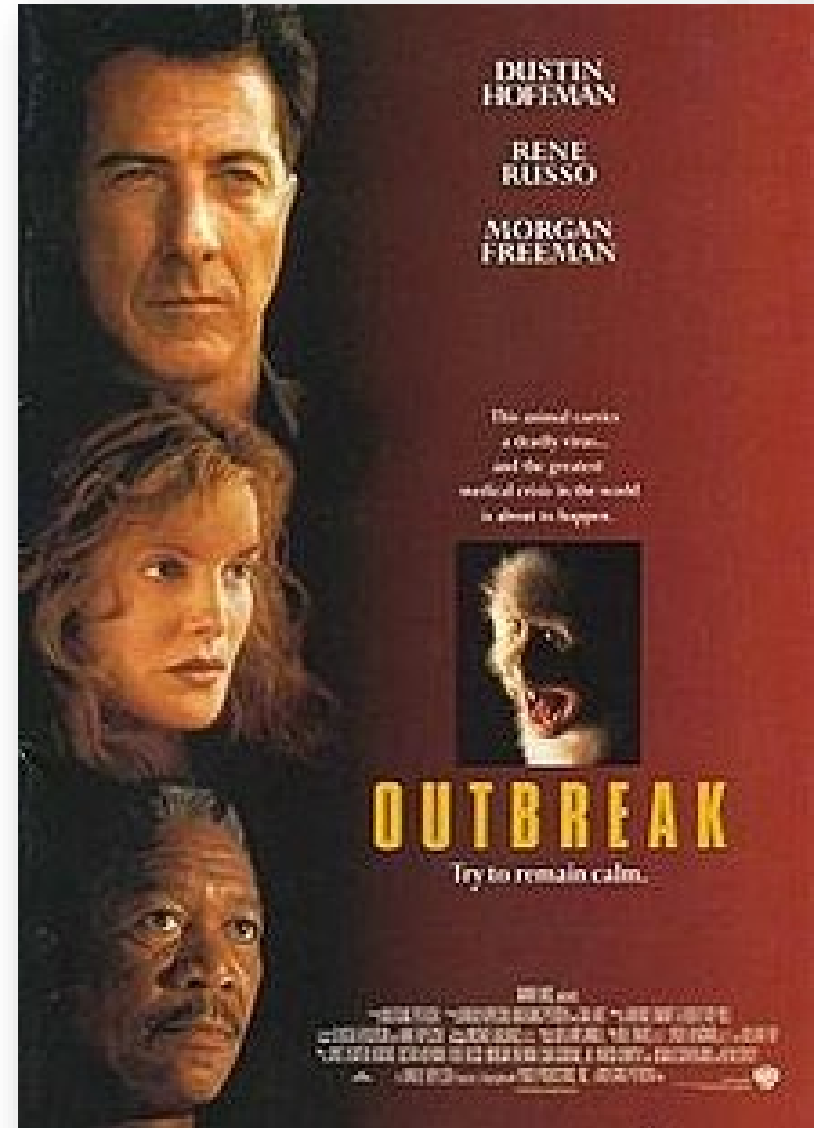


2021 Digital Trends & the Impact of COVID-19

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						

© BlankCalendarPages.com

Return to Normalcy by...
Fall...maybe?



Between Now And Then...

A Tremendous Logistical Challenge

Get Your Covid-19 Immunization

Required fields are marked with *

Name

First Name*

Ben

Last Name*

Dillon

Primary Phone Number*

999-999-9999

Email*

hello@geonetric.com

Location*

Benefit East

Date*

3/15/2021

Time*

09:15 AM - 09:30 AM

- 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*](https://www.nytimes.com/2021/01/14/business/covid-vaccine-health-hospitals.html)



 CAPE COD HEALTHCARE

Medical ServicesFind a DoctorFind a LocationWellness WisePatients & Visitors

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](#).

