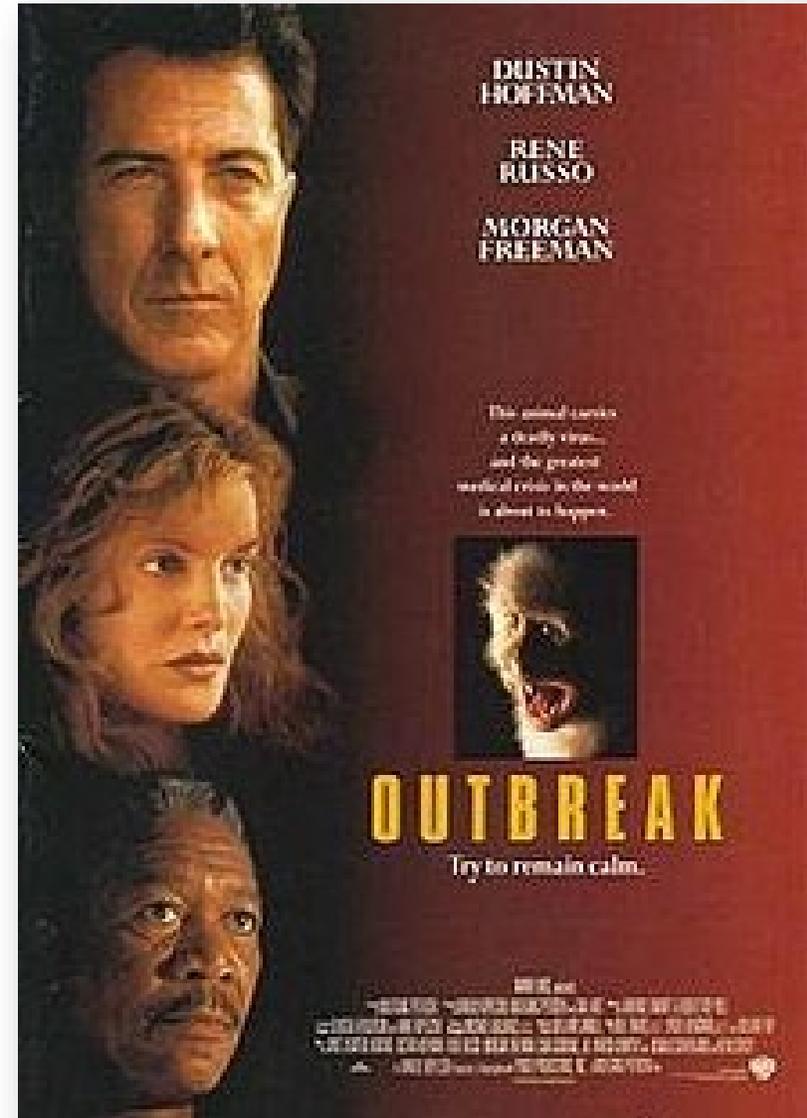


# 2021 Digital Trends & the Impact of COVID-19

*A glimpse into a very cloudy crystal ball*



# The Pandemic...





# 2021 OCTOBER

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

Return to Normalcy by...

Fall...maybe?

© BlankCalendarPages.com



# Between Now And Then...

## A Tremendous Logistical Challenge

## Get Your Covid-19 Immunization

Required fields are marked with \*

Name

First Name\*

Last Name\*

Primary Phone Number\*

Email\*

Location\*

Date\*

Time\*

- Scheduling immunizations
- Schedule Reminders
- Outreach to schedule second doses



# And Convincing People That The Vaccine is Safe...



Gov. Mike DeWine of Ohio said last month that roughly 60 percent of nursing home staff members offered the vaccine in his state had declined it. In New York City, at least 30 percent of health care workers resisted getting a vaccine in the first round of inoculations, Mayor Bill de Blasio said on Monday.

*<https://www.nytimes.com/2021/01/14/business/covid-vaccine-health-hospitals.html>*



[COVID-19 Resource Center: Information on Testing, Vaccination and More](#)

Cape Cod Health News  
A News Service of CAPE COD HEALTHCARE

COVID-19 Vaccine Facts:  
What you need to know

January 15, 2021 | By: [Robin Lord](#)



[Home](#) → [Medical Services](#) → [Infectious Disease](#) → COVID-19 Vaccine Facts: What you need to know

Infectious Disease

[COVID-19 Resource Center](#)

Dr. William Agel, Chief Medical Officer for Cape Cod Hospital and Cape Cod Healthcare, and Dr. Kevin Mulroy, Senior Vice President and Chief Quality Officer, address commonly asked questions surrounding the COVID-19 vaccine. Hear from our team as they speak to vaccine distribution, vaccine effectiveness, vaccine safety and more.

