

Top Digital Marketing Trends to Watch in 2018

GEONETRIC®

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eHealthcare
STRATEGY & TRENDS

2018

HEALTHCARE
DIGITAL MARKETING TRENDS
SURVEY

www.geonetric.com/take-survey

Chart a Path to Digital Marketing Success

Geometric Clients

66 healthcare clients 500+ websites 18 years of experience



Upcoming Webinar:

WordPress Survival Skills for the Healthcare Marketer

Join us on February 21, 2018 at 2 p.m. EDT / 11 a.m. PDT

You probably know that WordPress powers more than a quarter of the entire internet. What you may not know is if it is a good fit for your next healthcare marketing project. Join Geonetric for this webinar and learn veteran tips on how to take full advantage of this ubiquitous platform or how to keep delivering value on your current WordPress site.

Register at: geonetric.com/webinars

You'll learn how to:

- Avoid common WordPress pitfalls that result in hidden costs and risk the security of your site
- Approach content strategy when working with WordPress
- Make best use of WordPress' built-in content management and site structure
- Enhance your search optimization efforts while using WordPress, specifically if you are thinking of launching a blog or microsite

Welcome!

Speakerphone tip

Mute your microphone for best audio quality.

Have questions?

We'll try to answer as many as possible. Enter them in the Questions field.

We love feedback

Please complete the survey at the end of the webinar.

We are recording

Video of today's webinar will be posted on [geonetric.com](https://www.geonetric.com) in the Ideas section.



Today's Presenters



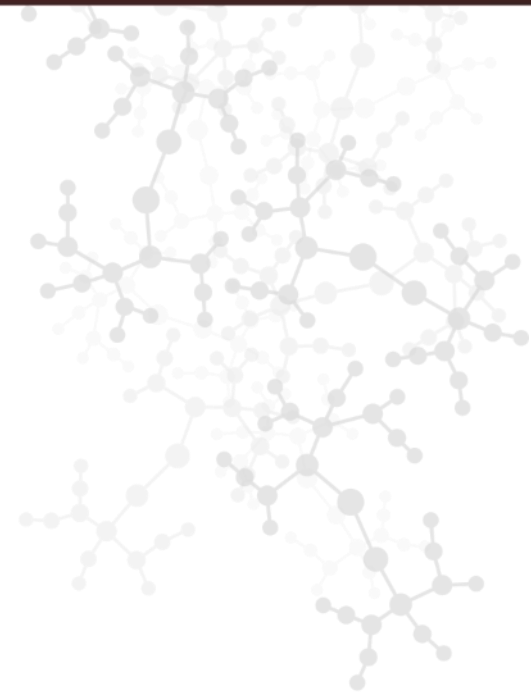
Ben Dillon

Chief Strategy Officer
Geonetric



David Sturtz

Digital Strategy Director
Geonetric



Top Digital Marketing Trends to Watch in 2018

GEONETRIC®



Time to polish up
our crystal ball

A look back ... our 2017 trends

- Healthcare will see more uncertainty in the coming year
- In response, healthcare providers continue to get bigger
- Transparency will grow considerably, but we still have a long way to go
- Mobile continues to change the game
- Search engines continue their march to become answer engines
- Digital marketing continues to surge
- We're in the age of storytelling
- The growing marketing technology stack

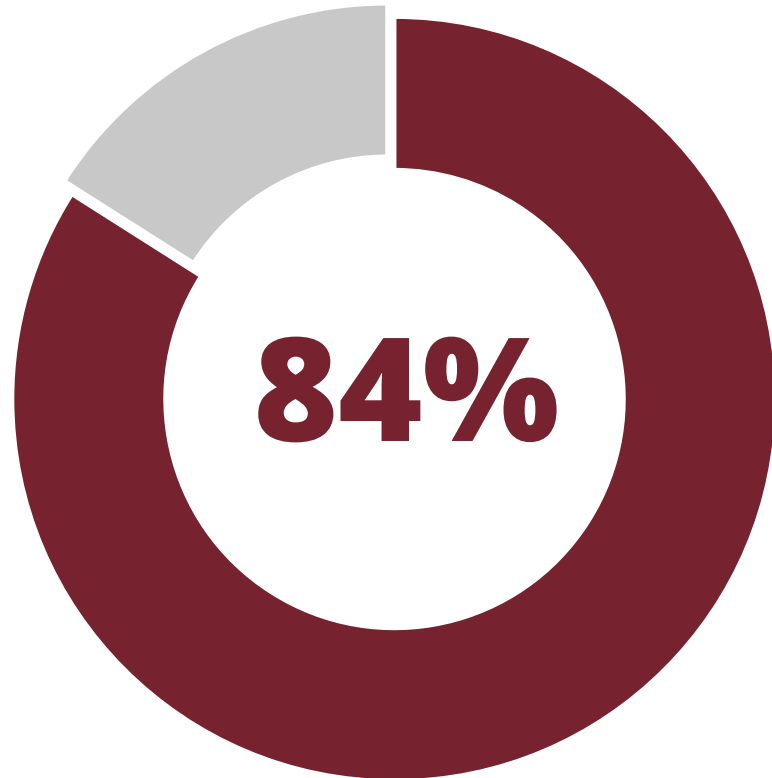
Health consumerism



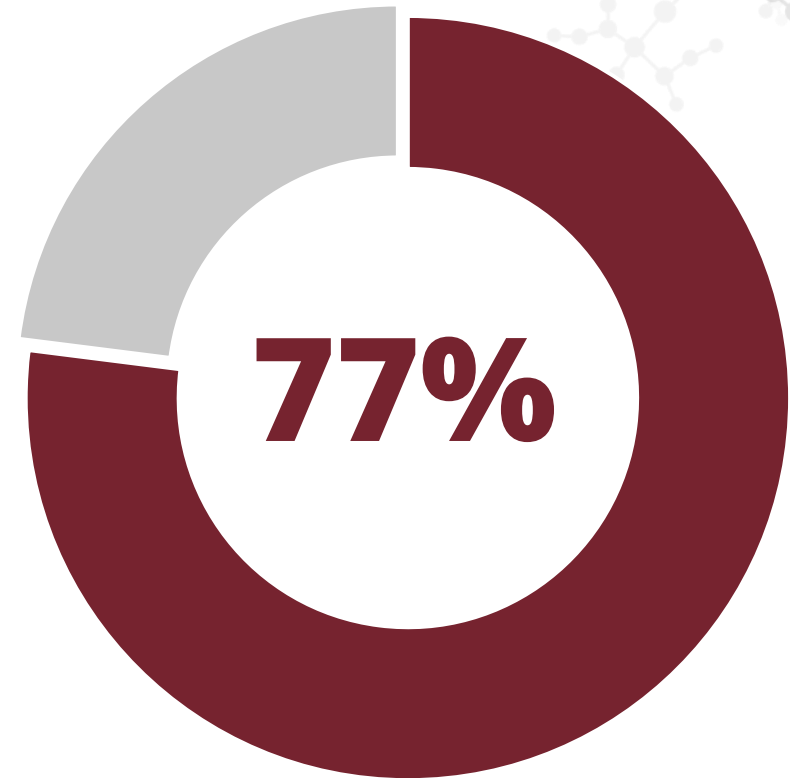
Consumer choice has the potential to impact **61%** of all healthcare spending.

Healthcare consumerism drives digital

View digital solutions as most effective way to search for a doctor



77% of patients search online before booking appointment





Transparency

Gundersen Health System

GUNDERSEN HEALTH SYSTEM

Careers | Medical Education | Research | Refer a Patient | **MyCare**

Give Us a Call: (608) 782-7300 | I am looking for... [Search]

Find a Doctor | Care & Treatment | Locations | Health & Wellness | Our System | Patients & Visitors

Home | Find a Doctor | Doctor Profile

Robyn A. Borge, MD

Specialties: Family Medicine

★★★★★ 4.9 out of 5

60 Patient Experience Ratings
24 Comments

Office Phone: (608) 775-0375
Fax: (608) 775-6198

To schedule an appointment with Robyn A. Borge, please call (608) 775-0375.

La Crosse Campus
1900 South Avenue
La Crosse, WI 54601

Main Location(s)
Founders Building - Level 2

Find a Doctor | Care & Treatment | Locations | Health & Wellness | Our System | Patients & Visitors

Areas of Interest

Family Medicine Residency Clinic

Education and Training

Medical School
University of North Dakota

Residency
La Crosse-Mayo Family Practice Residency

Professional Memberships

- American Academy of Family Physicians (AAFP)
- American Medical Association (AMA)
- Wisconsin Academy of Family Physicians (WAFP)

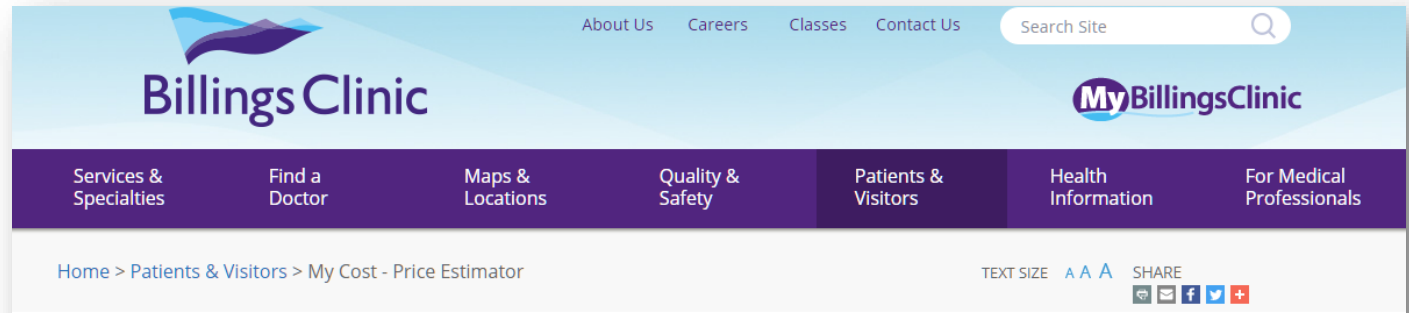
Question Rating Breakdown

The patient experience star rating is an average of all responses to clinician-related questions shown below.

Provider Explained Things Clearly 4.9 ★★★★★	Provider Listened Carefully 4.9 ★★★★★
Provider Gave Easy to Understand Instructions 4.8 ★★★★★	Provider Knew Medical History 4.9 ★★★★★
Provider Showed Respect 5.0 ★★★★★	Provider Spent Enough Time 4.9 ★★★★★

Ratings and Comments Distribution

Pricing Transparency



My Cost Out-of-Pocket Price Estimator

[Need help at any time?](#)

Final - Review Your Estimate

Procedure: Low-to-Moderate-Level Visit
Insurance: All other insurance
Deductible: 1,500
Co-Payment: 500
Co-Insurance: 15%
Out-of-Pocket Maximum: 10,000

Approximate Charge: \$173.00 (total charge)

Estimate of how much you will owe: \$173.00

Please note: This estimate is based on the insurance you selected and your responses to the questions. Please note that this is not a guarantee of coverage and not a contract for the actual amount you will be required to pay. You will be held responsible for the actual amount you owe determined after services are rendered. **If you have insurance coverage, your insurance policy coverage (including deductibles, network coverage, co-pay, co-insurance and out-of-pocket maximums) will help determine the amount you owe.** For example, if you have met all or part of your deductible or maximum out-of-pocket expenses, the actual amount you owe may be different. In addition, many health plans have arrangements with us for discounted charges, which could mean that the amount you have to pay may be less than this estimate.

My Cost Out-of-Pocket Price Estimator

Please complete the following steps to receive an estimate of the out-of-pocket cost of some of our most common services.

[Need help at any time?](#)

Step 1 - Choose Your Service:

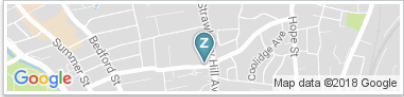
- A Doctor's Office Visit
- A Diagnostic Test (such as a blood test or X-ray)
- A Surgery, Procedure, Medical Condition, or Hospital Stay

Step 1a - Choose a Specific Service

- » Digestive, Intestinal, Gastroenterology
- » Ear, Nose, Throat
 - » [Tonsillectomy and adenoidectomy \(under age 12\)](#)
 - » [Tonsillectomy \(age 12 and over\)](#)
- » Pregnancy, Birth
- » Urological
- » Bones, Muscles, Orthopedics


Stamford Health Stamford Hospital Foundation Stamford Health Medical Group

Book an Appointment
Click a time below to book an appointment.



