

## Service Line Marketing: More than a link on your homepage

Presented By:  
Ben Dillon, MBA  
VP & eHealth Evangelist

Getting the most out of  
today's Webinar

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Geonetric develops award-winning Web sites for the healthcare industry. A sample of our clients includes:



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- At the conclusion, please complete our post-Webinar survey.
- Receive our Webinar takeaway:
  - Service line ranking wizard
  - SEO checklist

### Post-Webinar Survey

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## About Today's Presenter

### **Ben Dillon, MBA, Vice President & eHealth Evangelist**

Ben is a co-owner of Geonetric. He writes and speaks extensively about its research in eHealth and the industry-leading efforts of its clients. Ben holds a BSE in Computer Engineering from The University of Michigan and an MBA in eBusiness and Strategic Management from The University of Iowa. Ben is co-chair of the HIMSS eHealth Special Interest Group and a member of the Microsoft Healthcare Users Group and SHSMD. He has been a judge of the eHealth Leadership Awards for the past five years.

## Service Line Marketing: More than a link on your homepage

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### Introduction

- Intro to service lines approach
- Prioritizing service lines for promotion
- Service line marketing
- Where does the Web fit in?
- Q&A

## What's Service Line Marketing All About?

- Presenting solutions in a way that's relevant to consumers
  - Do consumers understand what Diagnostic Radiology is? How about Pathology?
  - They do understand it in context of Cancer or Back Pain!
- Service line marketing reframes your offerings in a way that helps

## Service Line = Strategy, Not Just Marketing

- Ideally, this is more than positioning
- Strategic selection of where you put resources
- Organize, manage, arrange, hire, to build excellence
- Market in support of that



## Why Focus on Service Lines?

- Increasing clinical complexity
- Need for minimum volumes for services
  - CMS requirements
  - Volume needed for clinical competency
  - Economies of scale
- Quality transparency
- External factors
  - Specialty hospitals
  - Freestanding outpatient facilities
- Limits investment in non-priority areas

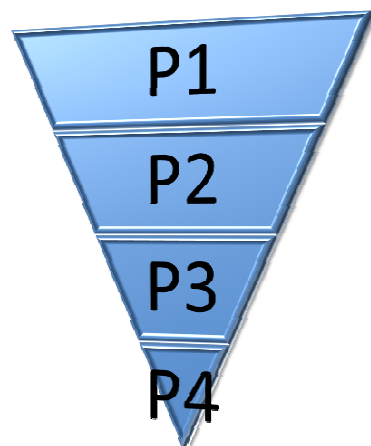
**SOMETIMES WE GET BROADER  
CHANGE, AND SOMETIMES NOT.**

## Considering Service Lines

- When determining service lines that would make good candidates for a marketing plan, consider these key factors of success:
  - Is the service line currently profitable?
  - Does it have the capacity for growth?
  - Does the service line need to defend current market share?
  - Is there the potential for market growth?
  - Will there be a Halo effect (i.e. If your cancer center's brand is improved in the marketplace, will your heart center also benefit)?
  - Is it a gateway service?
  - Is there a potential for cross-selling (e.g., emergency departments as a tool to drive admissions)?
  - Is the service distinctive and competitive?
  - Does the service line have political importance to senior management, physician community, or the community in general?
  - Does the service line have an independent business plan?

## Prioritization

- P1 – Strategic plan / Pillars of excellence
- P2 – Key executive-directed
- P3 – Support targeted service lines / Enterprise
- P4 – Departmental / One-off



## Marketing Service Lines vs. Branding

| Branding  | Service lines                                     |
|---|---|
| Broad messages  | The focus is on the service line                  |
| Overall brand proposition   | Messaging is for differentiation of service lines |
| May use service lines in the campaign, but it's about the organization rather than what differentiates the service line | Goal is driving service line volume               |
| Goal is building organization awareness   |   |

## Fitting the Web In

- Microsite
- Landing page
- Search engines
- Email
- Main Web site



## Microsites

- Distinct site dedicated to the campaign
- Campaign drives people to the site
- Depth of content
- Interactive tools/assessments/quizzes
- Points of engagement
  - Request information
  - Sign up for newsletters/enewsletters
  - Sign up for classes/screenings
  - Make appointments
- Vanity URL

