

Survey Results 2008: Industry Trends Uncovered

Presented By:
Ben Dillon, MBA
Vice President & eHealth Evangelist

**GETTING THE MOST OUT OF
TODAY'S WEBINAR**

For Questions

Submit a Question

Submit a question to the moderator. At the conclusion of the Webinar, the moderator will close a thread of questions to activate through the Webinar. If you prefer that your question be kept private, simply check the "Keep the question private" box.

Keep my question private after the webinar.

Send Question

Presentation Size

Presentation Size: [Large](#) | [Medium](#) | [Small](#)



☐ Slides and Recordings

Download Presentation Slides

[This Month's Webinar Presentation Slides](#)

On-Demand Webinar Archive

View [recorded versions](#) and Podcasts of Geonetric's previous webinar events.



☐ Who is Geonetric?

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



Post-Webinar Survey

- At the conclusion, please complete our post-Webinar survey.
- Receive our Webinar takeaway: a fun tool to help you determine how your eHealth initiatives stack up

Post-Webinar Survey



Please [take our 30 second post-webinar survey](#). We value your feedback and look to continue to improve our educational events with your comments.

About Today's Presenter

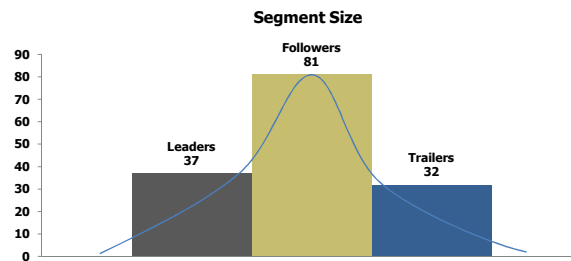
Ben Dillon, MBA, Vice President & eHealth Evangelist

Ben is a co-owner of Geonetric. He writes and speaks extensively about our research and the industry-leading efforts of our clients. 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.



Survey on Initiatives in eHealth

- How are leaders different from everyone else?
 1. "How does your Web site compare to your competitors' site?"
 2. "How important to your organization are your online investments? (Web site)"

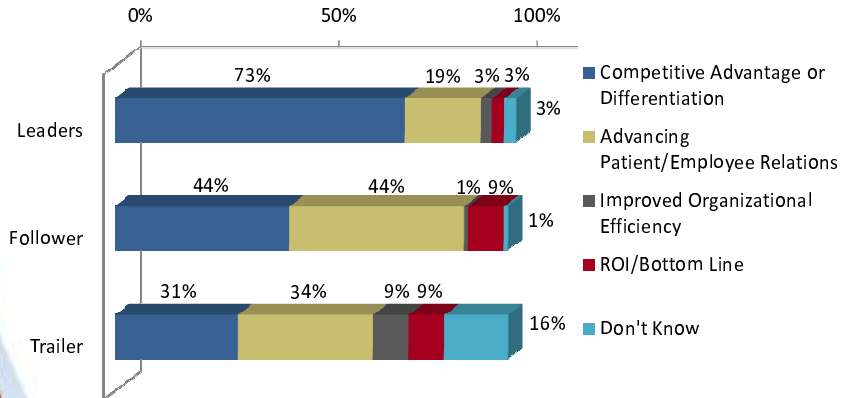


Competitive Advantage Drives Leaders

- What is your organization's primary driver for making online technology investments?
- What search engine marketing or online marketing strategies do you currently utilize?

Primary Driver

What is your organization's primary driver for making online technology investments?



Online Marketing Strategies

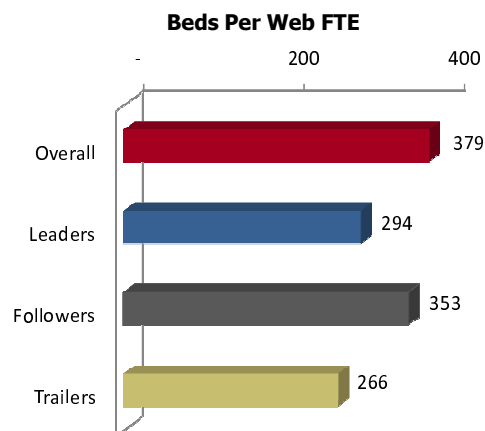
What search engine marketing or online marketing strategies do you currently utilize?