Stamford Health Medical Group Any Procedure

32 Strawberry Hill Court, 4th Floor, Suite 6, Stamford, CT 06902

	Wed 01-24-18	Thu 01-25-18	Fri 01-26-18	Sat 01-27-18	Sun 01-28-18
		9:30 am 10:15 am 10:30 am			

Dr. Jennifer Bendl
DO
Family Physician

Book Appointment

LOCATIONS

Stamford Health Medical Group
32 Strawberry Hill Court
4th Floor, Suite 6
Stamford, CT 06902
Main: 203-977-2566
Fax: 203-977-2568

Stamford Health
One Hospital Plaza
Stamford, CT 06902
Main: 203-276-7298
Fax: 203-276-4842

More about Jennifer Bendl, DO

- + BIOGRAPHY
- + LANGUAGES

Real-Time Appointment Scheduling

- Scheduling for selected provider
- Scheduling by specialty/location
- Ability to set up specialized workflows

have reached
We are approaching "late majority" for adoption of ratings

Innovators

Early Adopters

Early Majority

Late Majority

Laggards

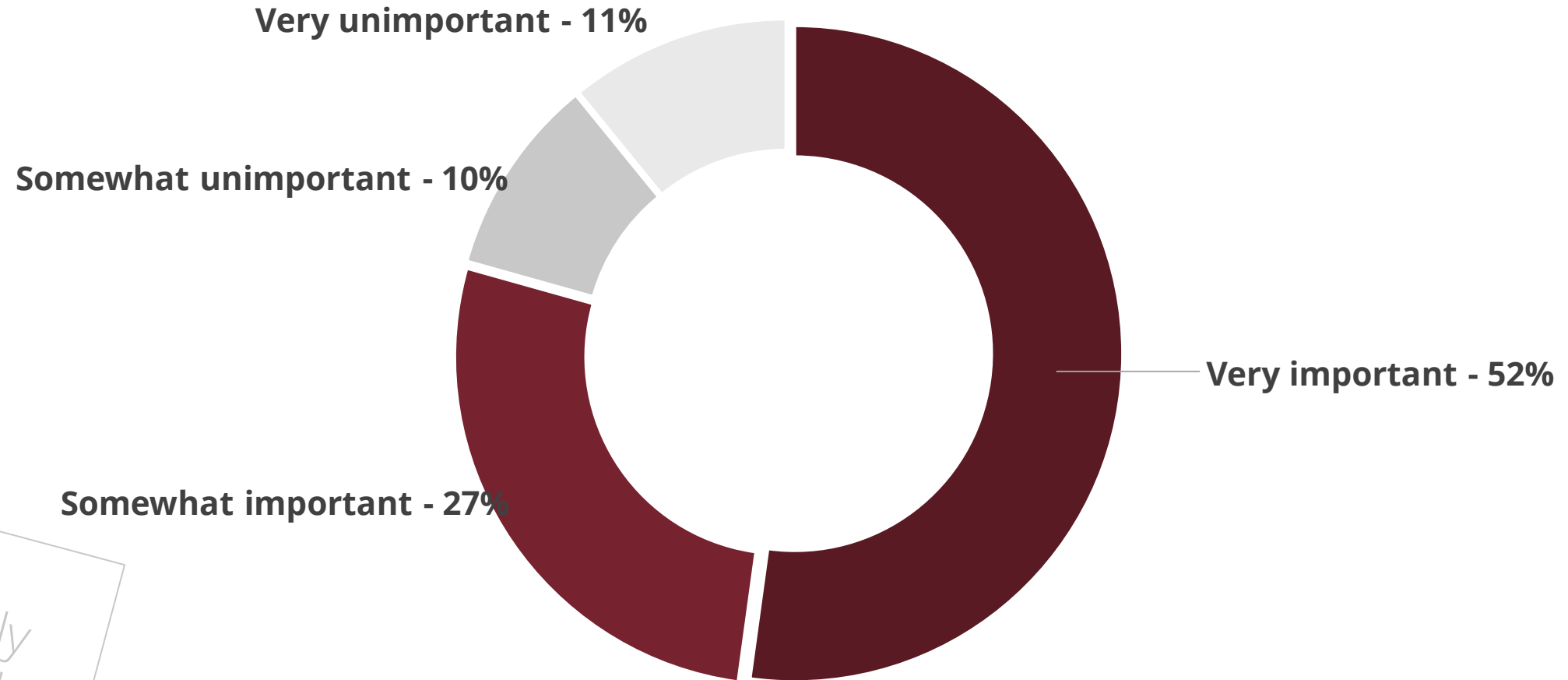
17%
Have physician ratings & reviews

+43%
Plan to have by end of 2018

- 2018 -
~71%
Have ratings & reviews

Early Results

How important are Physician Ratings & Reviews to your digital marketing success?



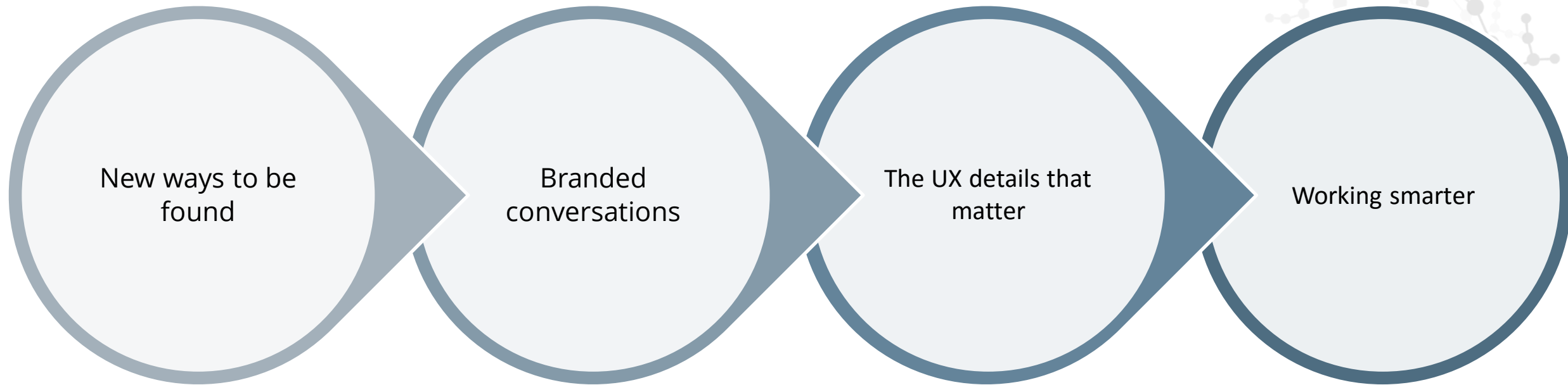
Early Results

**The emerging
one-stop shop**

CVS/pharmacy



So, where are we headed?

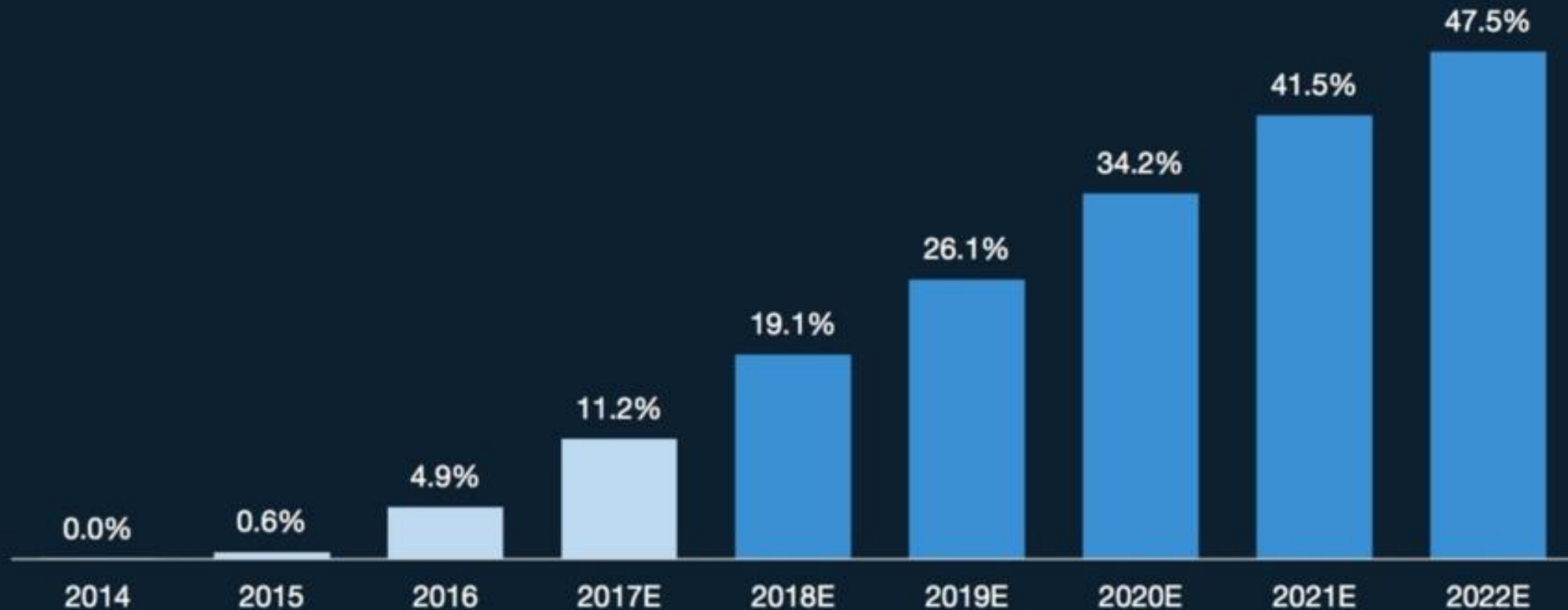


New ways to be found



THEY'LL BE EVERYWHERE IN 5 YEARS

SMART SPEAKER PENETRATION OF US HOUSEHOLDS



Note: Households estimate based on 2010 US Census Bureau data
Source: Forrester, US Census Bureau, BI Intelligence estimates, 2017

source bi intelligence via @mikequindazzi

BI INTELLIGENCE

GEONETRIC®



A Maine Racetrack Didn't Lure Amazon. Multiply That Disappointment by 218.



Amazon Chooses 20 Finalists for Second Headquarters



Executive Behind Facebook's China Charm Campaign Is Out



BITS Farhad's Week in Tech: Big Tech Is Pouring Love on America. Thank Trump?



Can Software Predict Crime? Maybe So, but No Better Than a Human

PAID POST: STANFORD CHILDREN'S One New Hospital Is Proving Nature Can Help Children Heal



When Keep

TECHNOLOGY

Alexa, We're Still Trying to Figure Out What to Do With You

By DAISUKE WAKABAYASHI and NICK WINGFIELD JAN. 15, 2018



Amazon's Alexa digital assistant is mostly used through the company's line of Echo smart speakers. Christie hemm Klok for The New York Times

RELATED COVERAGE



TECH FIX Alexa, What Else Can You Do? Getting More From Amazon Echo JULY 27, 2016



STATE OF THE ART Amazon's Vision of Computing's Future: An Information Appliance JUNE 28, 2017



STATE OF THE ART A High-Stakes Bet: Turning Google Assistant Into a 'Star Trek' Computer SEPT. 28, 2016