To learn more about COVID-19 safety, please review our dedicated [COVID-19 resource page](#).

yahoo/finance

# Ad Council readies massive COVID-19 vaccine campaign: 'We're going to need a lot of Elvises to make this work'



**Akiko Fujita** · Anchor/Reporter

December 19, 2020 · 4 min read

PFE +0.56%
MRNA -1.92%
SNAP -1.79%
FB +0.80%

The Ad Council is laying the groundwork for a sweeping, national campaign aimed at convincing the American public to get the coronavirus vaccine.

Armed with \$50 million, the non-profit group is embarking on its most ambitious effort to date, amid rampant skepticism around the safety and efficacy of the doses that threatens to keep much of the population at bay.

While also taking care of your staff



**MORE THAN HALF OF COVID-19  
HEALTHCARE WORKERS AT RISK FOR  
MENTAL HEALTH PROBLEMS**



# Employee Communications

- The challenges
  - Stressed out
  - Understaffed already
  - Many orgs took cuts over the past year on top of all of that
  - High risk of leaving and burnout
- Need to engage employees and staff wherever they are
  - Inform
  - Recognize
  - Encourage self-care





Consumer Behavior (and Expectations)  
are changing



## What Have We Embraced?

- Online ordering
- Contactless delivery
- Contactless payment
- Home delivery
- Teleconferenced person-to-person interaction
- Remote working
- Greater flexibility
- Preferential paid subscription relationships





# Through the turmoil, why consumers switch?

- Poorly handled cancellations
- Difficulty rescheduling
- Competitor can reschedule sooner
- Competitor can do telehealth
- Feeling safer somewhere else





# Designing Experiences, Not Simply Processes

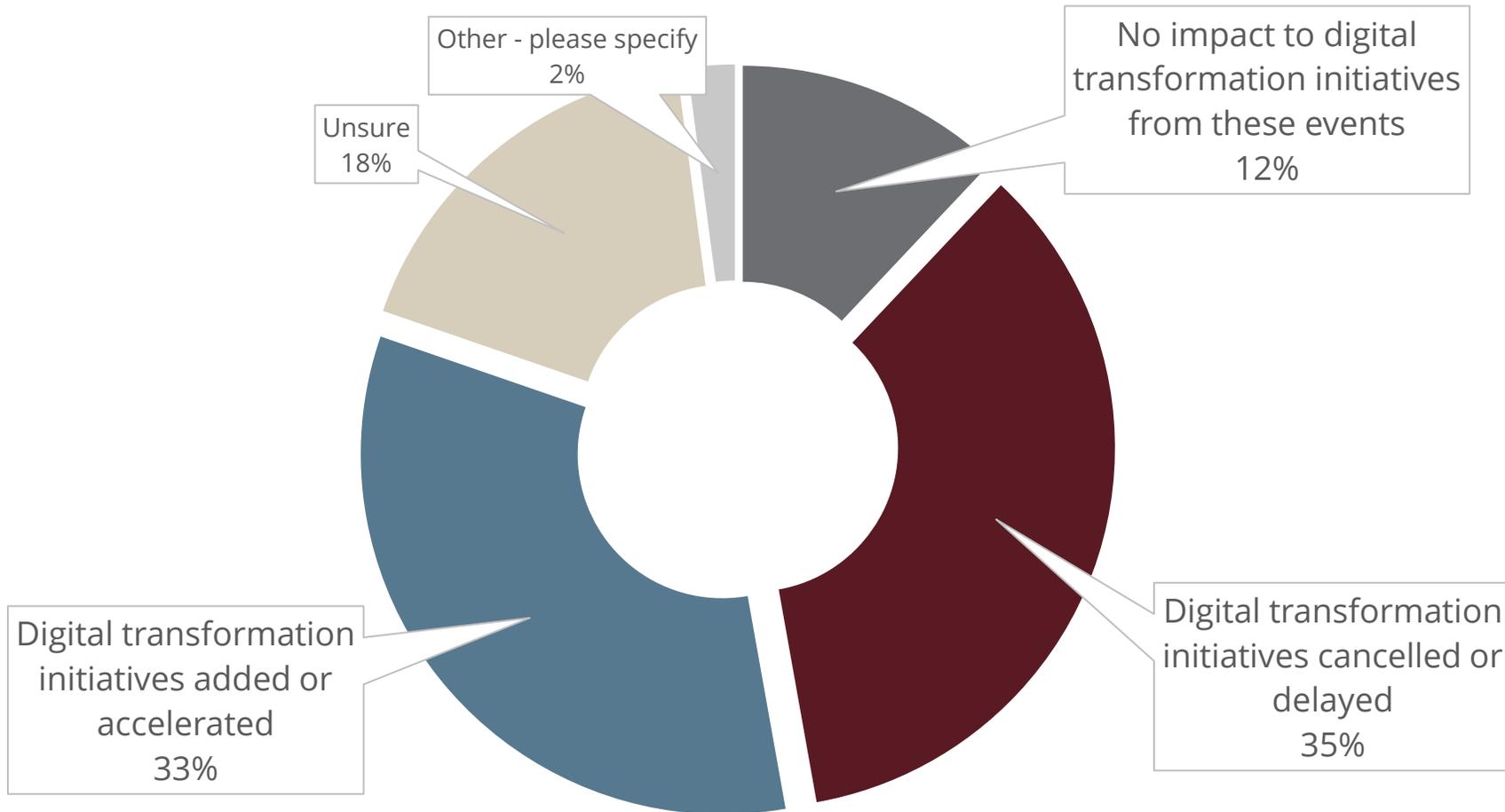
- Someone must represent the voice of the customer/patient
- Safety is paramount in designing new processes
- Designing the consumer/patient experience is a close second