	Overall	Leaders	Followers	Trailers
Including URLs on All Offline Marketing Pieces	55%	69%	51%	53%
Advertising on Local Web sites (such as a newspaper site)	47%	64%	46%	30%
Purchasing Keyword Ads on Google Yahoo Content Partners	35%	47%	38%	13%
Online Newsletters/Email Campaigns	42%	44%	47%	23%
Placing Ads on Google/Yahoo Content Partners	13%	14%	16%	7%
Advertising on National Web sites (such as MSN Health)	7%	14%	7%	0
None of the Above	17%	11%	17%	27%
Don't Know	9%	8%	9%	10%

Team Size, Investment, and TCO

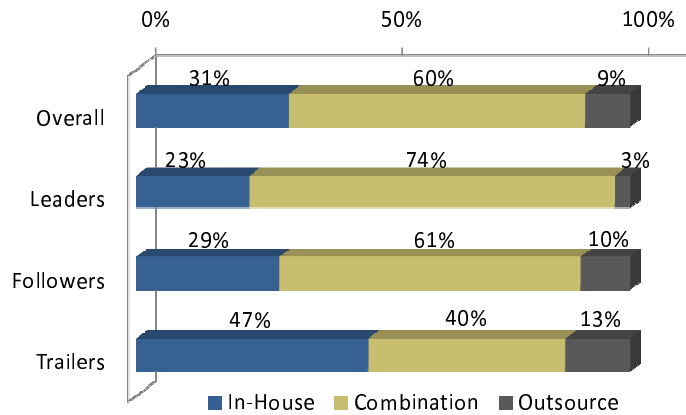
- What is the size of your Web team? (Full-Time Equivalents)
- What is your organization's typical method for developing and executing online initiatives?
- Do you currently use a distributed authoring system for your content (allowing people outside of your Web team to author content even if others must first approve it before publishing to your sites)?
- Outside of your Web team, how many content contributors help manage your site (including service lines)?
- What is your average annual investment in Web site initiatives?