50% *of searches
will be voice-led by 2020*

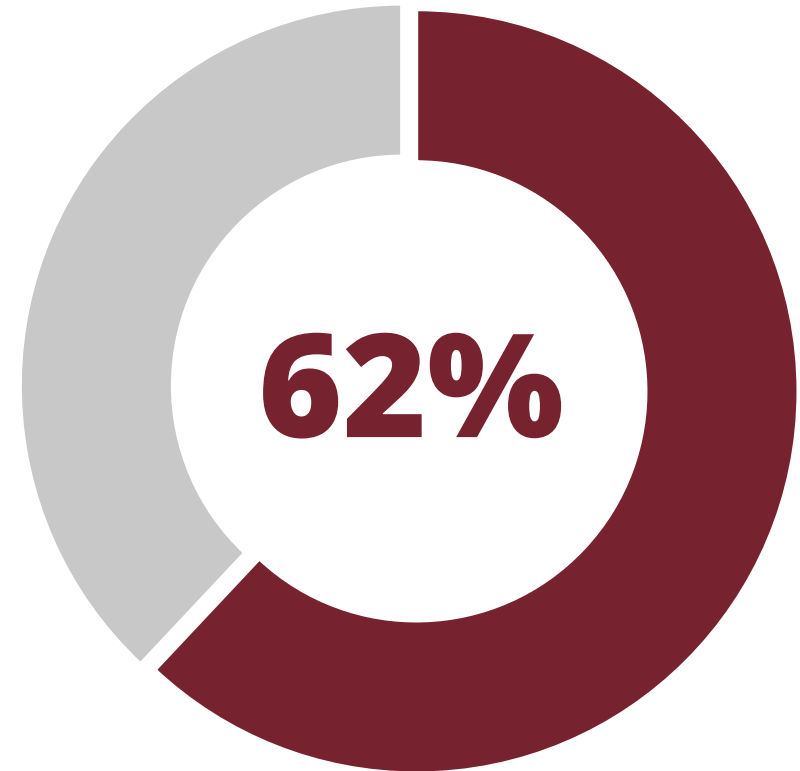
55% *of teens
use voice search daily*

41% *of adults
use voice search daily*

30% *use voice search
for faster results*

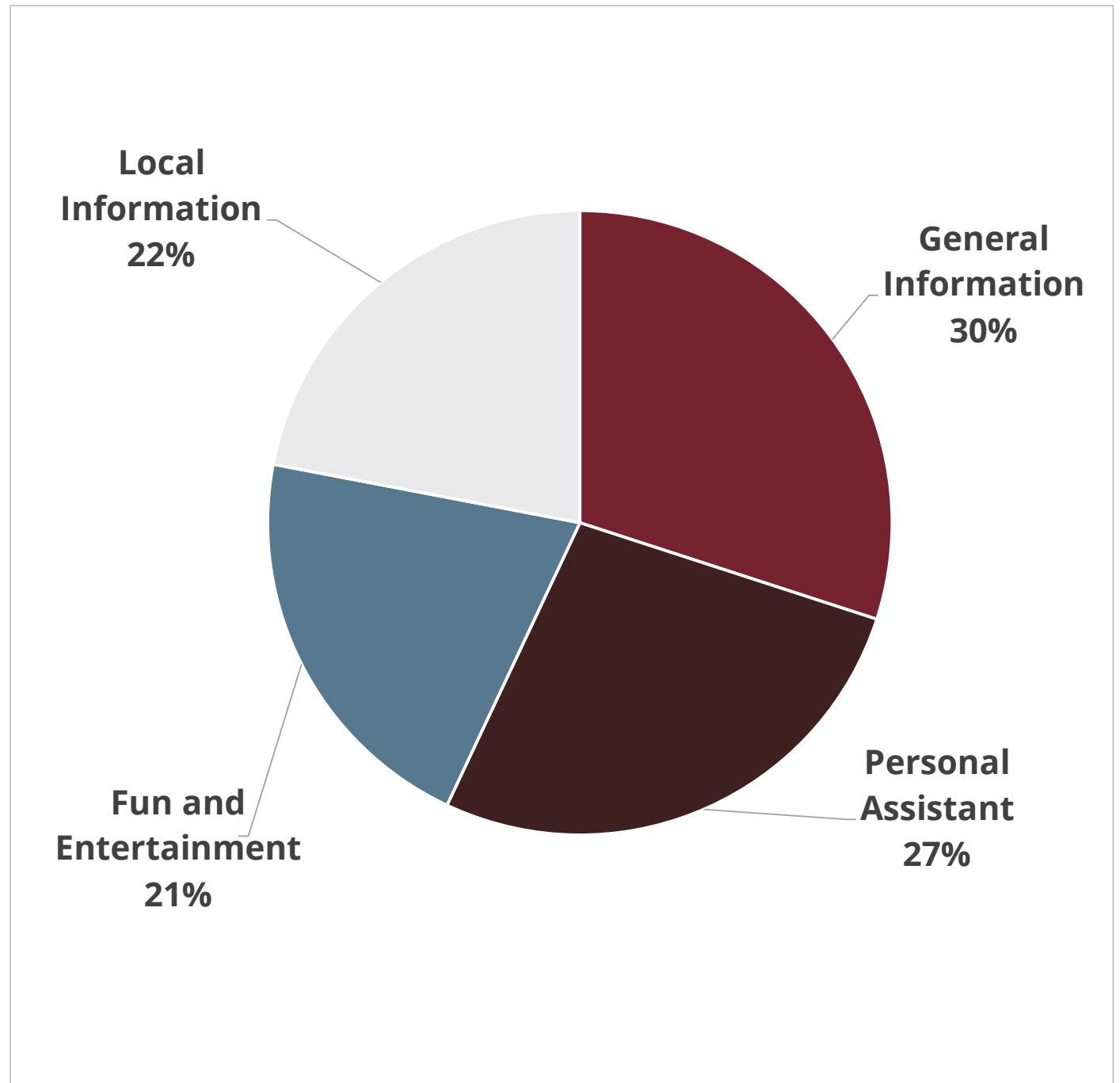
24% *use voice search
when it's difficult to type*

**62% of marketers
have no plan for voice search**



How do people use voice search?

- Voice search isn't replacing traditional search channels
- The majority of voice searches are related to information retrieval
- Over 50% of actions relate to finding something local to go/see/do or using voice as an interface to search



Voice search

Key players in voice search:

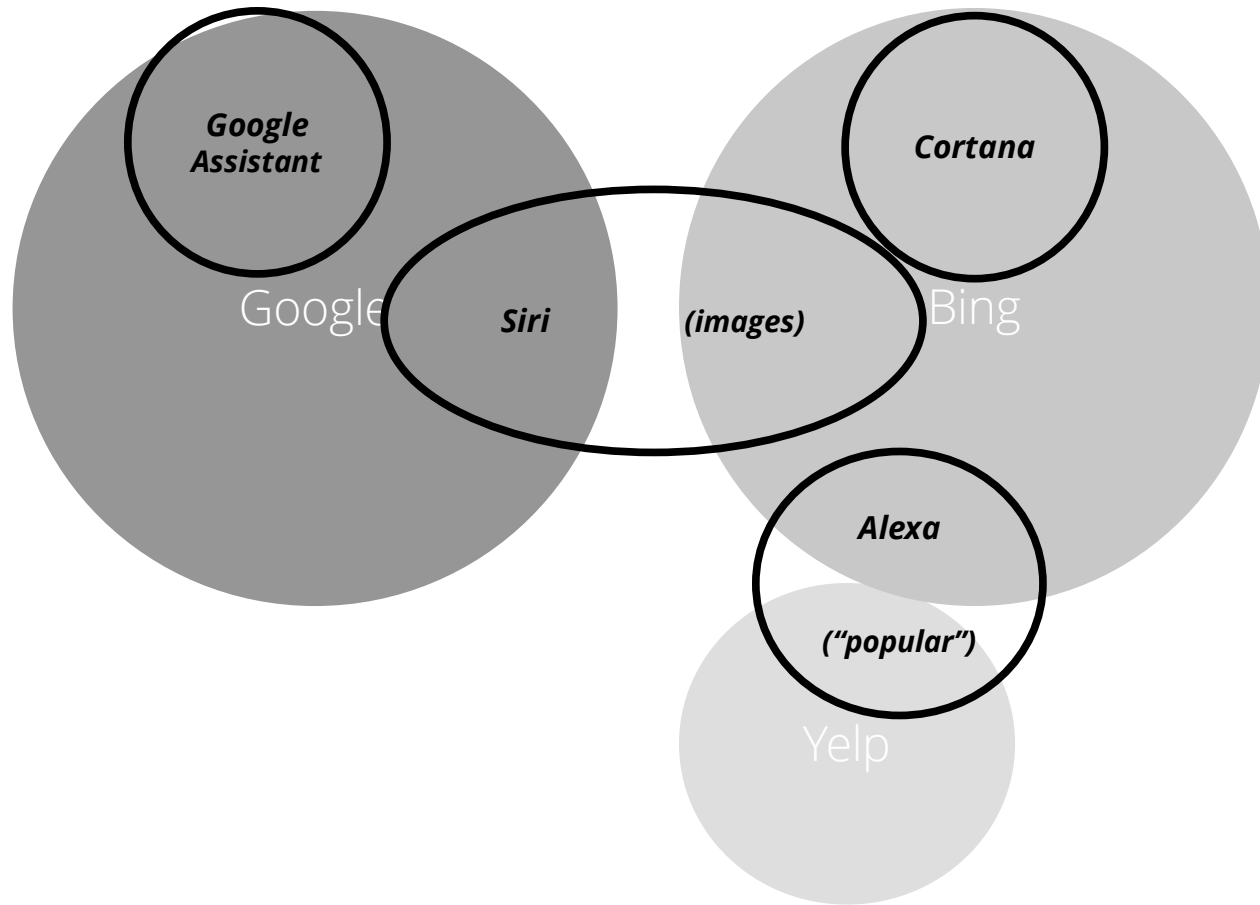
- Microsoft Cortana
- Amazon Alexa
- Google Assistant
- Apple Siri
- Samsung Bixby

Others coming soon:

- Facebook assistant (name TBD)



Understand Data Sources



Voice search
trend or hype?



Featured snippets

- Appear at the top of search results and are pulled as answers to voice searches
- Research how users ask questions versus type them



The screenshot shows a Google search for "how to tell if you tore your acl". The search bar is at the top with the Google logo on the left and a search icon on the right. Below the search bar are tabs for "All", "Videos", "Images", "News", "Shopping", "More", "Settings", and "Tools". The search results show "About 4,040,000 results (0.88 seconds)".

The first featured snippet is from Verywell, titled "Signs and Symptoms of an ACL Tear - Verywell" with the URL <https://www.verywell.com/signs-and-symptoms-of-an-acl-tear-2549230>. The snippet text reads: "The **ACL** has a blood vessel within the ligament that is **orn** at the time of injury, causing the knee to fill with blood. Pain associated with an **ACL tear** is common, although can vary depending on associated damage in and around the knee joint. Much of the pain of an **ACL tear** is due to the swelling of the joint. Dec 24, 2016". To the right of the text is a photo of a man holding his knee in pain.

Below this snippet are two "About this result" and "Feedback" icons.

The second result is "4 ACL Tear Symptoms & How To Recover – Tuckahoe Orthopaedics" with the URL <https://tuckahoeortho.com/blog/4-acl-tear-symptoms-how-to-recover/>. The snippet text reads: "There are several types of injuries that can cause pain in the knee, but a **orn ACL** has four specific qualities: At the moment of injury **you** may hear a pop or popping sound. A very sudden and intense onset of pain. Lots of obvious swelling in the affected knee within the first five to six hours."

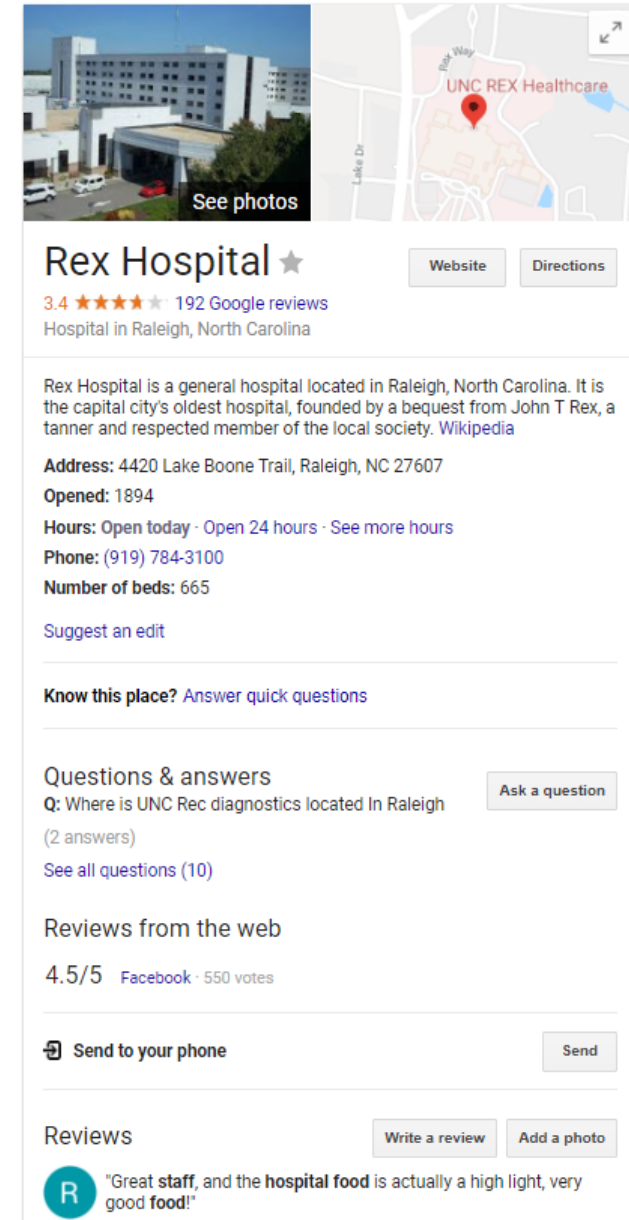
The third result is a video titled "Top 3 Signs You Have an ACL tear (Tests You Can Do At Home ...)" with the URL <https://www.youtube.com/watch?v=4tsbukxnRA>. The snippet text reads: "Aug 28, 2015 - Uploaded by physicaltherapyvideo Top 3 Signs You Have an **ACL tear** (Tests You Can Do At Home) ... describe the signs and tests that may ...". To the left of the text is a video thumbnail showing a person's knee being tested.

The fourth result is "Signs and Symptoms of an ACL Tear - Verywell" with the URL <https://www.verywell.com>. The snippet text reads: "Dec 24, 2016 - The **ACL** has a blood vessel within the ligament that is **orn** at the time of injury, causing the knee to fill with blood. Pain associated with an **ACL tear** is common, although can vary depending on associated damage in and around the knee joint. Much of the pain of an **ACL tear** is due to the swelling of the joint."