# Digital Transformation is Accelerating

In most industries. Healthcare is a mixed bag...

# Survey: How Has The Pandemic Impacted Digital Transformation Initiatives?





**Telehealth took off.**  
But, how will it evolve?

Hospital at Home  
is trending.

Receive industry updates and  
breaking news from HHCN

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## Related Posts

CMS

MACs Report Processing Glitches  
for No-Pay RAPs

January 25, 2021

INNOVATION

National Expansion of Home Health  
Value-Based Purchasing Model

CMS

# CMS Approves 5 More Hospitals for Hospital-at- Home Initiative, Raising Total to 56

By **Robert Holly** | January 4, 2021

parentingupstream/Pixabay | CCo

**The next digital frontier...**  
the parking lot?



**Behind the scenes:**  
a singular customer view.



# Google Analytics 4

A new toolbox for analyzing user journeys.

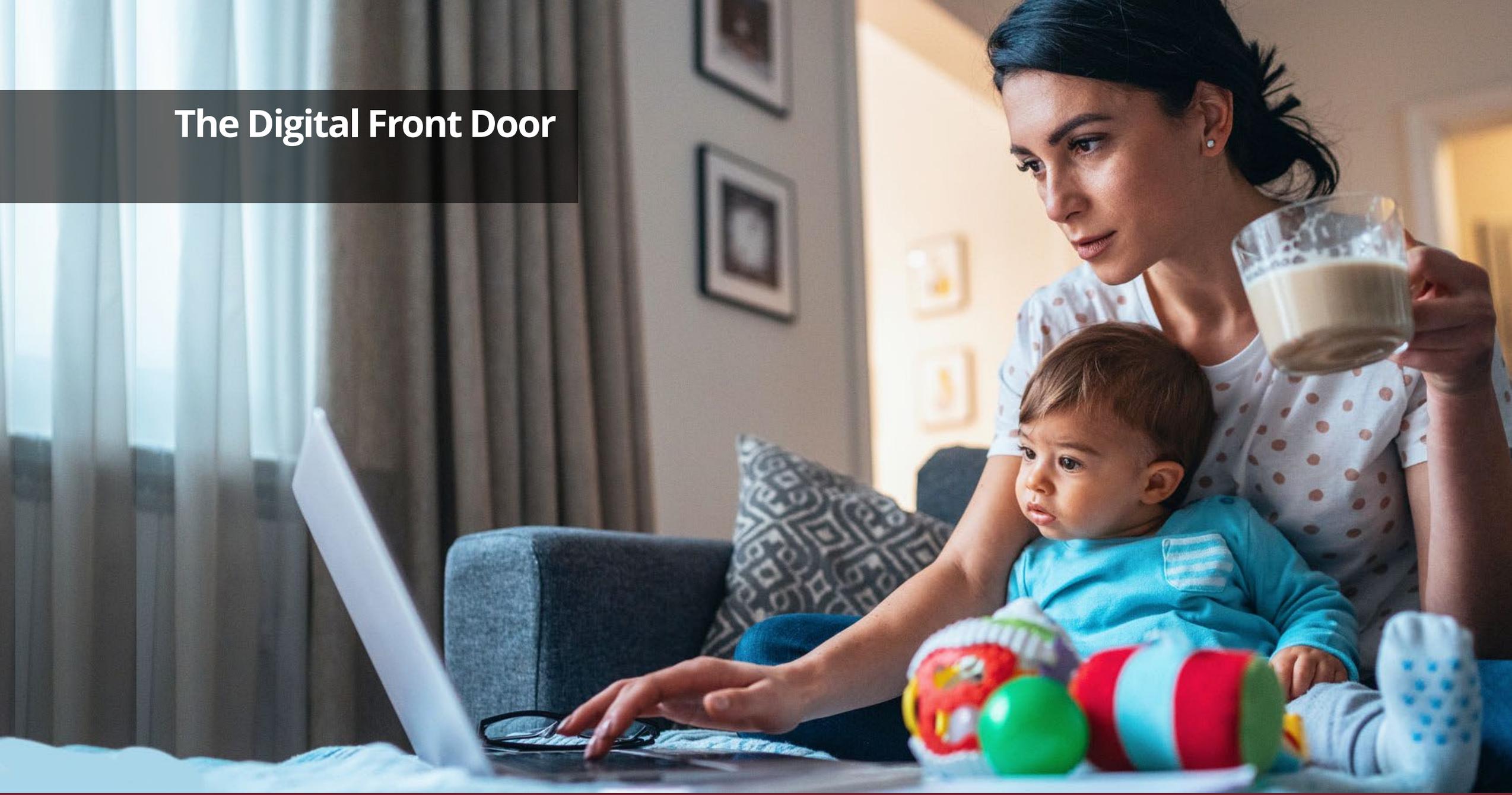
*“With the change to GA4, the amount of potential data points you can draw from our tracking has increased eightfold.”*