The screenshot shows the homepage of the Avera Women's website. The header features the Avera Women's logo, contact information (000 East 21st Street, Sioux Falls, SD 57105, 1-877-262-8372), and a search bar. A navigation menu on the left includes links for Home, Services, Having a Baby - Pregnancy & Birth, Our Team, Take a Tour, Make an Appointment, Contact Us, Maps & Directions, Patient Education, and Avera Health Source. The main content area has a purple banner with the text "Welcome to Avera Women's" and a photo of a family. Below this, there is a paragraph about individualized care and a section for the "Avera Women's Center Addition - Opening September 2008". A sidebar on the right contains a search bar, a "Find a Doctor" link, an "Events Calendar" link, a "Health Library" link, and an "Avera Health Store" link. There are also two promotional banners: one for "Think Pink" (Breast Health) and another for "Birthing Suite Tour". The footer contains the copyright notice "© 2008 Avera McKennan | Privacy and Security".

The screenshot shows the Avera Cancer Institute website's 'Think Pink' landing page. The header includes the 'Think Pink' logo, the Avera Cancer Institute logo, and contact information for the Cancer Institute (1001 East 21st St, Sioux Falls, SD 57105, 605-322-3000). A search bar for 'McKenna' is visible in the top right. The main content area is titled 'Avera Think Pink - Breast Cancer Education and Resources' and provides information on breast cancer prevalence, treatment options, and early detection. It includes several call-to-action links such as 'Schedule your Digital Mammogram', 'Take our free breast cancer online risk assessment', and 'Breast Cancer Information, Topics and Prevention'. A sidebar on the left contains navigation links like 'Home', 'About Us', 'Services', 'Patient Education', 'Care Store', 'Maps & Directions', 'Insurance & Billing', and 'Contact Us'. A right sidebar features promotional banners for 'Avera Think Pink', 'Avera Race Against Breast Cancer', and 'Community Cancer Resource Library'.

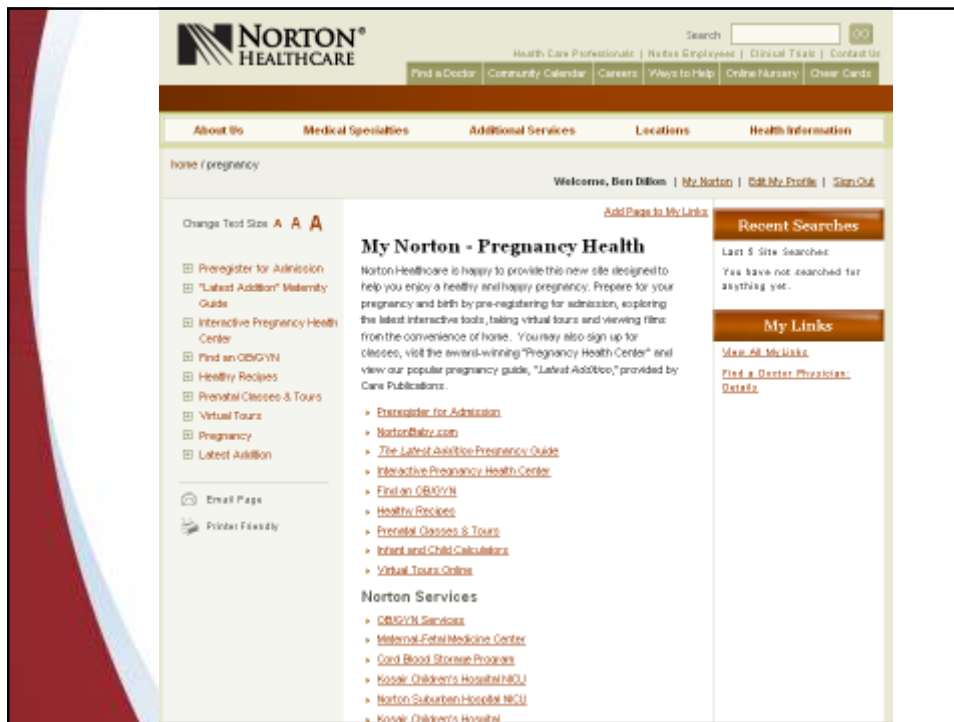
## ■ Landing Pages

- Microsites – separate site
- Landing page – jumping off point for resources in your main site
- Vanity URL