The fifth result is "Seven Self-Administering Tests to Know If You've Torn Your ACL" with the URL [uscenterforsportsmedicine.com/seven-self-administering-tests-to-know-if-youve-torn-...](https://www.uscenterforsportsmedicine.com/seven-self-administering-tests-to-know-if-youve-torn-...). The snippet text reads: "May 29, 2011 - So how **do you know if you've torn your ACL?** The seven following tests you can perform yourself should help you decide if **you** need to visit a ...".

Local listings

- Increased importance of a location-based marketing strategy
- Focus on technical elements of search and wider marketing actions that will be picked up by voice assistants
 - Reviews
 - Entity authority



Rex Hospital ★
3.4 ★★★★★ 192 Google reviews
Hospital in Raleigh, North Carolina

[Website](#) [Directions](#)

Rex Hospital is a general hospital located in Raleigh, North Carolina. It is the capital city's oldest hospital, founded by a bequest from John T Rex, a tanner and respected member of the local society. [Wikipedia](#)

Address: 4420 Lake Boone Trail, Raleigh, NC 27607
Opened: 1894
Hours: [Open today](#) · [Open 24 hours](#) · [See more hours](#)
Phone: (919) 784-3100
Number of beds: 665

[Suggest an edit](#)

Know this place? [Answer quick questions](#)

Questions & answers
Q: Where is UNC Rec diagnostics located In Raleigh
(2 answers)
[See all questions \(10\)](#) [Ask a question](#)

Reviews from the web
4.5/5 [Facebook](#) · 550 votes

[Send to your phone](#) [Send](#)

Reviews [Write a review](#) [Add a photo](#)

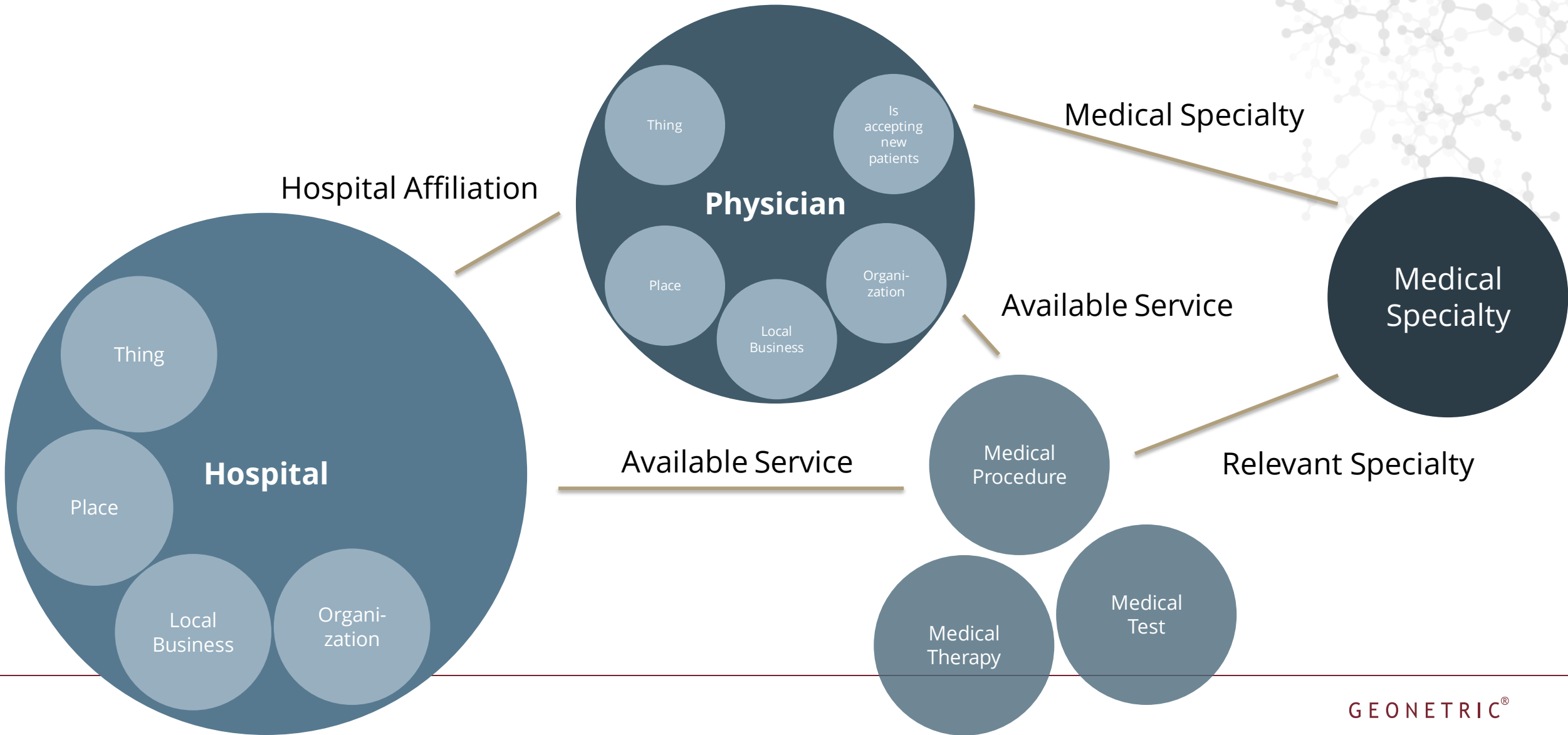
R "Great staff, and the hospital food is actually a high light, very good food!"

Structured data & entity authority
are the real trends.



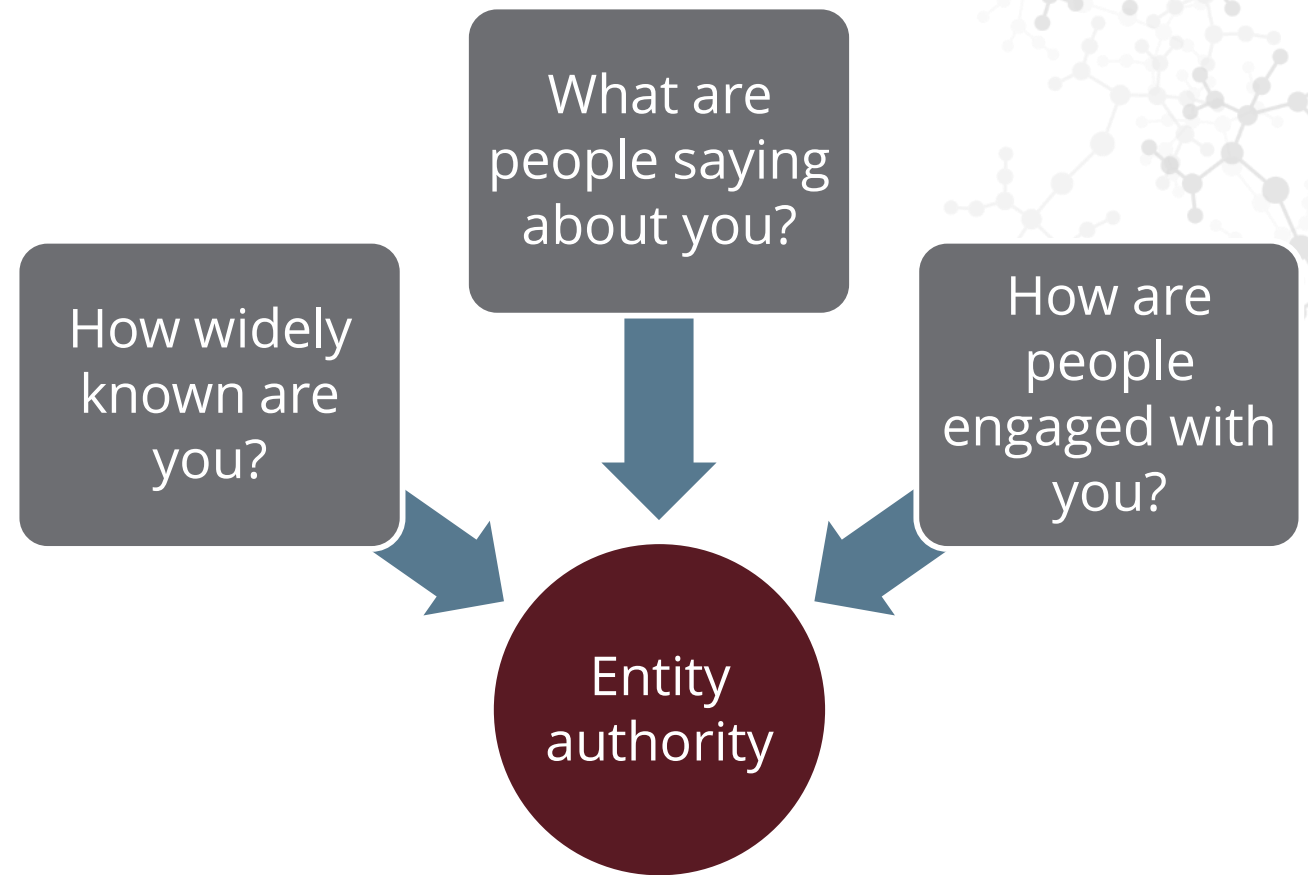
Google is creating a map (graph)
of entities (real world people, places, and things)
& (actionable) information about them.

Relationships in Schema.org



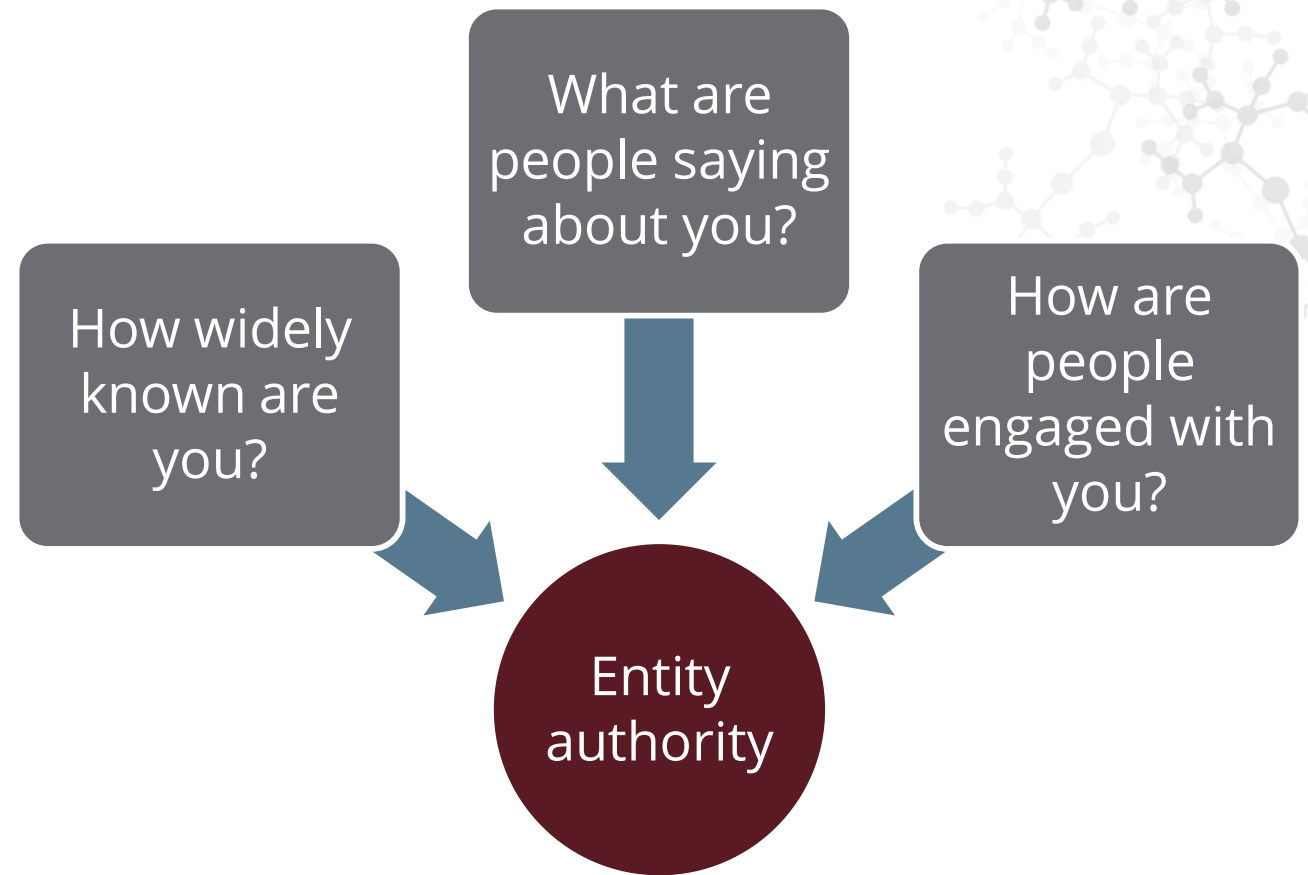
Entity authority

- Offline experiences impact your online presence.
 - Good customer service may result in good reviews; bad experiences may result in bad reviews.
 - Offline advertising or sponsorships may result in links to your website.