[geonetric.com/ga4](https://geonetric.com/ga4)



The screenshot shows a webpage from Geonetric. At the top left is the Geonetric logo, and at the top right are navigation links for 'Work', 'Services', 'Ideas', and a search icon. The main image is a person's hands typing on a laptop with a glass of water and a laptop displaying data charts. Below the image, the article title is 'What Healthcare Marketers Need to Know about Google Analytics 4'. The date is 'January 25, 2021' and there is a 'Share' icon. The category is 'SEARCH ENGINE OPTIMIZATION'. The text of the article begins with 'Google Analytics 4 is coming – are you ready? Find out what the impact will be for healthcare websites.' and continues with 'Google recently rolled out the next stage in their Google Analytics product, Google Analytics 4 or GA4. This update changes the way you track and analyze website data and offers an opportunity to advance your tracking further.' The article concludes with the question 'What is Google Analytics 4?'.

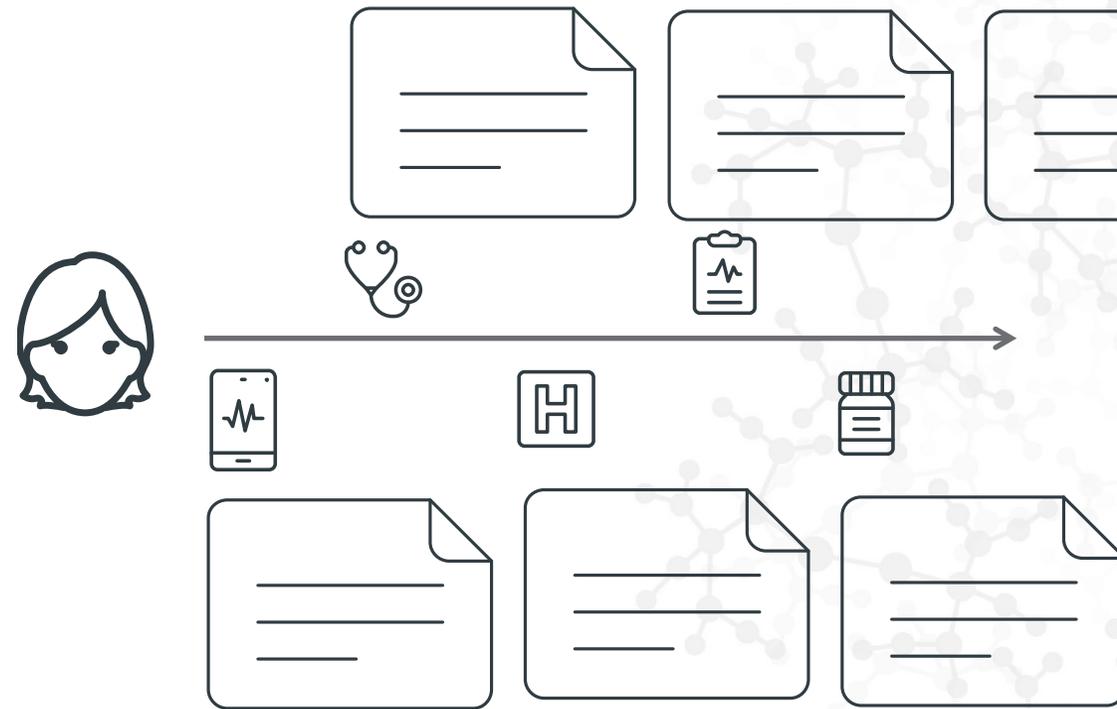
# The Digital Front Door





# Understanding the Healthcare Journey

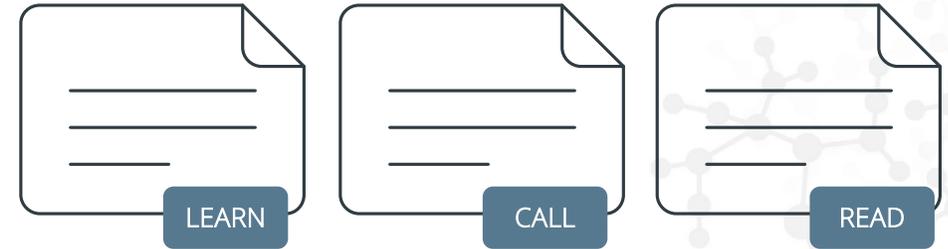
Shared data lets us analyze paths, while user research enables us to understand and guide the cross-channel experience.