COVID-19 Vaccine Facts From Cape Cod Healthcare


CAPE COD HEALTHCARE

Facts about the COVID-19 vaccine

Watch on  YouTube

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

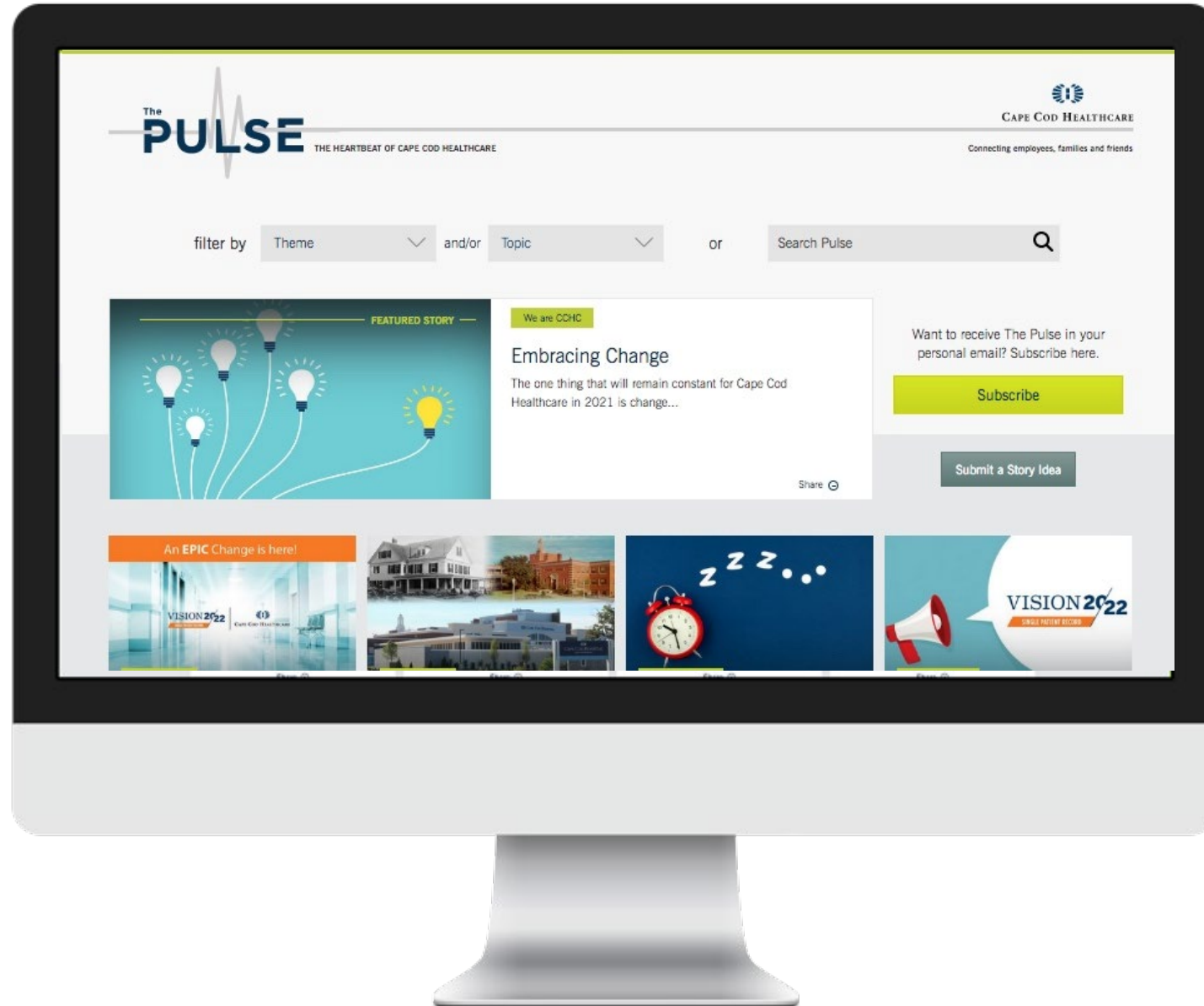


**MORE THAN HALF OF COVID-19
HEALTHCARE WORKERS AT RISK FOR
MENTAL HEALTH PROBLEMS**



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

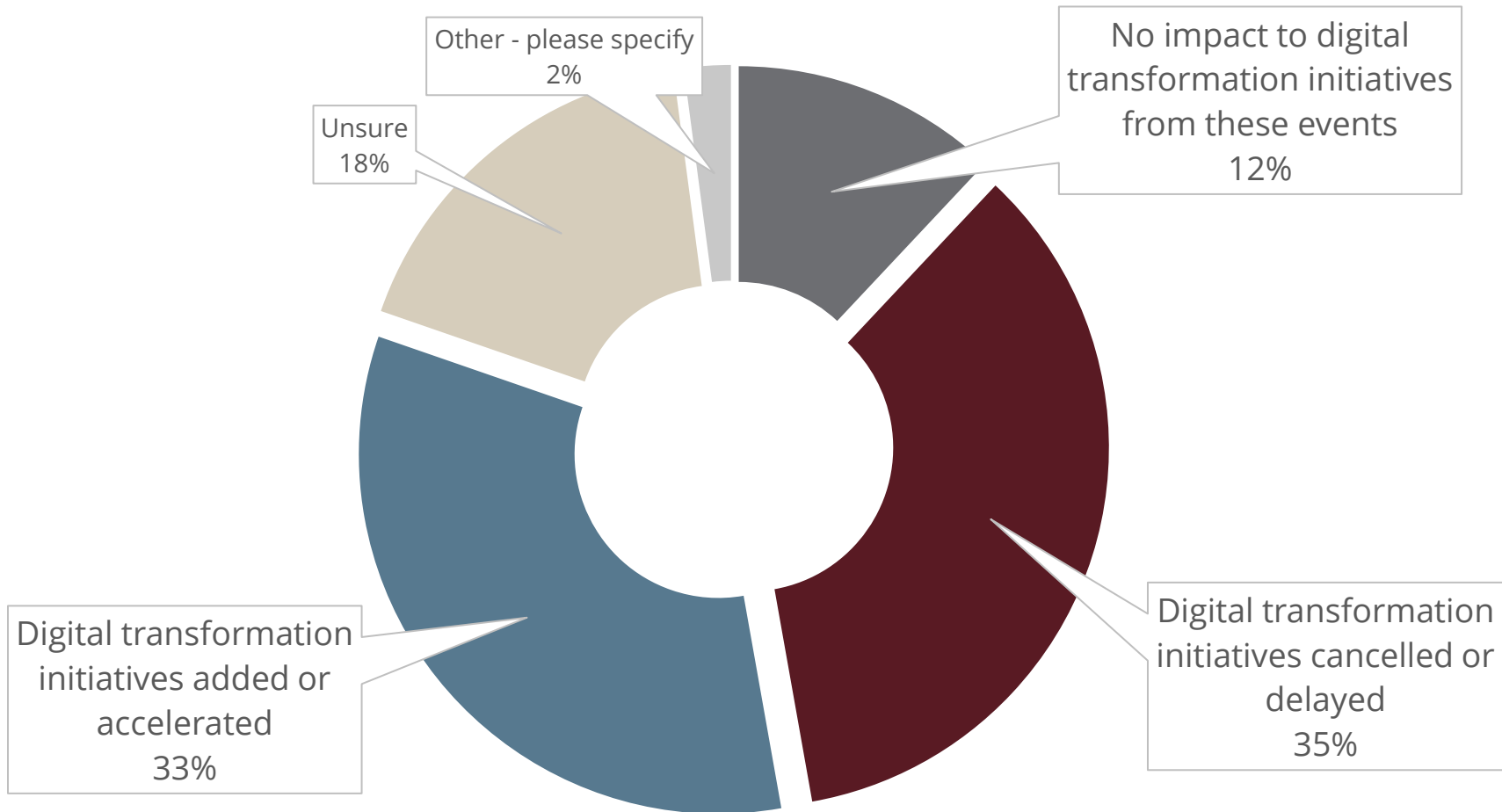
- Someone must represent the voice of the customer/patient
- Safety is paramount in designing new processes
- Designing the consumer/patient experience is a close second




Digital Transformation is Accelerating

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

Survey: How Has The Pandemic Impacted Digital Transformation Initiatives?



A close-up photograph of a doctor's hands holding a black smartphone. The doctor is wearing a white lab coat over a blue and white plaid shirt. A blue stethoscope is visible around the doctor's neck. The background is slightly blurred, focusing attention on the hands and the phone. In the top right corner, there is a dark grey rectangular box containing white text.

Telehealth took off.
But, how will it evolve?

Hospital at Home
is trending.