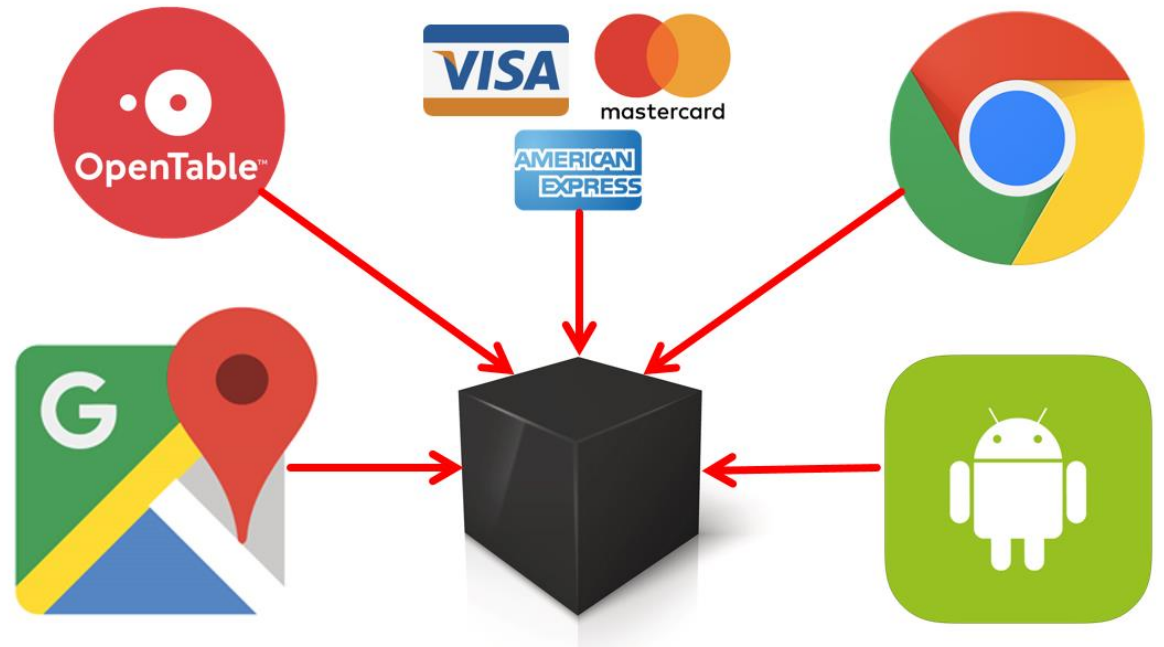
Entity authority

- Engagement a much more accurate signal of the quality of local businesses than traditional ranking factors
- Users' experiences will be increasingly important in the future.



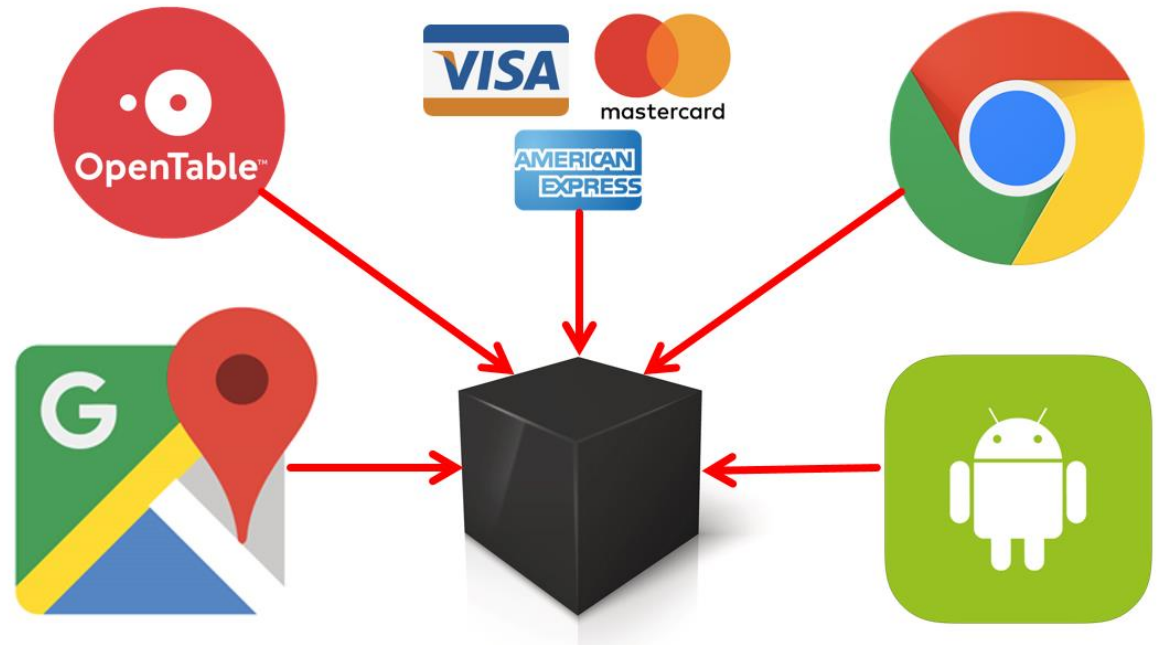
Entity authority

- Possible future engagement signals:
 - How many Gmail users read its newsletter?
 - How many ask for directions to it on Google Maps?
 - How many visit the location while carrying an Android phone?
 - How many transact with the business via voice assistant or the Knowledge Panel?



Entity authority

- To stay relevant and maintain a strong online presence, build up your brand holistically, both offline and online.
- Focus on creating good user experiences.

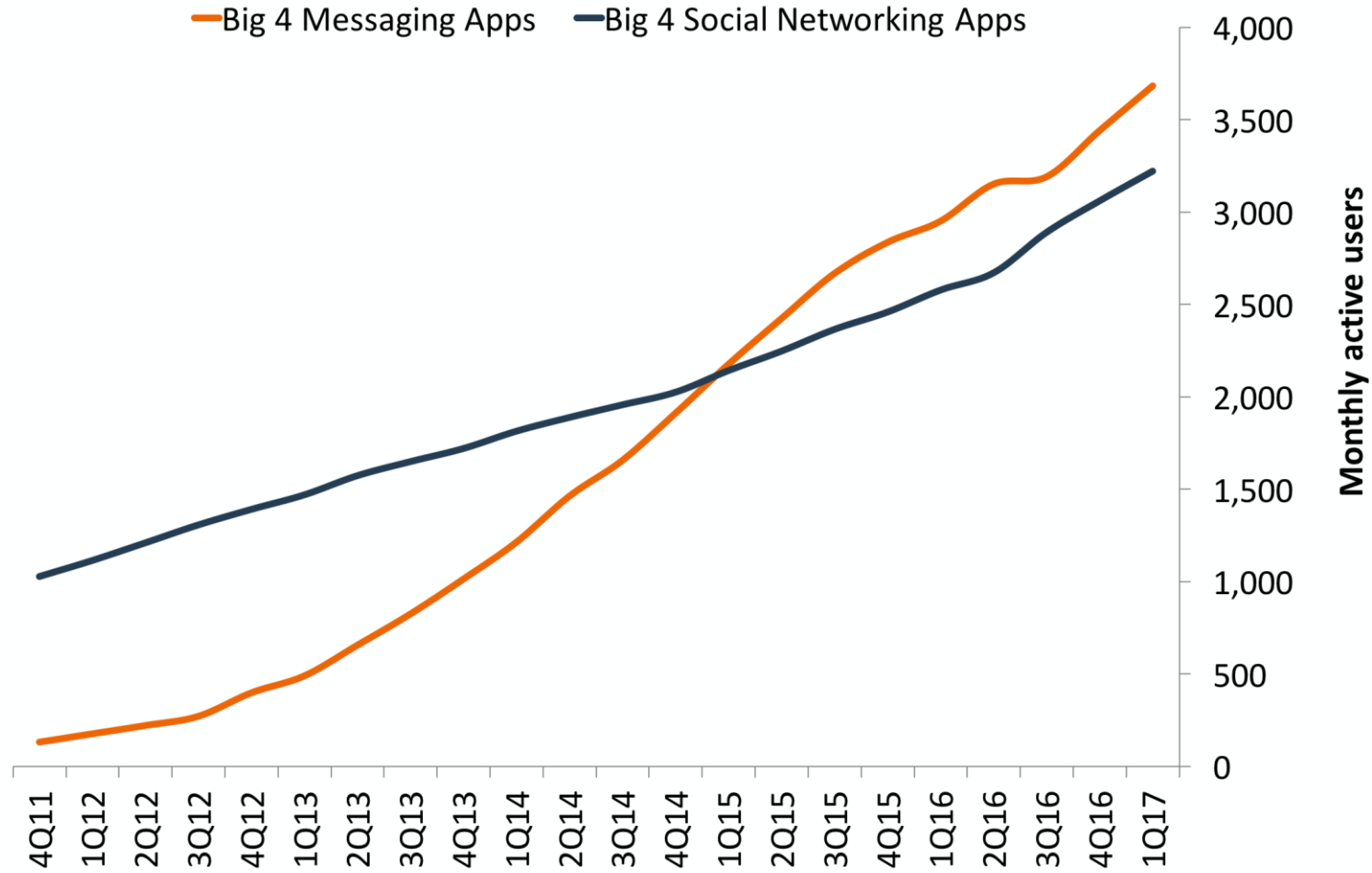


Branded conversations



Messaging Apps Have Surpassed Social Networks

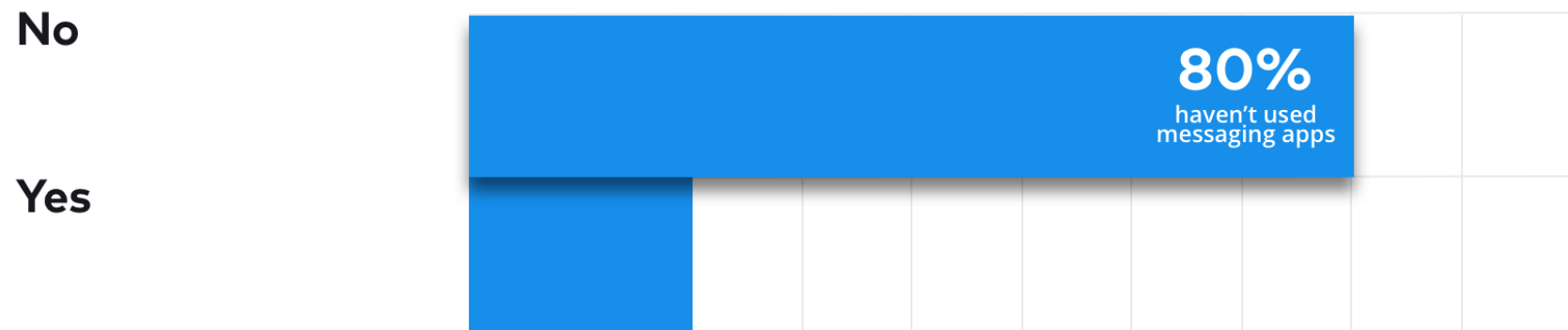
Global monthly active users for the top 4 messaging apps and social networks,
In millions



Note: Big 4 messaging apps are WhatsApp, Messenger, WeChat, Viber.
Big 4 social networks are Facebook, Instagram, Twitter, LinkedIn
Source: Companies, Apptopia, TechCrunch, BI Intelligence estimates, 2017

BI INTELLIGENCE

Has your business used any messaging apps for marketing?