# Rethinking Information Architecture

The ubiquity and expectation of online transactions changes how we think about the user experience and content structures.





# Prioritizing the Options

Better data means we can create experiences that guide users to the “right products” – the most available, most appropriate, or most convenient.





# New Modes of Interaction

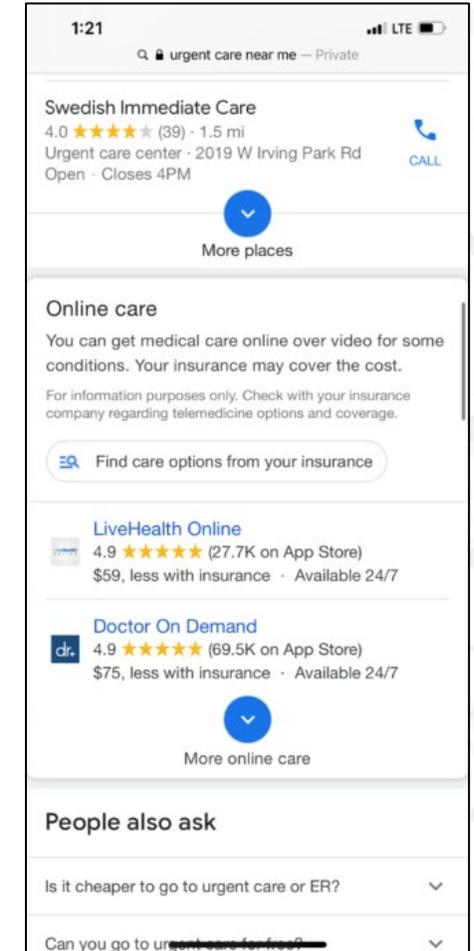
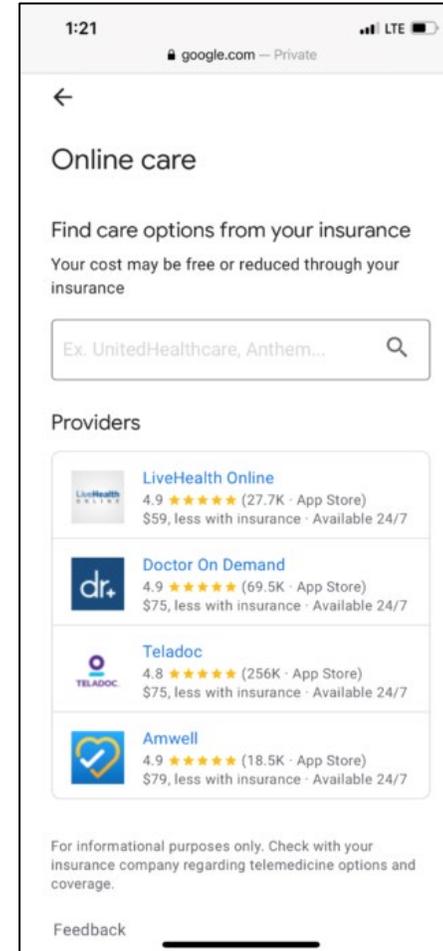
Healthcare organizations are exploring new ways of interacting on the web through chat, search, and personalization to quickly guide users through a complex array of options.