Team Size



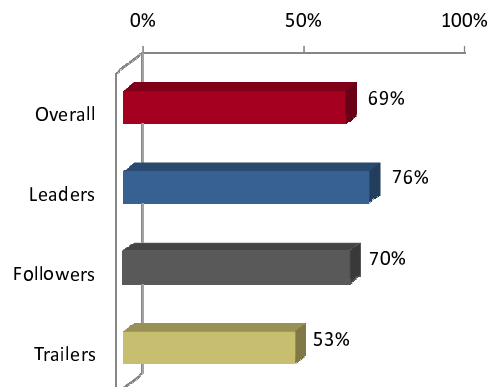
Typical Approach

Typical Method For Executing Online Initiatives

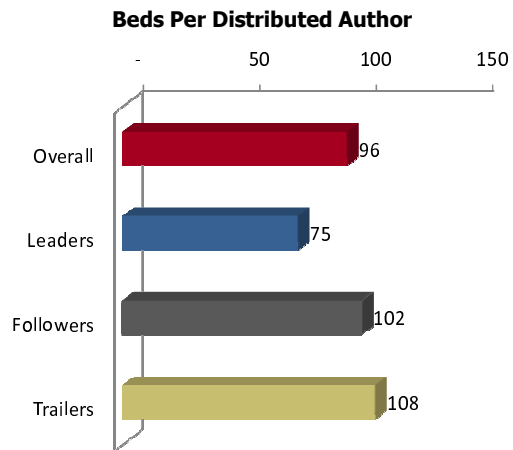


Team Size – Distributed Authors

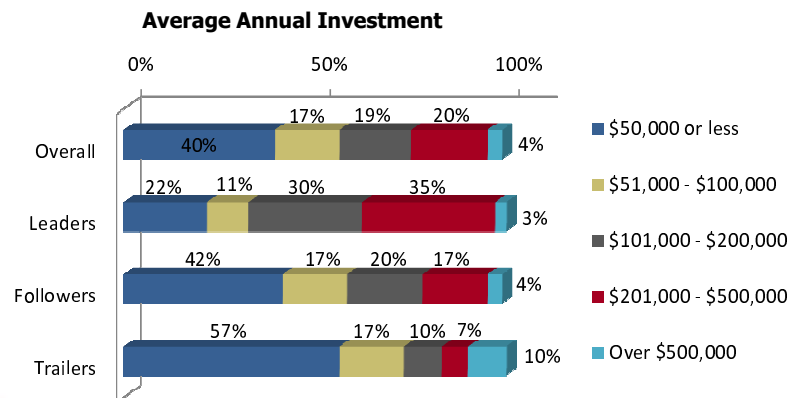
Percent Currently Using a Distributed Authoring System



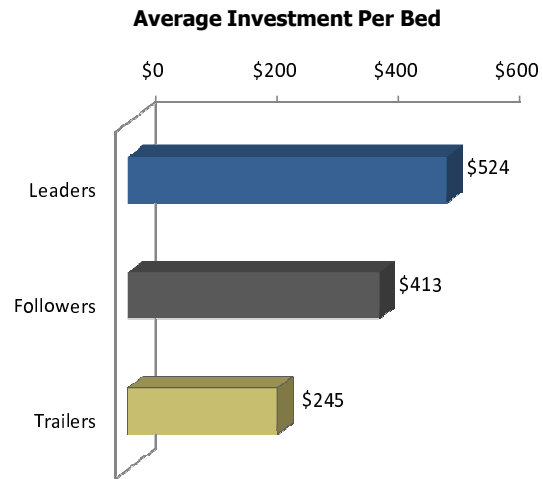
Team Size – Distributed Authors



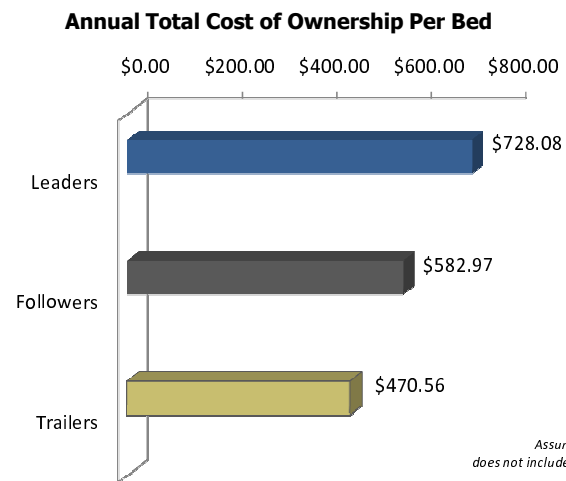
Investment



Investment



Total Cost of Ownership

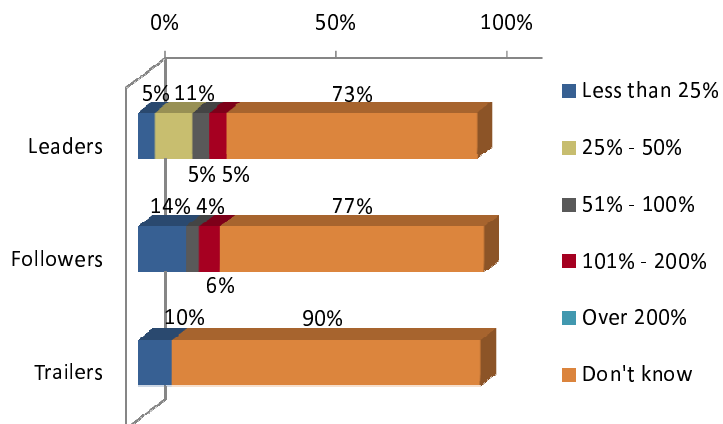


Return on Investment

- What is your estimated annual return on investment (ROI) for your Web site?
- What are the reasons you are NOT fully able to measure ROI?