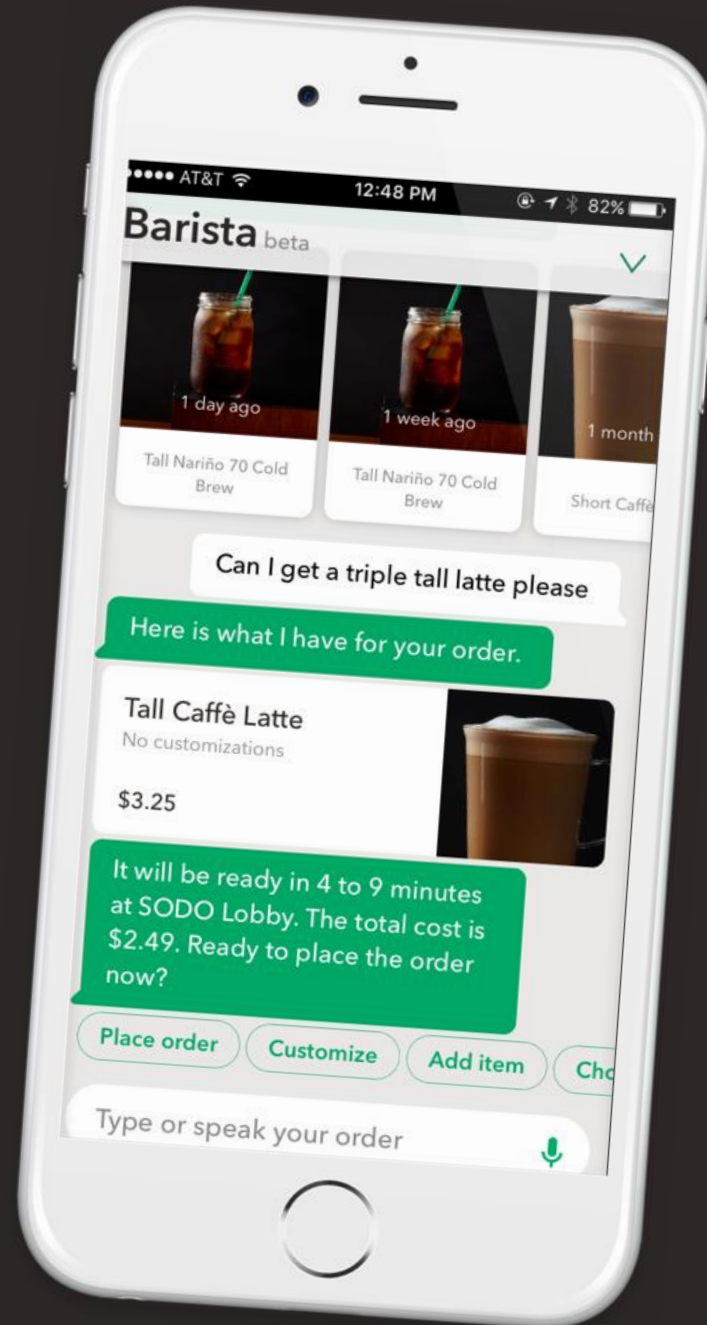
SOCIAL
MEDIA
WEEK

**THE
STATE OF
SOCIAL 2018**

(Source: State of Social 2018, sample size: 1,796 social media marketers)

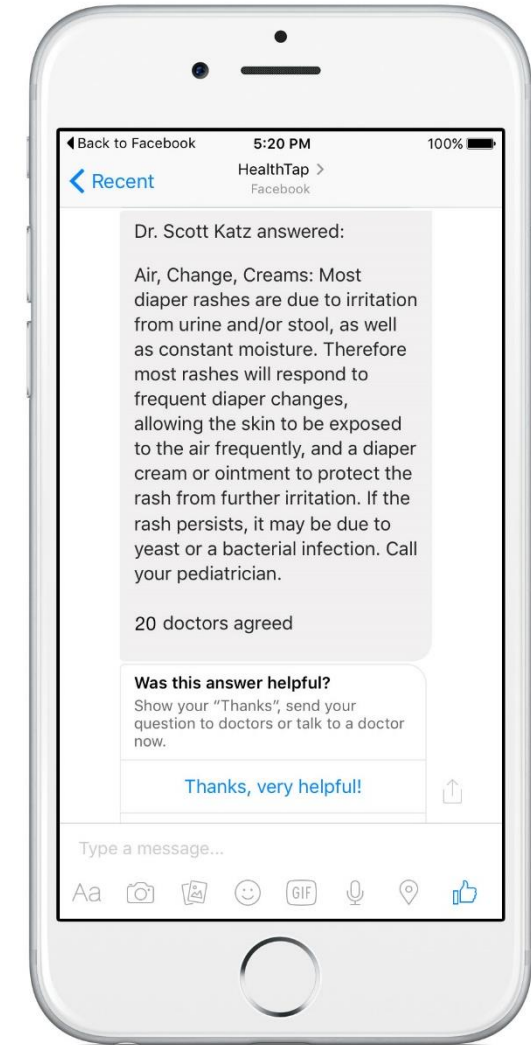
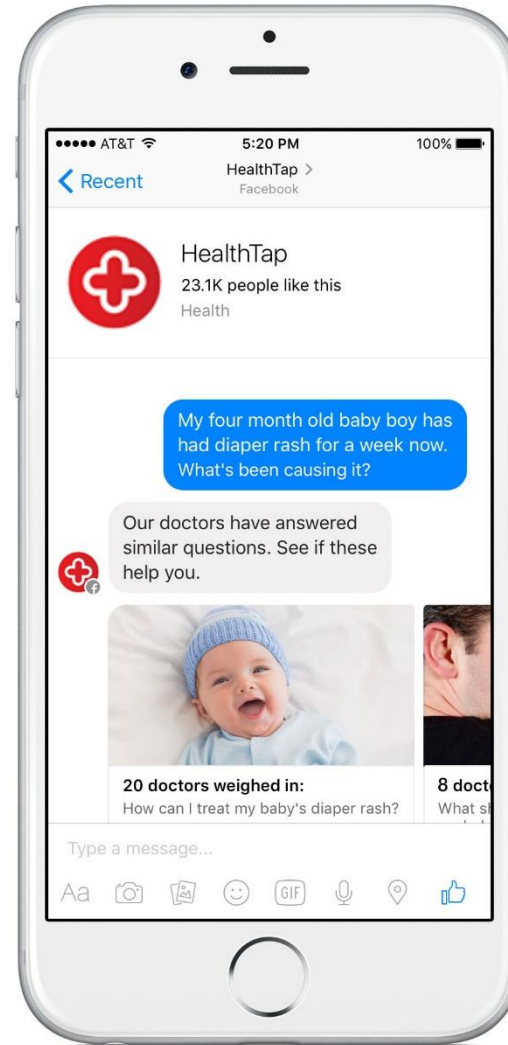
Starbucks

Barista beta



HealthTap

"Based on your symptoms, Dr. AI routes or "triages" you to the right level of care at the right time. By conducting an interactive conversation, Dr. AI instantaneously translates concerns about symptoms into a path to feeling good."



UNICEF U-Report

“free tool for community participation, designed to address issues that the population cares about”

U Report
SIERRA LEONE
VOICE MATTERS

About Polls Stories U-Reporters Jobs Join & Engage

CURRENT POLL IN HEALTH

Health Governance 7: FHC Post Distribution poll for Moyamba, Port Loko and Tonkolili.

11% response rate
1,228 responded out of 11,364 polled

7 questions polled on this topic

- JAN 19. 2018**
Are u aware dat Health Services n Drugs are Free for Pregnant Women, Lactating Mothers, Pikin under5, Ebola Survivors n Disabled People?
- JAN 19. 2018**
Which group do U fall into?
- JAN 19. 2018**
Have u visited a Government Health Facility for FREE services in the last 2 weeks?
- JAN 19. 2018**
Have u experienced or heard of FHCare Drugs being OUT OF STOCK in the last 2 weeks in ur community health facility?
- JAN 19. 2018**
How much did the stock-out of essential drugs AFFECT U?
- JAN 19. 2018**
Have U or anyone u know had to pay for Free Health Care drugs and health services at ur community health facility?
- JAN 19. 2018**
Now please tell us UR recommendations to IMPROVE health services at community level.

JOIN U-REPORT. TEXT "JOIN" to 2080. YOUR VOICE MATTERS!

POLL RESULTS

JAN 19. 2018

Are u aware dat Health Services n Drugs are Free for Pregnant Women, Lactating Mothers, Pikin under5, Ebola Survivors n Disabled People?

1,228 responded out of 11,364 polled

STATISTICS LOCATIONS GENDER AGE

NO	51%
YES	49%

JAN 19. 2018

Which group do U fall into?