... But Watch Out for Google

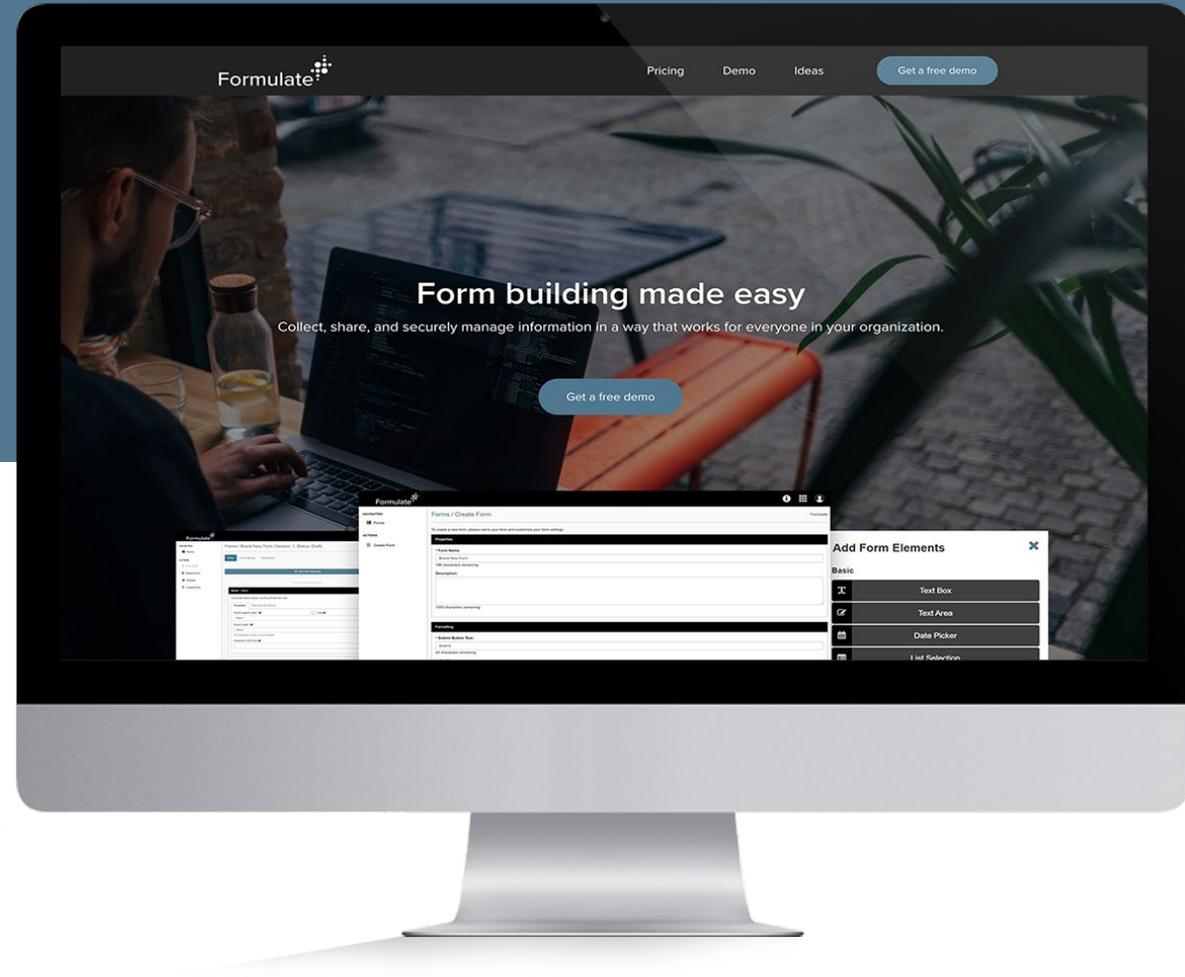
Google is pushing to be the conversion point. No-click searches will become no-click transactions.



## Take more transactions online

- Self-service form creation
- Secure forms with HIPAA audit trail
- Multi-step, editable workflows
- Customizable emails to staff and site visitors
- Integration with common healthcare CRMs

[www.getformulate.com/demo](http://www.getformulate.com/demo)





