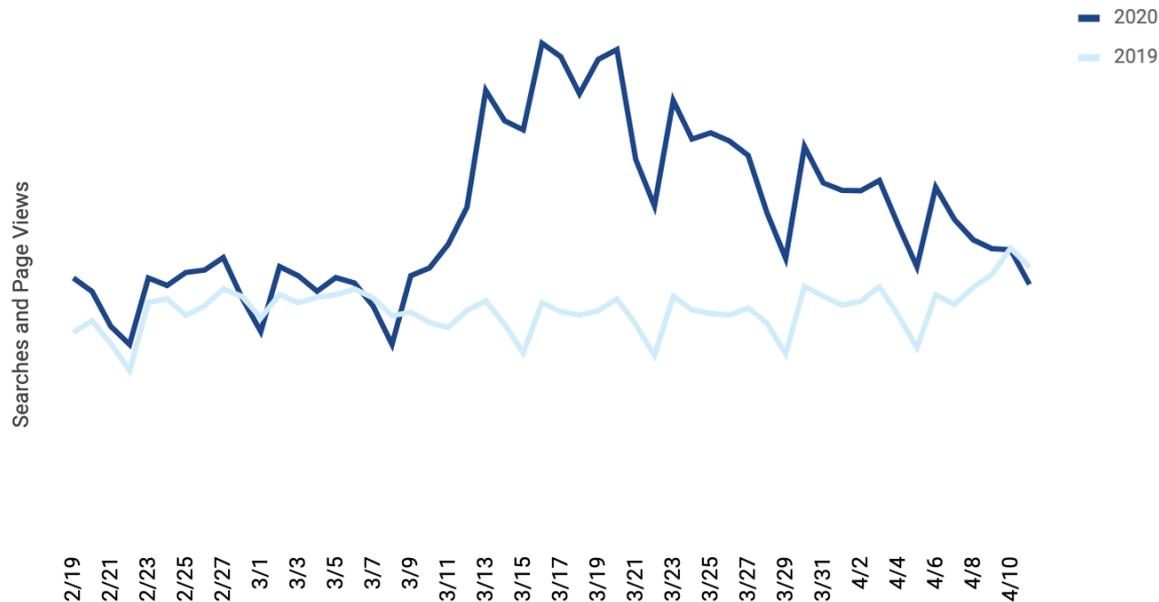


Pharmacy

category traffic is higher than usual

Pharmacy traffic **increased 2x** the week of 3/16/2020 compared to the same week in 2019