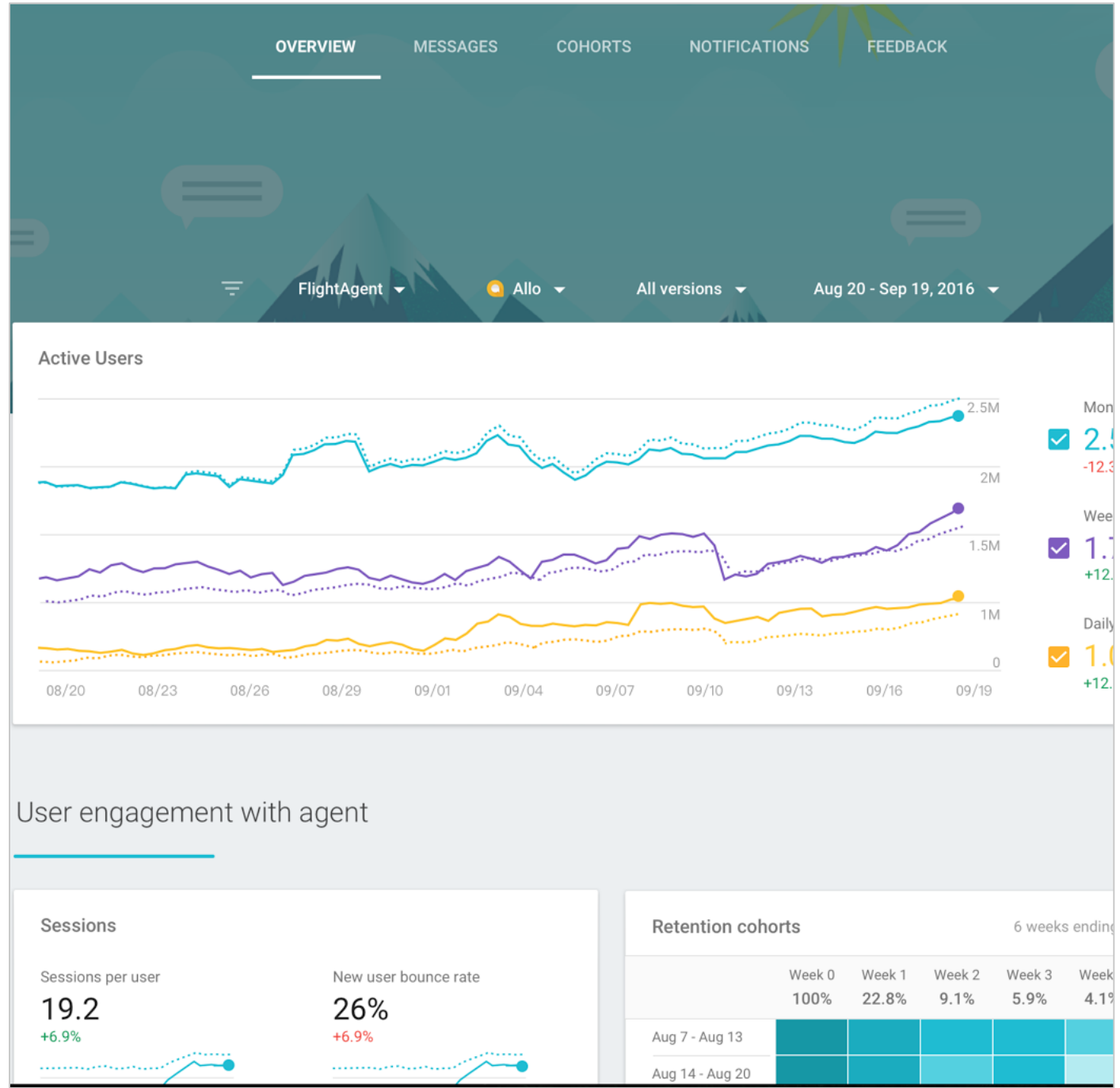
64% responded out of 1,228 polled

Chatbase

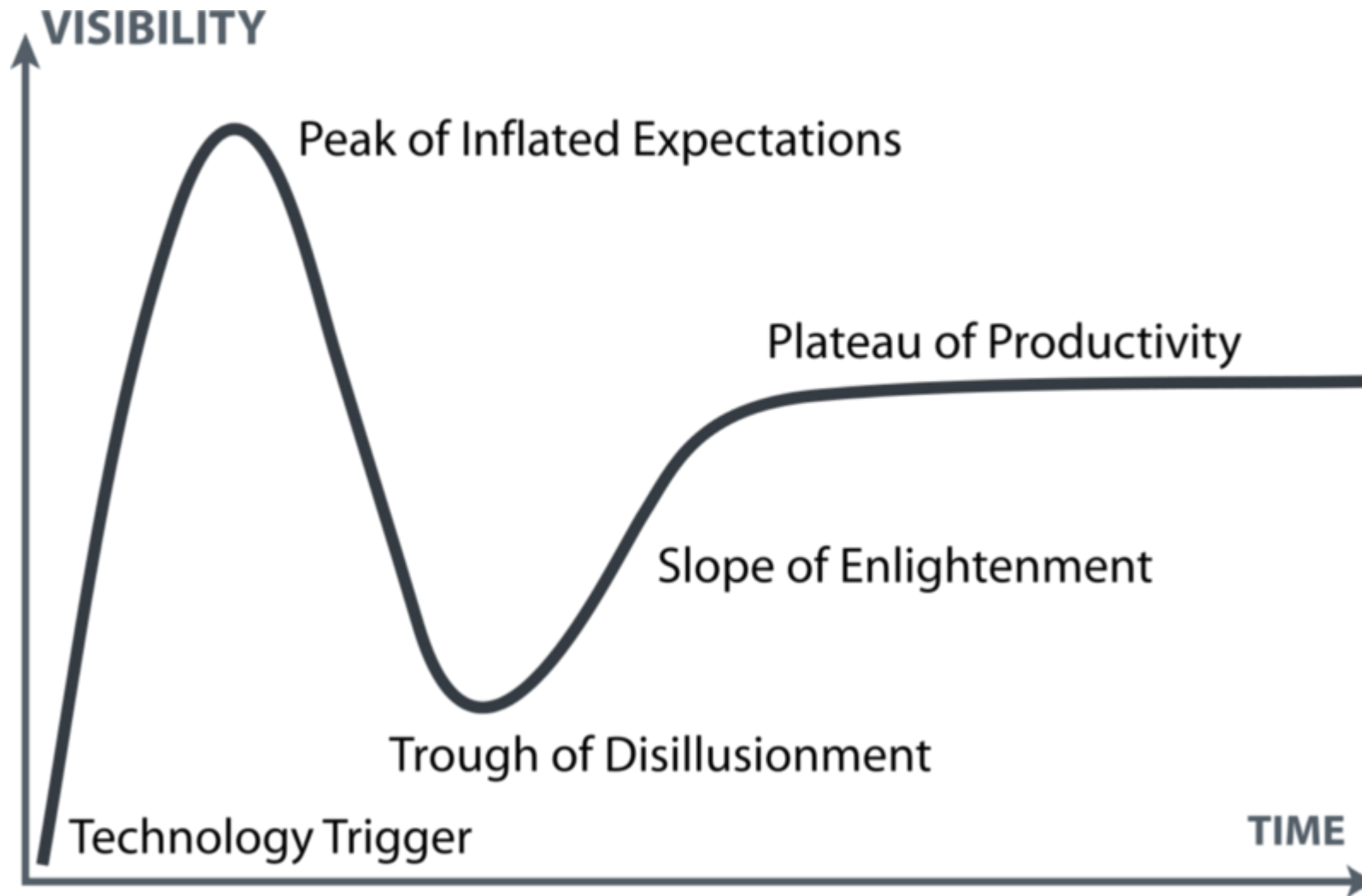
Chatbase is a cloud-based analytics service for builders of conversational interfaces, or chatbots. It helps those builders more easily analyze and optimize their bots for better consumer experiences than ever before. Chatbase is free to use, easily integrates with any chatbot platform, and works with any type of bot, voice or text.



Chatbase

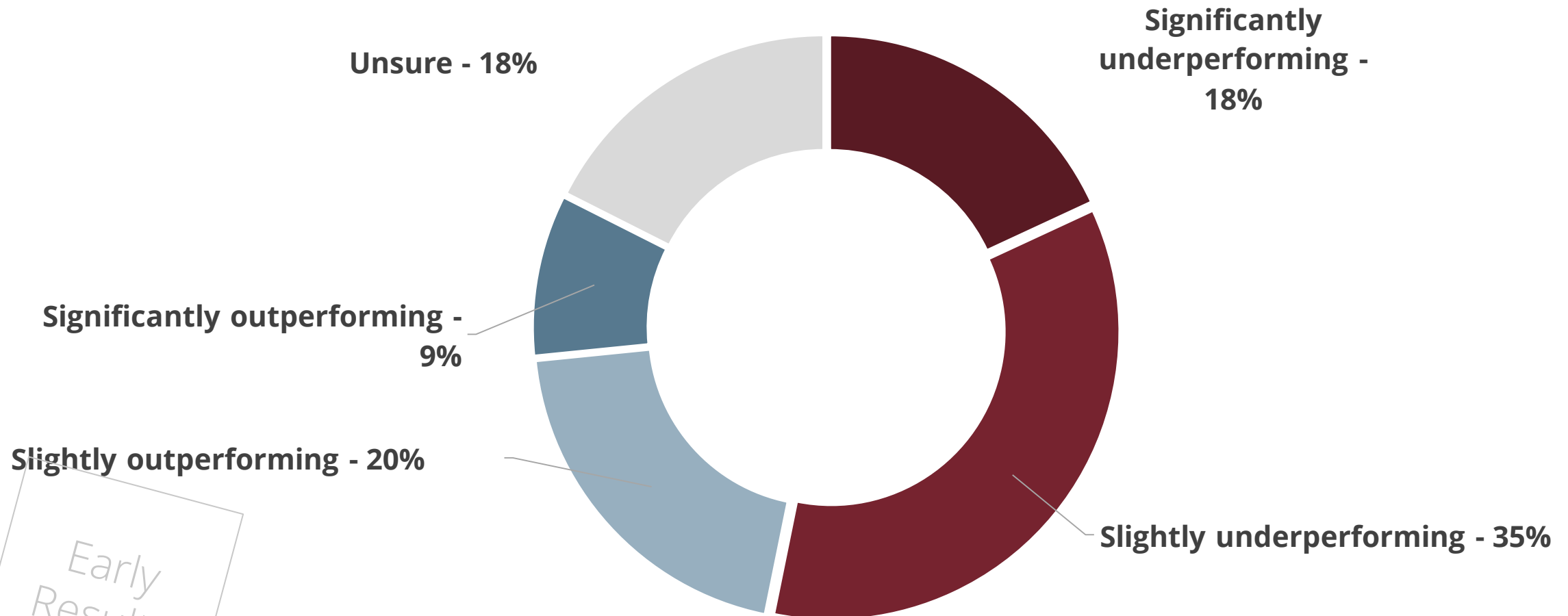


Gartner Hype Cycle



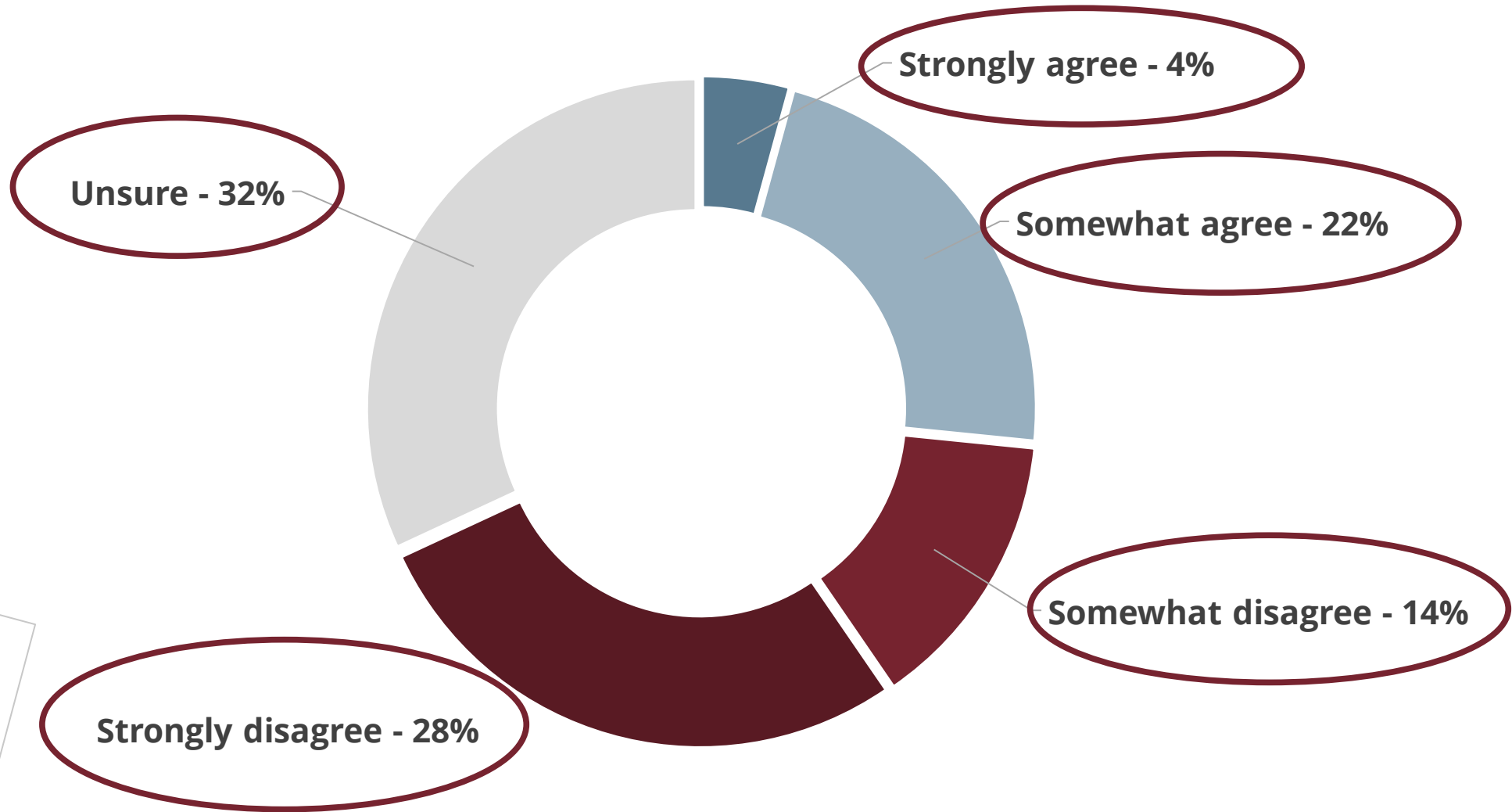
Marketing automation and website personalization are the opportunities already in front of us.

How does your organization's performance compare to that of your competitors' in **email marketing and marketing automation**?



Early Results

Our organization can demonstrate that **website personalization** has improved the performance of our digital marketing.



Early Results

Whatever the delivery method,
personalized experiences
are the true trend.



Understanding the
patient journey

The UX details that matter

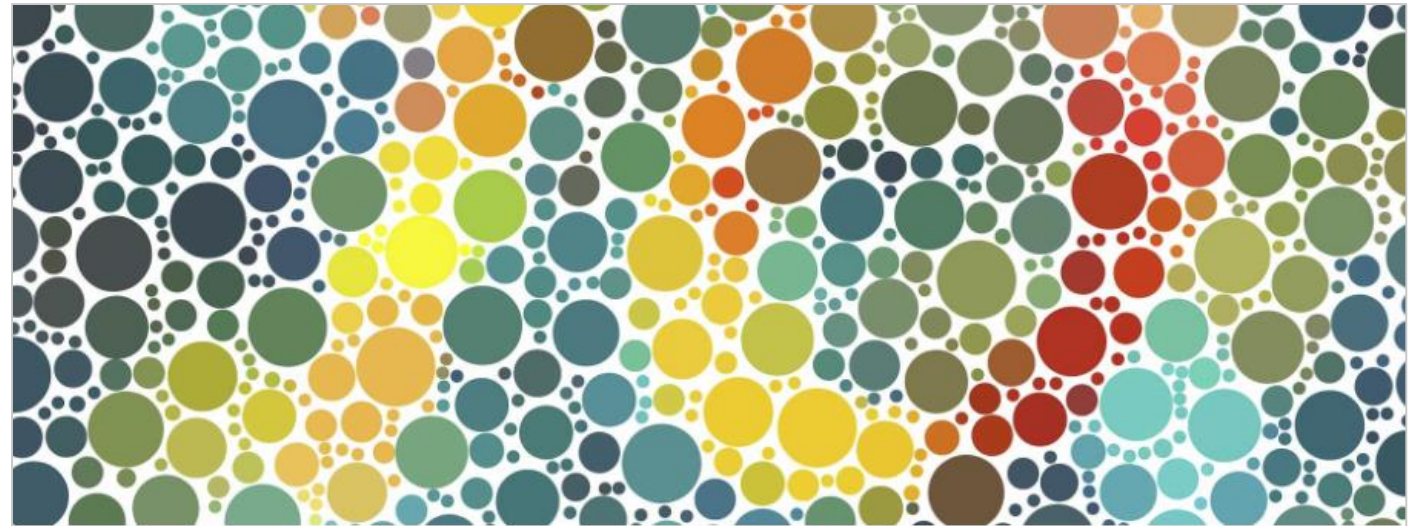


A close-up photograph of a human eye. The eye is light blue and has a prosthetic lens in the center, which is a small, square, metallic-looking device. The eye is looking slightly to the right. The background is a soft, out-of-focus light blue.

18.7% of Americans
have a disability

Accessibility

- Americans with Disabilities Act (ADA) prohibits discrimination on the basis of disability in places of public accommodation
- Section 1557 ties web accessibility to ACA
- Updated Section 508 rules in effect January 18, 2018



🕒 January 16, 2018 Share ↗

WEBSITE DESIGN

How New Accessibility Requirements Will Impact Healthcare Websites

If accessibility isn't one of your digital priorities, it should be. New requirements may have you rethinking your to-do list.