# Digital Advertising





## Expected change in overall marketing budget

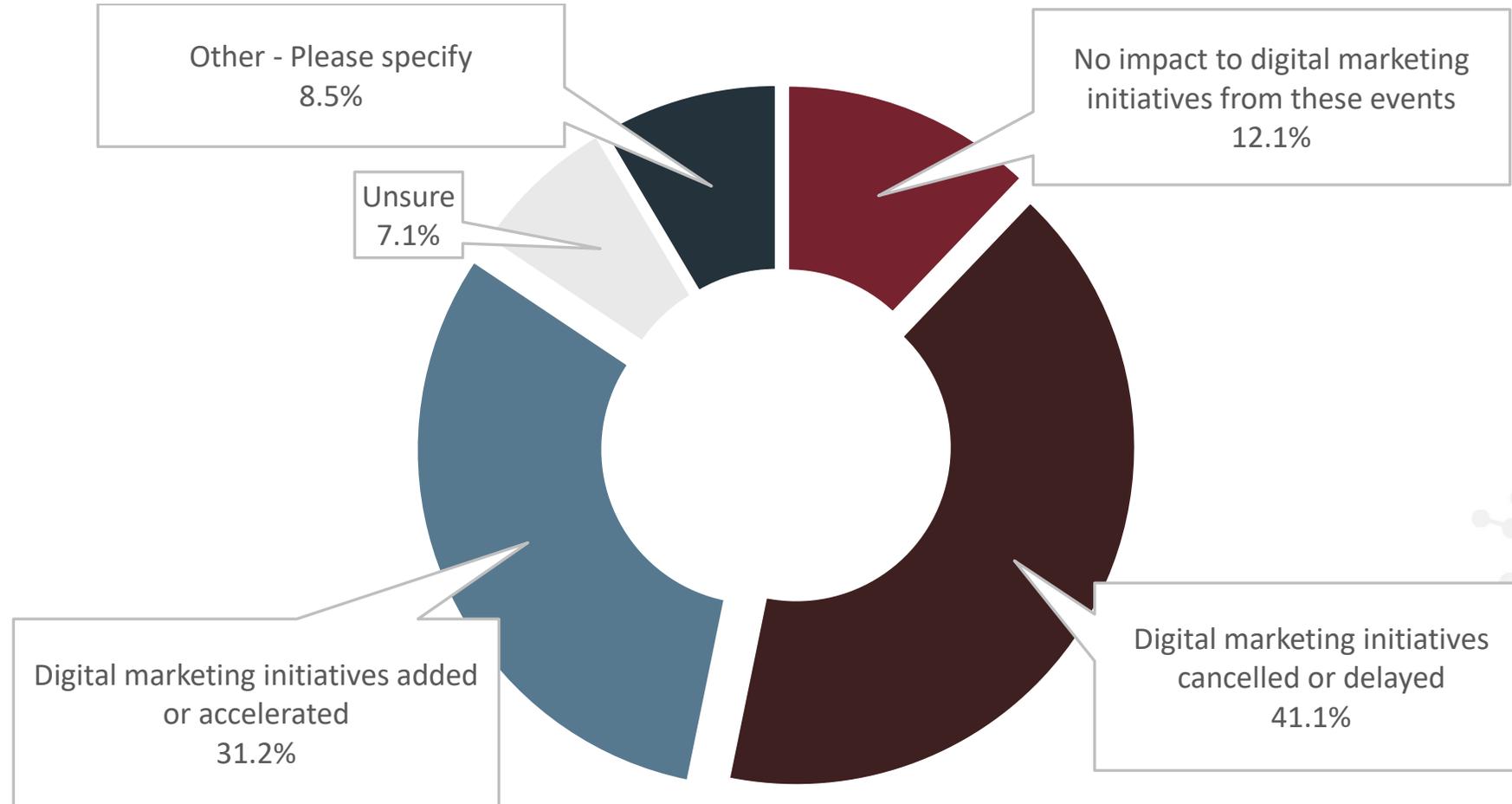
	Laggard	Average	Leader	Overall
Decrease	43.48%	44.00%	35.29%	41.54%
Remain the same	41.30%	46.00%	55.88%	46.92%
Increase	15.22%	10.00%	8.82%	11.54%

## Expected change in digital marketing budget

	Laggard	Average	Leader	Overall
Decrease	22.22%	29.41%	9.09%	21.71%
Remain the same	40.00%	35.29%	45.45%	39.53%
Increase	37.78%	35.29%	45.45%	38.76%



## How Has The Pandemic Impacted Digital Marketing Initiatives?





# Why is this digital marketing's big moment?

- Flexibility
- Tapping pent-up demand
- Care deferral
- Preventative care in general
- Shifting service lines profitability
- ROI