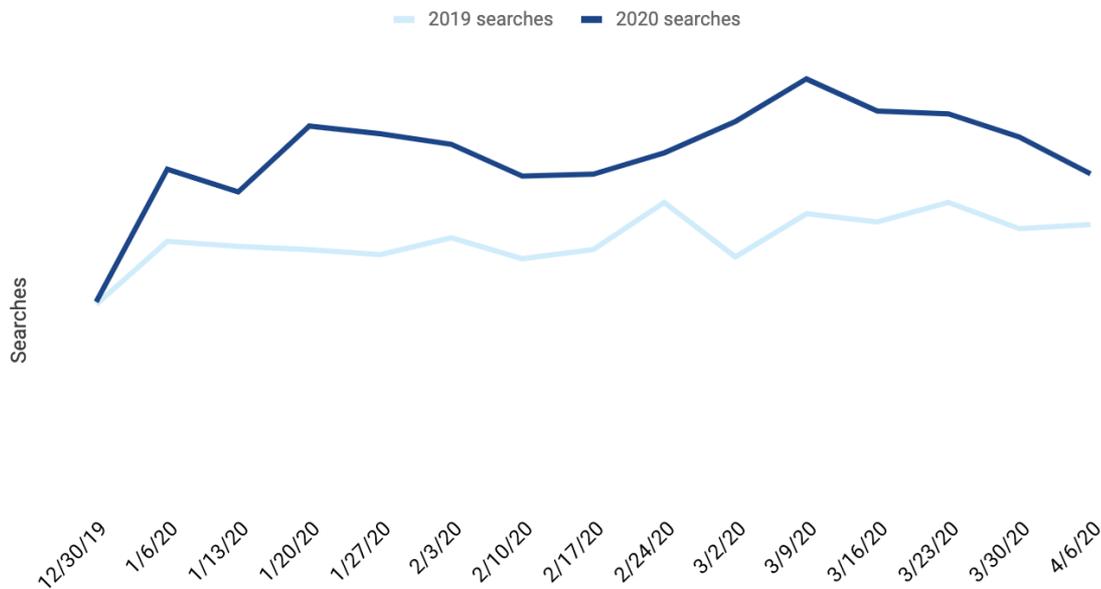
Pharmacy Category Traffic



Consumers are searching for house call doctors

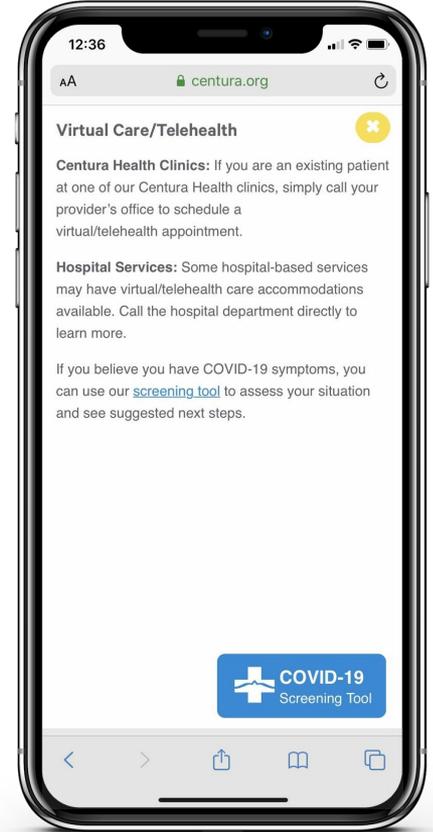
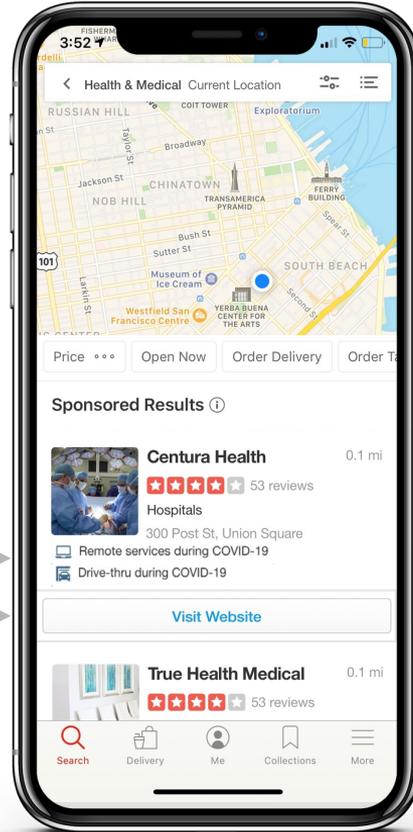
Yelp searches for house call doctors **increased 62%** from the first week of 2020 to the week of 4/6/2020

House Call Doctors Searches



Providers promote Telehealth with Core Ads and Business Highlights

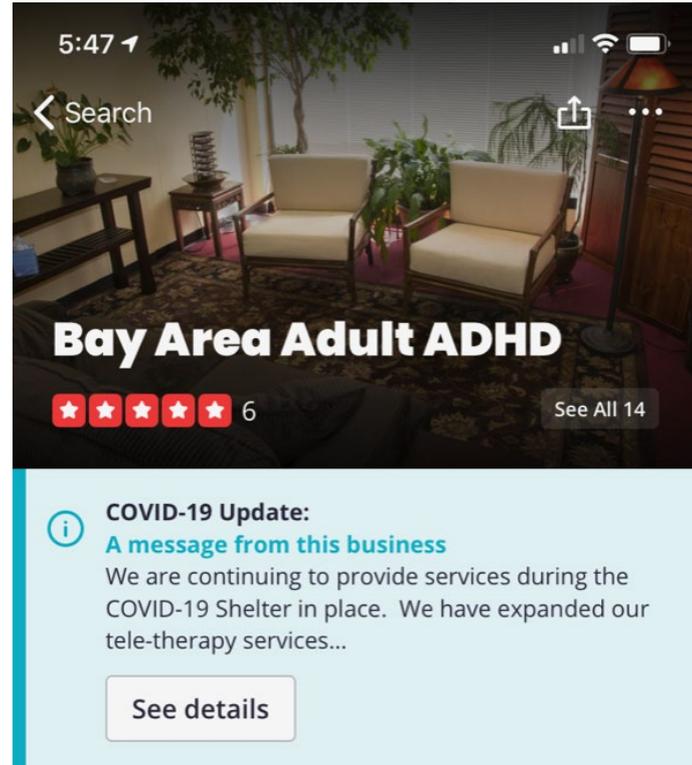
- 1) Drive awareness of virtual appointment and drive-through testing options
- 2) Direct customers to provider website to schedule an appointment