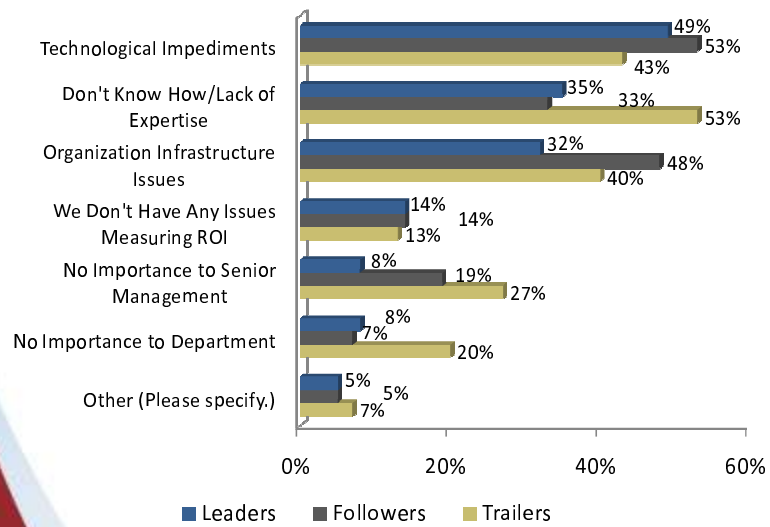
Return on Investment

Estimated Annual Return On Investment



ROI Challenges

Challenges Preventing ROI Measurement

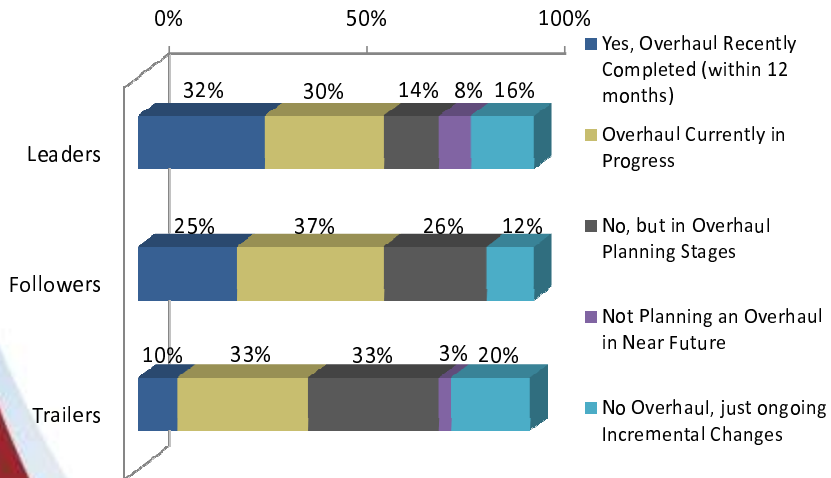


Movement and Barriers

- Are you involved in an online technology overhaul or significant site upgrade?
- How challenging are each of the following barriers as you attempt to launch new Web initiatives?

Site Overhaul

Are you involved in an online technology overhaul or significant site upgrade?



Barriers

How challenging are each of the following barriers as you attempt to launch new Web initiatives?

	Overall	Leaders	Followers	Trailers
Lack of Internal Resources	1.72	1.83	1.65	1.7
Lack of Budget	1.99	2.49	1.9	1.63
Justifying ROI (revenue, profile, etc.)	2.1	2.06	2.1	2.13
Measuring Soft Benefits (e.g., patient satisfaction, etc.)	2.41	2.43	2.36	2.57
Organizational Adoption	2.56	2.49	2.64	2.43
Executive Buy-In	2.67	2.89	2.6	2.63