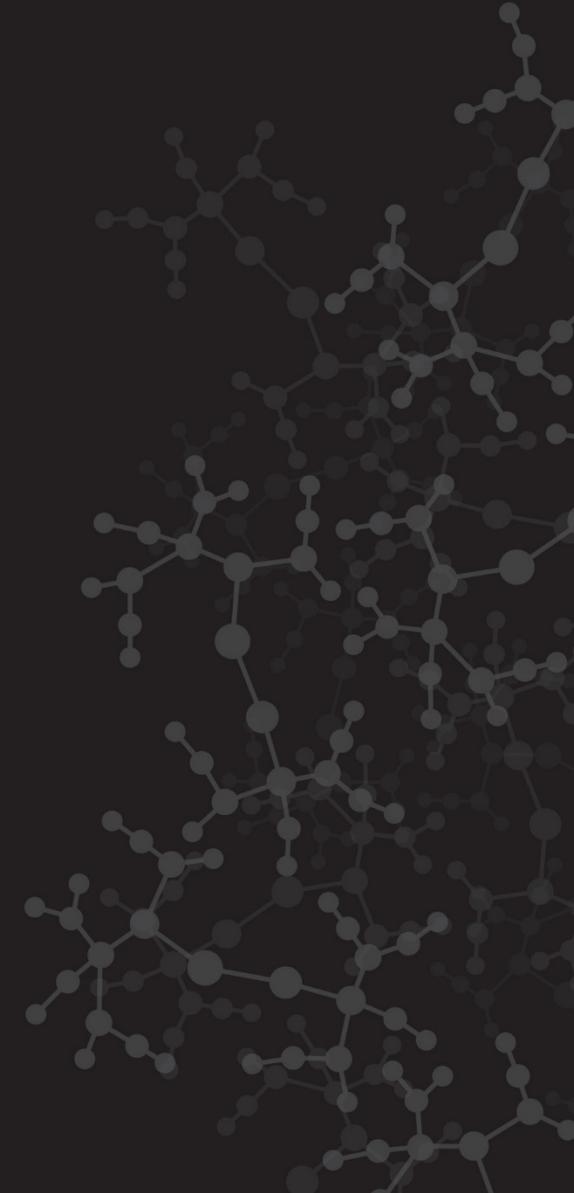


# Final Thoughts



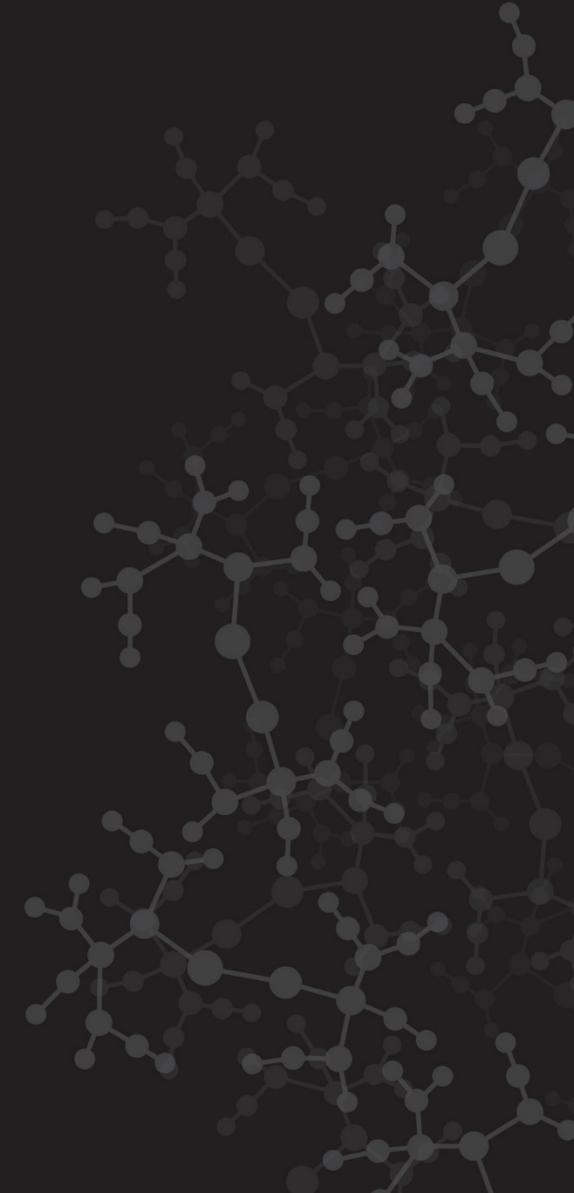


# Strategy



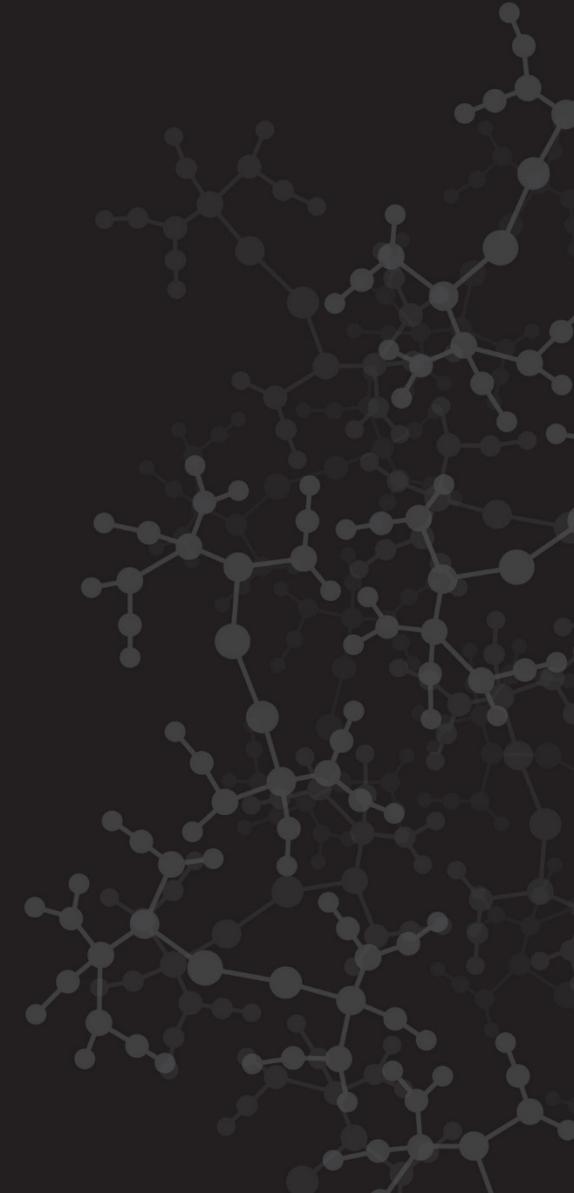


Agility





Action





Questions?





eHealthcare  
STRATEGY & TRENDS

2020  
HEALTHCARE  
**DIGITAL MARKETING TRENDS**  
SURVEY

[www.geonetric.com/2021-trends](http://www.geonetric.com/2021-trends)