The screenshot shows the BroMenn Healthcare website. The header includes the logo, navigation links (Home, About BroMenn, Contact Us, Search Site), and a secondary navigation bar (Patients & Visitors, Locations, Our Services, Find a Doctor, Health Library, Classes & Events, Spiritual Care). The main content area features a large image of a woman and a child, followed by the headline "The Heart Knows No Boundaries". Below this, there is a paragraph about the organization's commitment to providing excellent cardiovascular care across various locations. A sidebar on the left lists "Our Services" including Women's & Children's Services, Heart and Cardiovascular Care, Neurosciences, Cancer Care, Emergency/Trauma Services, Orthopedic Medicine, and more. A right sidebar contains "Quick Links" and "Related Events".

## Microsite or Landing Page

- Pull in imagery and message from other channels
- Keep focused on service line
- Allows for tracking
- Goal is to help those attracted by campaigns to achieve their goals
  - Information
  - Proceed through "buying process"
  - Engaging



## Search Engines

### SEO

- Writing content around high-performance keywords
- Placing keywords in body, title and headings
- Utilizing meta tags
- Cultivating Links
- Tracking page rank

### SEM/Online Advertising


- Purchasing keyword ads on Google/Yahoo search results
- Placing ads on Google/Yahoo content partners
- Local Web ads (such as newspaper site)
- National Web ads

Google  Search [Advanced Search](#) [Preferences](#)

Web [Maps](#) Results 1 - 50 of about 5

C. [Illinois Heart Experts](#)  
[www.BroMenn.org](http://www.BroMenn.org) BroMenn **Heart** Care - Experienced and personalized care here at home

Local business results for **heart**, near **Normal, IL**



A. [Illinois Heart & Lung Associates](#) - [www.ilheart.com](http://www.ilheart.com) - (309) 828-  
 B. [Heart Care Midwest](#) - [www.heartcaremw.com](http://www.heartcaremw.com) - (309) 663-9800 -  
 C. [Illinois Heart & Lung Associates SC](#) - [www.ilheart.com](http://www.ilheart.com) - (309)  
 D. [Coldwell Banker Heart-America: Flynn Michael J](#) - [www.cbhoa.c](http://www.cbhoa.c)  
 E. [Illinois Heart & Lung Associates: Burr John MD](#) - [maps.google](http://maps.google).  
 F. [Bloomington Heart Institute](#) - [maps.google.com](http://maps.google.com) - (309) 862-3000  
 G. [Bromenn Heart Check](#) - [www.bromenn.org](http://www.bromenn.org) - (309) 268-3555 - [m](http://m)  
 H. [Exit Heart of Illinois Realty](#) - [exithoirealty.com](http://exithoirealty.com) - (309) 664-0121  
 I. [Illinois Heart & Lung Foundation](#) - [ihlf.org](http://ihlf.org) - (309) 663-8297 - [m](http://m)  
 J. [Heart Technologies Inc](#) - [maps.google.com](http://maps.google.com) - (309) 665-0024 - [m](http://m)

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## ☐ Email

- Use campaign elements in *relevant* email newsletters
- Send dedicated campaign emails
- Use opt-in scheduled emails as a campaign conversion point

## Primary Web Site



[Home](#) [About Us](#) [Services](#) [Contact Us](#)

**What kind of patient are you?**  
[Click here to learn more](#)

**Quick & Easy**  
**Take the Test, Know the Secret!**  
[Click here to learn more](#)

Rush-Copley Medical Center • 2000 Upper Grandwood Avenue, S. 55551 • 866-4COPLEY (1-866-426-7539)  
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**IF YOU HAD CANCER...**  
 What kind of patient would you be?