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 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

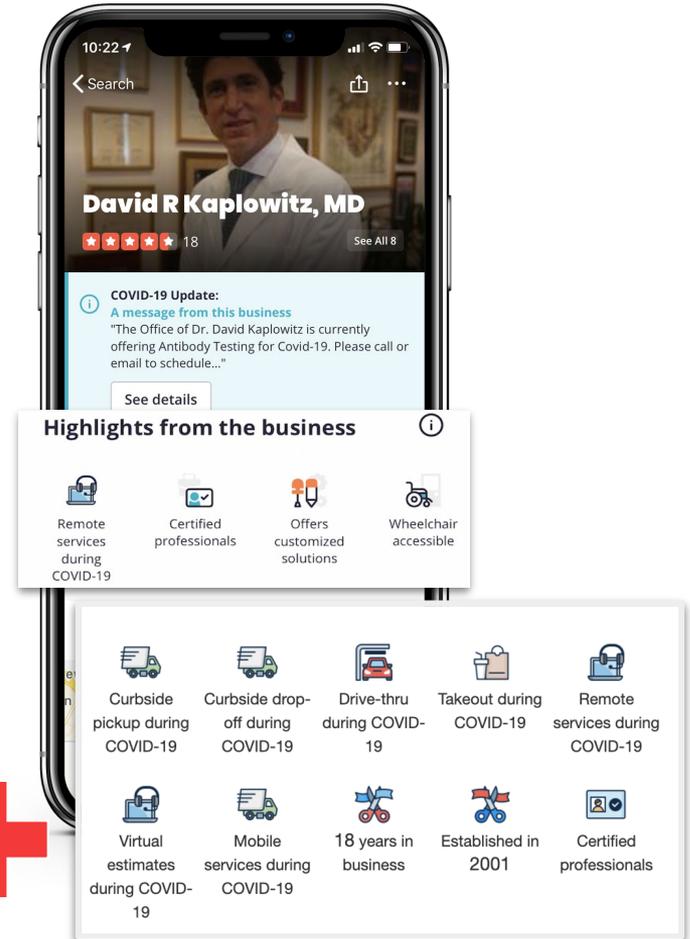
Score Physical Therapy - COVID-19 Update

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

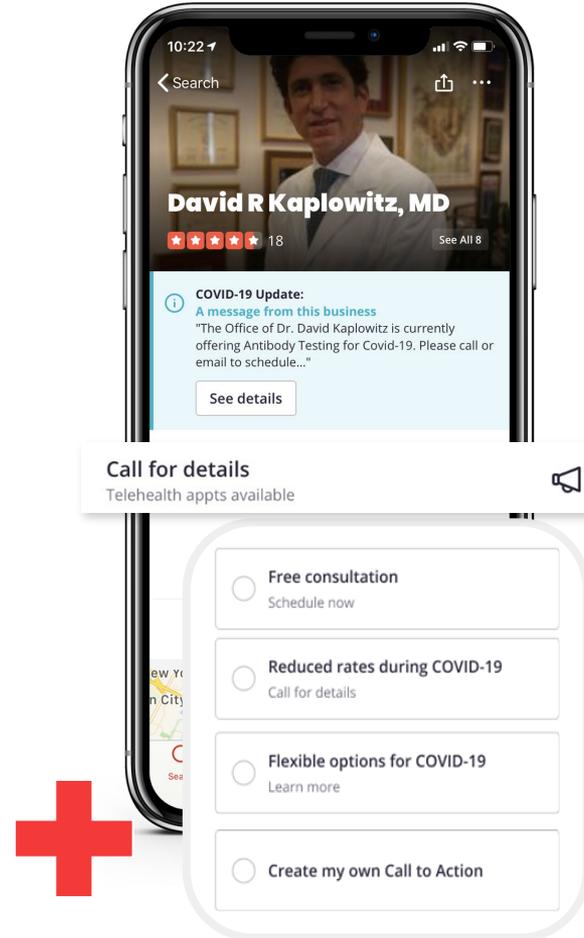
Business Highlights to showcase offerings

As providers make the pivot to telehealth, Business Highlights enable them to tout services like virtual care.