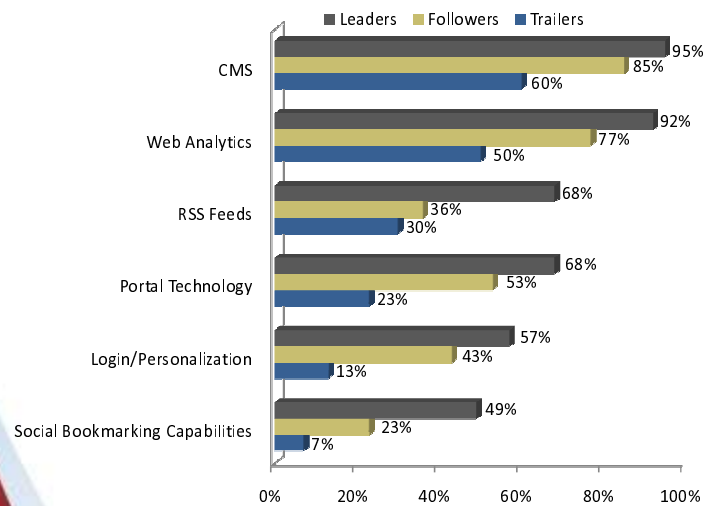
Note: lower value = more challenging

Site Features

- What functionality does your Web site have?
 - Site Infrastructure
 - Site Content
 - Transparency
 - Personalization/Web 2.0
 - Community
 - Transactions
 - Clinical