**Internet surfer?**  
 Researching the latest treatment? Then you should know that Rush-Copley has access to digital links that you expect to find at large academic institutions. Plus, there are all kinds of valuable resources on our Web site—such as a Health Encyclopedia and A Guide to the Body—because knowledge is a powerful force in overcoming disease.



Whatever kind of patient you are, Rush-Copley is your kind of hospital. Visit [rushcopley.com](http://rushcopley.com) or call 866-4COPLEY (866-426-7539).


 Rush-Copley  
 Possible. Advanced. Different.  
 Possible. Advanced. Different.

**IF YOU WERE HAVING A BABY...**  
 What kind of patient would you be?

**Web crawler?**  
 If so, you'll love that Rush-Copley offers online Wellness Tools, such as a Due Date Calculator, or Health Encyclopedias and Baby Care Pages to help you share the news with family and friends. With Wi-Fi hospitals you can bring your laptop or home one from the hospital and stay connected. For your convenience, you can even use your cell phone in the hospital to announce the little one's arrival.



Whatever kind of patient you are, Rush-Copley is your kind of hospital. Visit [rushcopley.com](http://rushcopley.com) or call 866-4COPLEY (866-426-7539).


 Rush-Copley  
 Possible. Advanced. Different.  
 Possible. Advanced. Different.

Billboard

What kind of patient would you be?

stubborn worried crazy particular  
confident drives strong capable discerning  
independent impressed afraid sickly  
collaborative a baby demanding

rushcopley.com

Rush-Copley

amish choosy connected overwhelmed  
ning impatient

WHAT KIND OF PATIENT ARE YOU

skip intro

Rush-Copley

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# WHAT KIND OF PATIENT ARE YOU?

SELECT YOUR AREA OF INTEREST

family health heart cancer **maternity**

[Home](#)  
[Need some help?](#)

NOW SELECT A PERSONALITY TRAIT THAT BEST DESCRIBES YOU

choosy  
anxious  
analytical  
worried  
**overwhelmed**  
skeptical

Patients who are overwhelmed are often stressed or lacking support and information.



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## SO YOU'RE overwhelmed AND maternity care IS YOUR INTEREST

Rush-Copley maternity care services

With a baby in your future, there are so many changes ahead and so many decisions to make. One decision is easy: Rush-Copley for maternity care. We welcome over 3,000 babies each year. Our "Promise" is to deliver extraordinary care that exceeds your expectations. We'll help you prepare with classes and special programs for parents, grandparents and siblings. And with more than 40 board-certified specialists-including obstetricians/gynecologists, neonatologists and midwives-it's easy to find the right fit for you and your family.

- Preparing to Be Parents >
- Create Your Birthplan >
- Due Date Calculator >
- Virtual Tour >
- Stay Informed >
- Register >

[Send to a friend >](#) [Get Assistance](#)

skeptical  
anxious type 2 diabetes  
big baby reasonable possible  
choosy demanding internet search type  
anxious optimistic high method of delivery  
choosy positive resource internet search type  
serious methodical practical serious possible



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**Rush-Copley**

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## Conclusion

- Combining Service Line Marketing and Branding
  - Establish a visual and thematic campaign framework into which each individual campaign will be created.
  - Plan and schedule campaigns centrally.
  - Look at all of the factors listed earlier when selecting which service lines should receive resources (Halo effects, gateway services).

## Post-Webinar Survey

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## Questions?

- To learn more:
  - Contact us
    - 319-221-1667
    - [Eric.George@geonetric.com](mailto:Eric.George@geonetric.com)
  - Visit our Web site
    - [www.geonetric.com](http://www.geonetric.com)

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You can also [eMail us](#) or contact us directly at **800-589-1171**



## Next Month's Webinar

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### **Site Metrics: The Top Five Numbers You Should Pay Attention To**

**September 25, 2:00 pm CDT**

Many hospitals and health systems obtain their Web site's monthly or quarterly site usage statistics, but aren't using them as effectively as they could. Simply comparing the number of site visits from month to month won't help you accurately measure your site's content and statistical performance. Join us as we share the top five analytics you should be watching to uncover insights into user behavior and trends, search engine ranking and site performance.