Ensuring the best user experience possible on your website is always a top priority. And that means being thoughtful about the way people with disabilities – such as those with color blindness and hearing loss – interact with your hospital's site. Although accessibility is always

The business case for accessibility

Risk

- Losing patients
- Lawsuits
- Bad PR
- Potential loss of government funding/ACA/Medicare

Opportunity

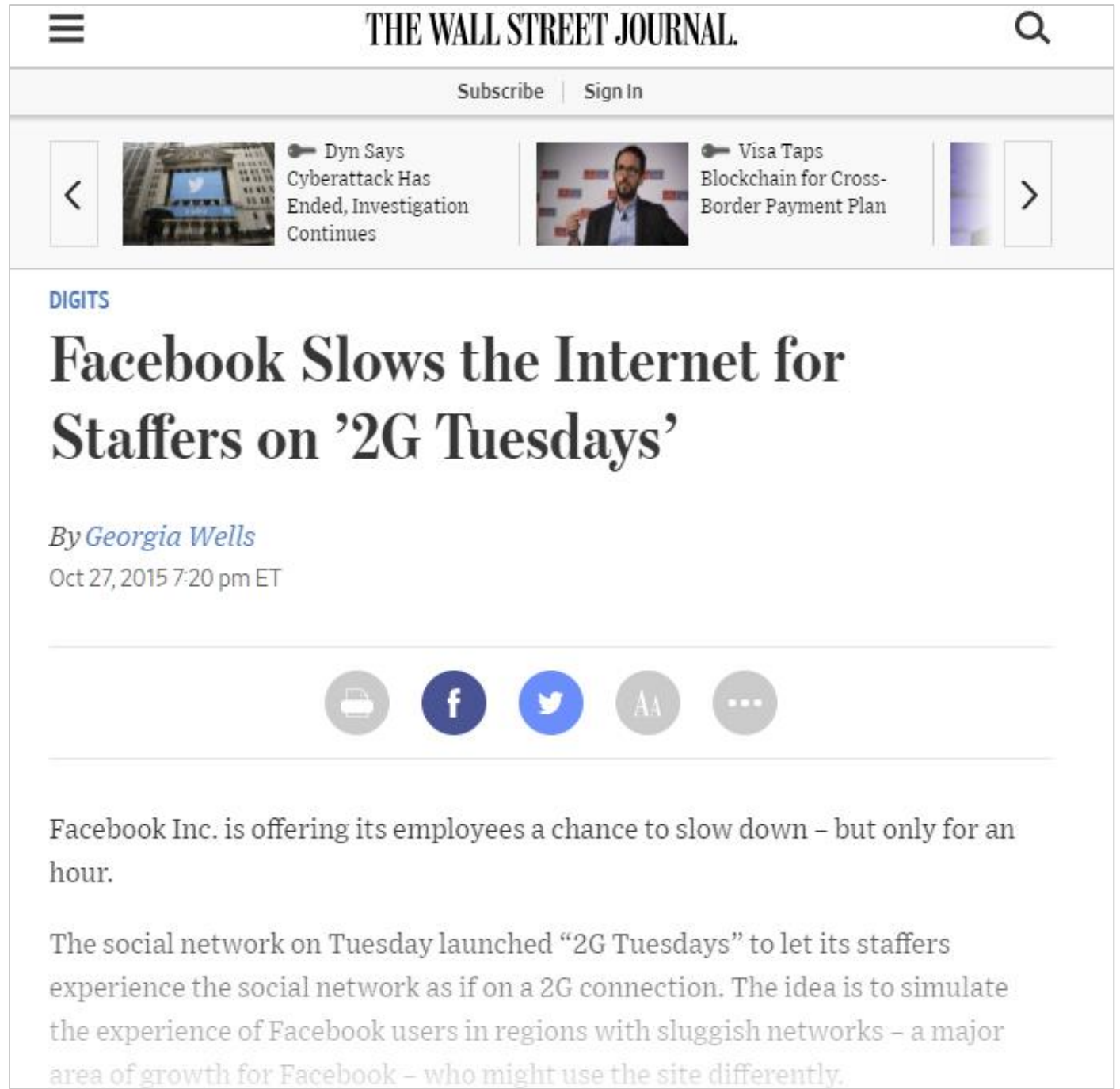
- Gaining patients with accessibility challenges
- Improves usability for all users
- Improves SEO
- Smaller page weights
- It's just the right thing to do!

A close-up photograph of a white smartphone and a pair of white earbuds resting on a rustic wooden surface. The smartphone is positioned diagonally, with its screen facing upwards and slightly to the left. The earbuds are in the foreground, with their white cables extending towards the right. The background is softly blurred, emphasizing the objects in the foreground.

Mobile user experience
is critical

2G Tuesdays

Find ways to integrate the mobile experience into your daily workflow.



The screenshot shows the top portion of a mobile news article from The Wall Street Journal. At the top, the journal's logo is centered, with a search icon on the right and a menu icon on the left. Below the logo are links for 'Subscribe' and 'Sign In'. A horizontal carousel of featured stories is visible, with two items shown: 'Dyn Says Cyberattack Has Ended, Investigation Continues' and 'Visa Taps Blockchain for Cross-Border Payment Plan'. The main article is titled 'Facebook Slows the Internet for Staffers on '2G Tuesdays'' in a large, bold font. The author's name, 'By Georgia Wells', and the publication date, 'Oct 27, 2015 7:20 pm ET', are listed below the title. A row of social sharing icons (print, Facebook, Twitter, and a more options menu) is positioned below the author information. The first paragraph of the article text is visible at the bottom of the screenshot.

THE WALL STREET JOURNAL

Subscribe | Sign In

Dyn Says Cyberattack Has Ended, Investigation Continues

Visa Taps Blockchain for Cross-Border Payment Plan

DIGITS

Facebook Slows the Internet for Staffers on '2G Tuesdays'

By *Georgia Wells*

Oct 27, 2015 7:20 pm ET

Facebook Inc. is offering its employees a chance to slow down – but only for an hour.

The social network on Tuesday launched “2G Tuesdays” to let its staffers experience the social network as if on a 2G connection. The idea is to simulate the experience of Facebook users in regions with sluggish networks – a major area of growth for Facebook – who might use the site differently.

PageSpeed Insights

- Google updated their PageSpeed tool to display real-world data from the Chrome experience report
- In July 2018 “page speed will be a ranking factor for mobile searches”

PageSpeed Insights

http://www.google.com/

ANALYZE



Mobile



Desktop

Speed

Fast

0.6s FCP 0.6s DCL

Optimization

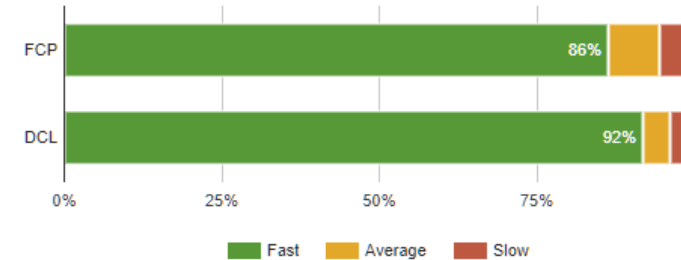
Good

100 / 100

Data from the Chrome User Experience report indicates this page's median **FCP** (0.6s) and **DCL** (0.6s) ranks it in the fastest third of all pages. This page has a good level of optimization because few of its resources are render-blocking. [Learn more.](#)

Report for: https://www.google.com/?gws_rd=ssl

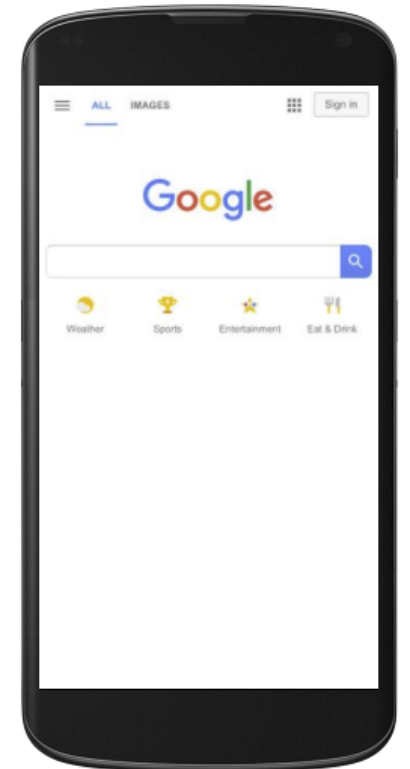
Page Load Distributions



The distribution of this page's FCP and DCL events, categorized as Fast (fastest third), Average (middle third), and Slow (bottom third).

Page Stats

PSI estimates this page requires 0 additional round trips to load render blocking resources and 0.3 MB to fully render. The median page requires 4 round trips



Using web analytics to identify mobile issues



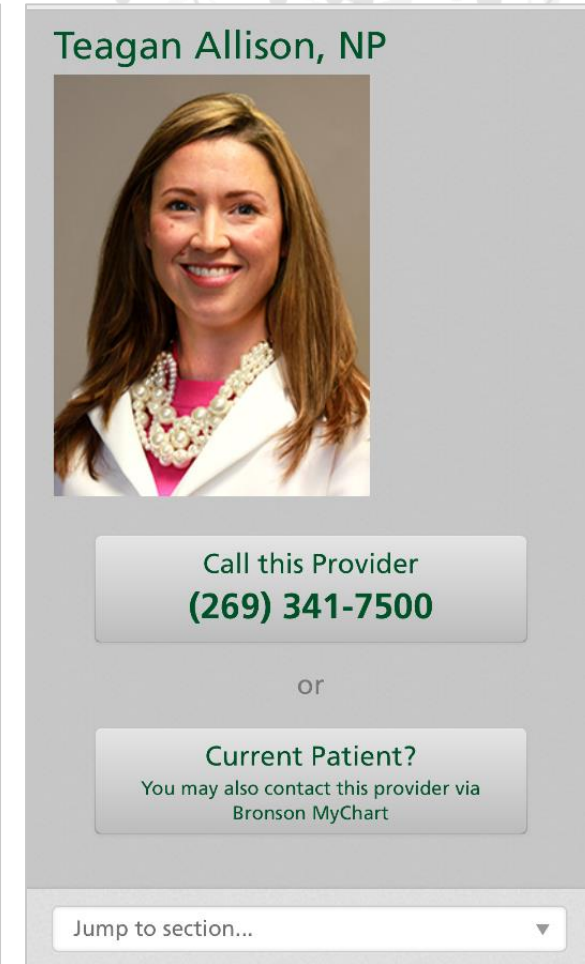
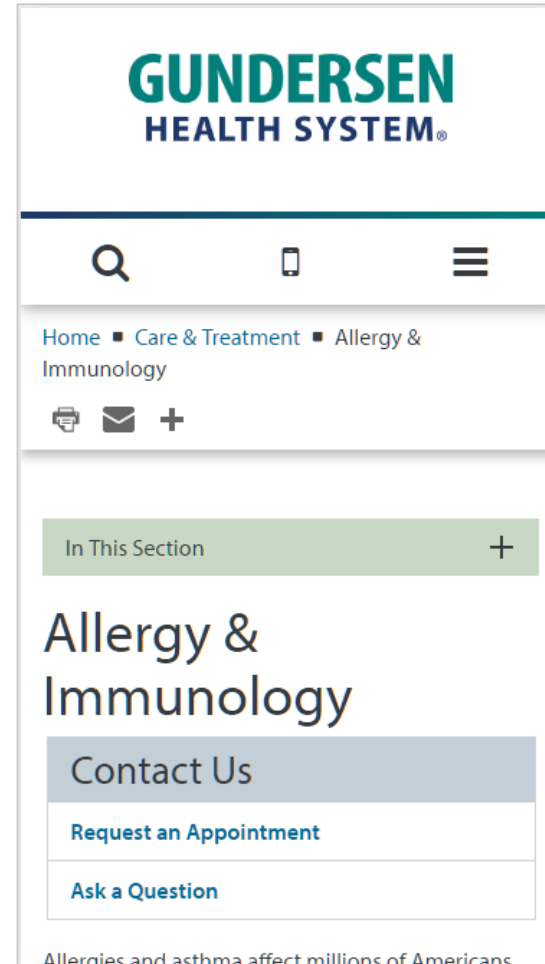
Symptoms of poor mobile user experience:

- Higher than average bounce rate — compare to desktop rates
- Average time on page is comparatively low
- Increased use of “lifelines” – contact us form, site search, pogo-sticking from search engines

Design for clarity and action

- Simplify navigation and menus
- Clickable phone numbers
- Short, simple forms
- Maps that work with native mapping apps
- Simple, clear instructions
- Above-the-fold calls to action

Tip: Identify and test page types with highest mobile traffic.



Working smarter





Let's take something
off the pile



1.
Ensure SEO, PPC, and
content efforts are aligned.

2.

You may need to let go of
broad efforts in order to
focus on the narrow.



3.
Set aside time, budget,
and energy for innovation.

Questions?

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- Avoid common WordPress pitfalls that result in hidden costs and risk the security of your site
- Approach content strategy when working with WordPress
- Make best use of WordPress' built-in content management and site structure
- Enhance your search optimization efforts while using WordPress, specifically if you are thinking of launching a blog or microsite