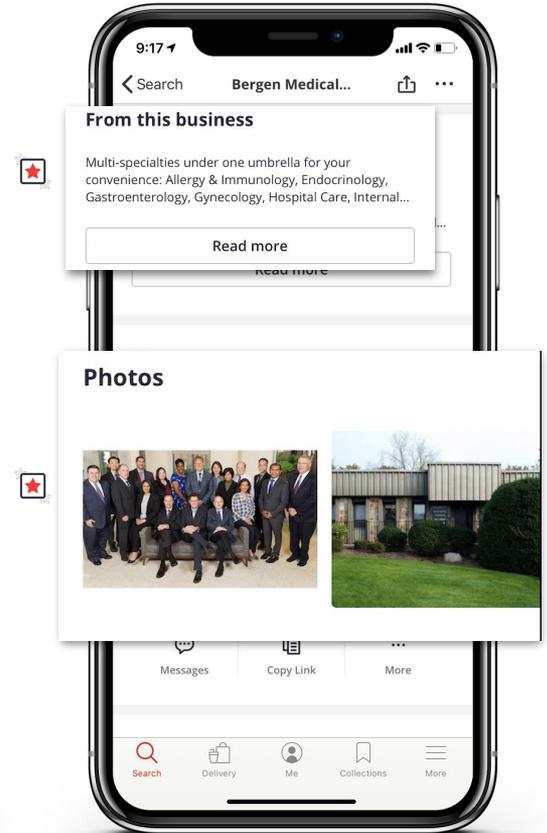
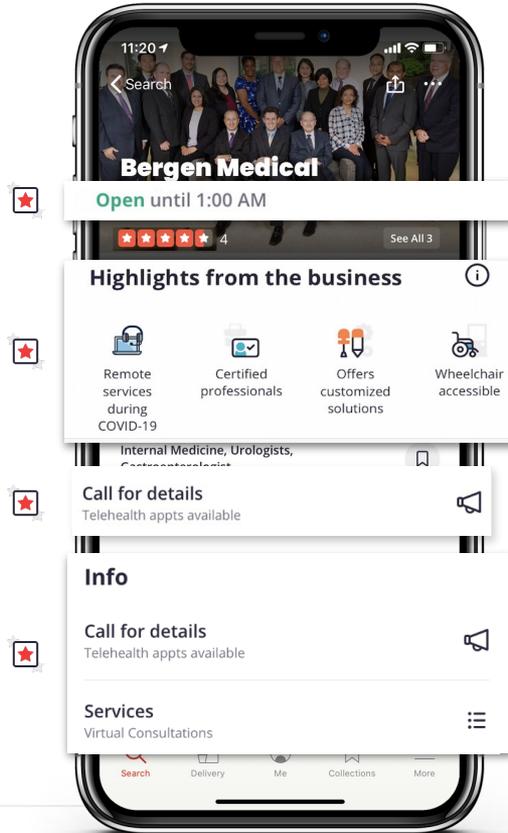
Call to Action to motivate and connect

Motivates patients to get in touch with clear and simple actions related to provider's business.



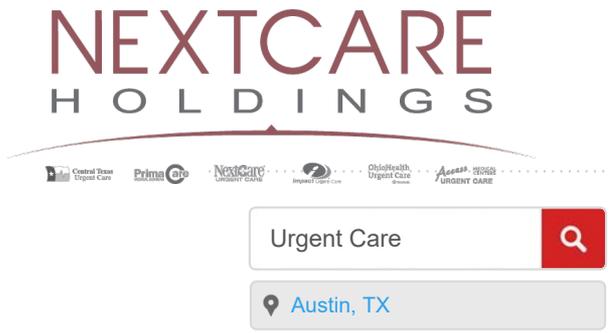
Healthcare organizations & providers use their Yelp pages to inform patients

- ✓ 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?**

Location Data + Voice Search are a winning combination



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

Q&A



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