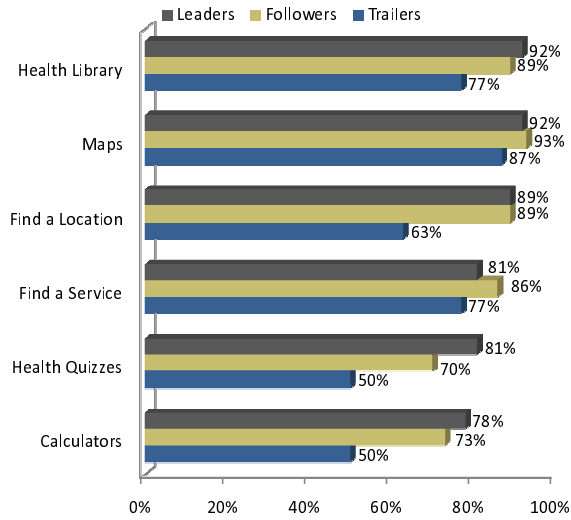
Site Features – Site Infrastructure

Projected Site Infrastructure



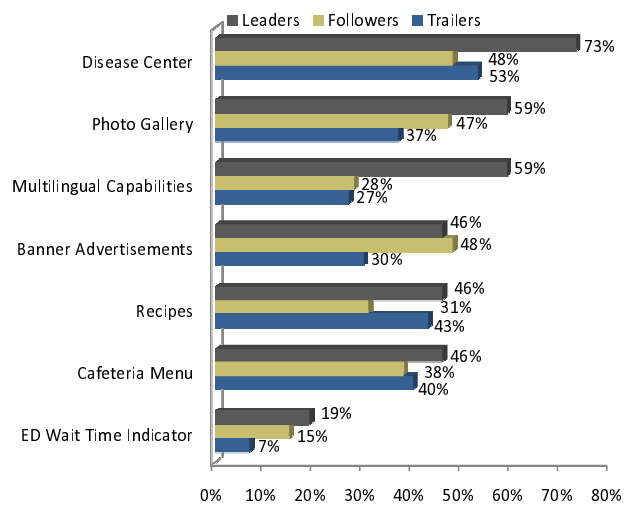
Site Features – Site Content

Projected Site Content



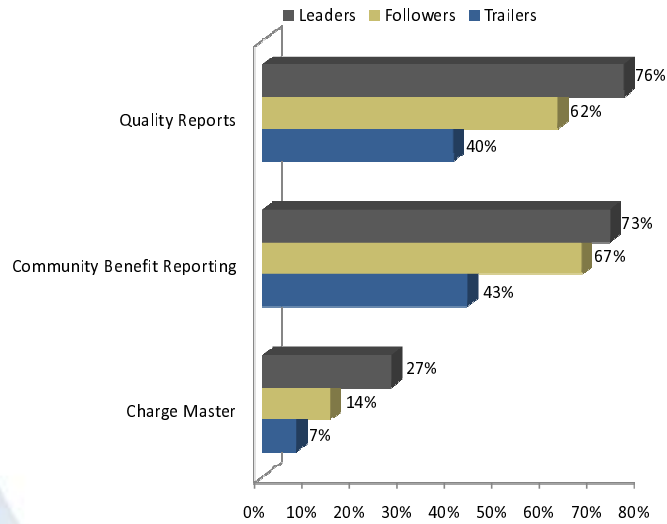
Site Features – Site Content (cont.)

Projected Site Content



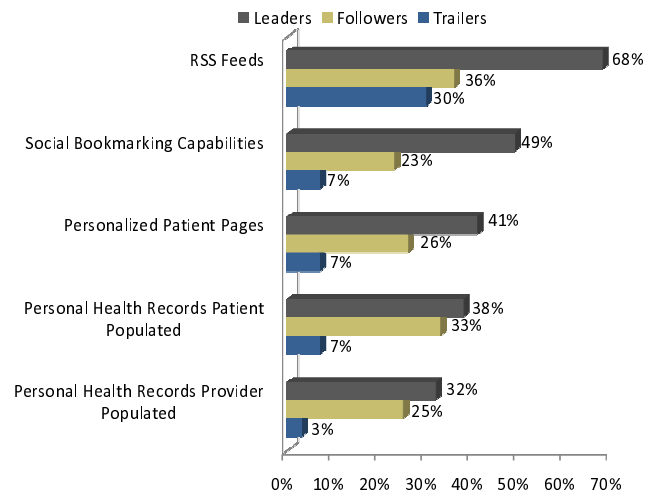
Site Features – Transparency

Projected Transparency Functionality



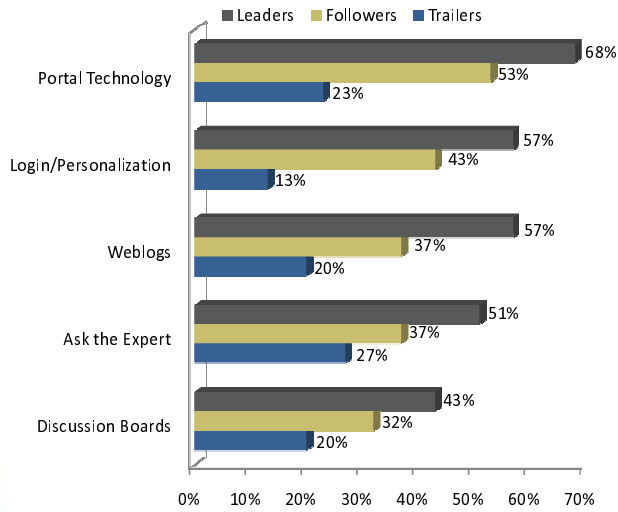
Site Features – Personalization/Web 2.0

Projected Personalization/Web 2.0 Functionality



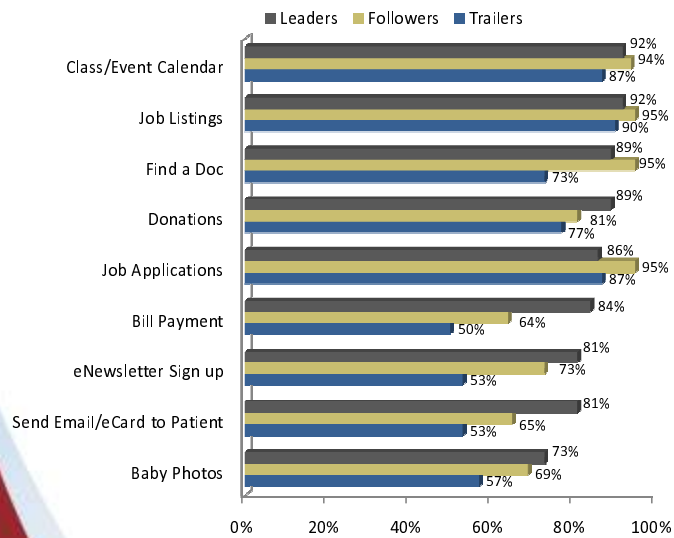
Site Features – Community

Projected Community Functionality



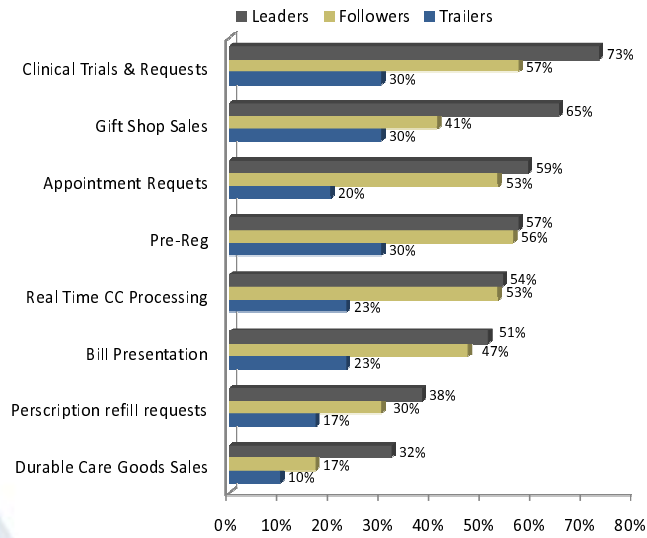
Site Features – Transactions

Projected Transaction Functionality



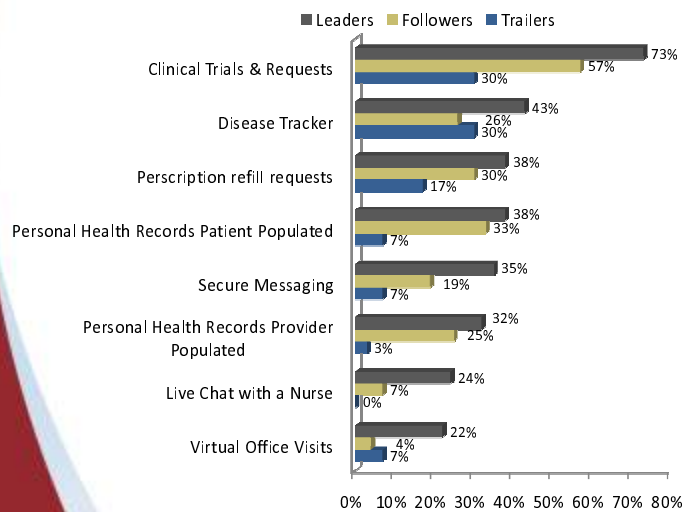
Site Features – Transactions (cont.)

Projected Transaction Functionality



Site Features – Clinical

Projected Clinical Functionality



Final Thoughts

- Guidelines and insights
- NOT A STRATEGY!
- Use this information as an input to strategy and to educate your organization.

Post-Webinar Survey

- At the conclusion, please complete our post-Webinar survey.
- Receive our Webinar takeaway: a fun tool to help you determine how your eHealth initiatives stack up

Post-Webinar Survey



Please [take our 30 second post-webinar survey](#). We value your feedback and look to continue to improve our educational events with your comments.

Questions?

- To learn more:
 - Contact us
 - 319-221-1667
 - Eric.George@geonetric.com
 - Visit our Web site
 - www.geonetric.com

Need Help Now?

Chat LIVE with an
eBusiness Strategist!

Operator **ONLINE**
Click here to **chat**

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

Next Month's Webinar

**Your Promise:
Extending Your Brand Online
November 20, 2:00 p.m. CST**

Reinforcing your brand promise online is essential to having an effective brand. Join us to learn what it means to effectively transition your brand into your Web initiatives.