Receive industry updates and
breaking news from HHCN

SUBSCRIBE ▶

Related Posts

CMS

**MACs Report Processing Glitches
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January 25, 2021

INNOVATION


**National Expansion of Home Health
Value-Based Purchasing Model**

Estimated Savings: \$55M

CMS

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

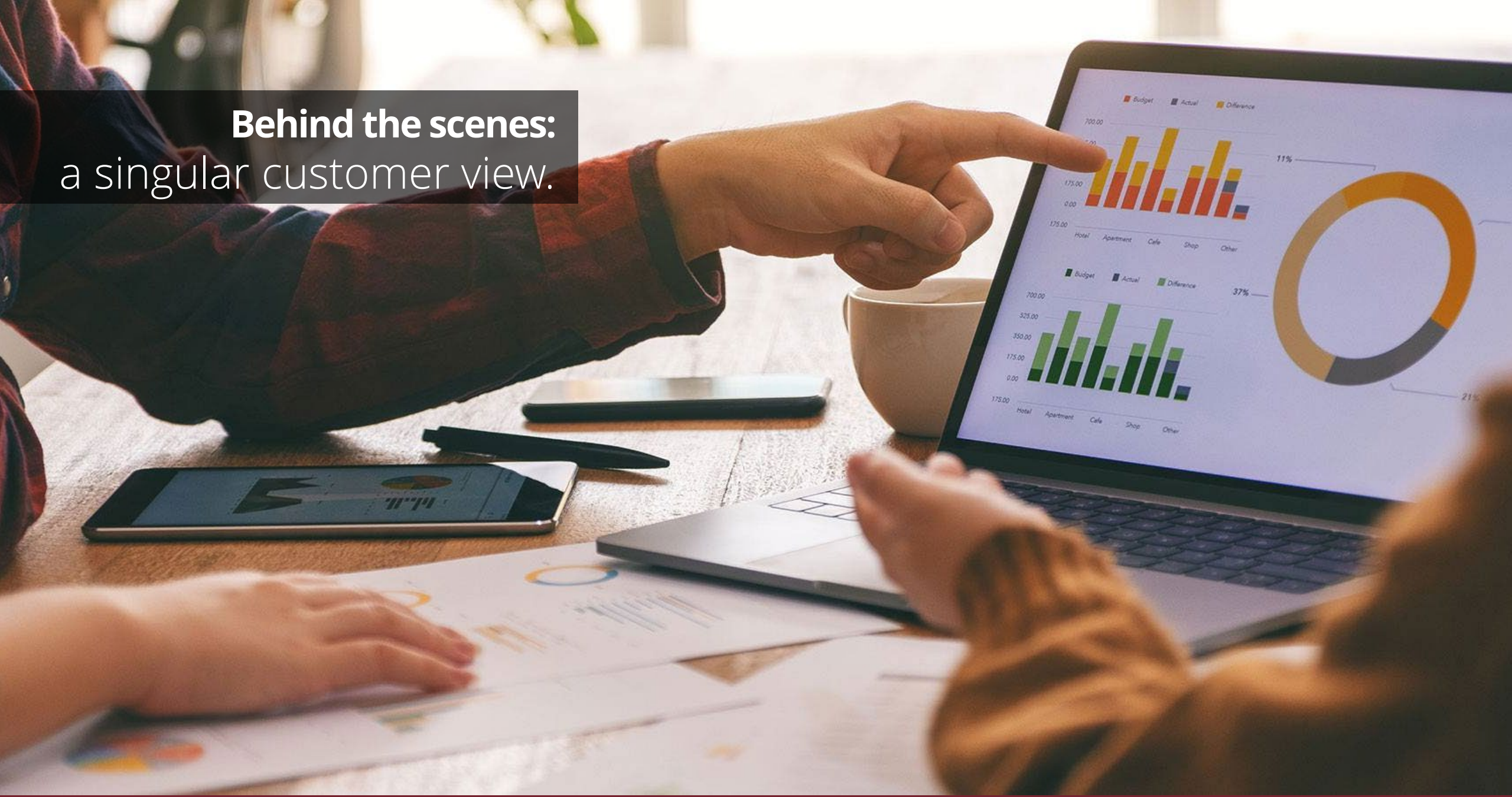
By **Robert Holly** | January 4, 2021

 parentingupstream/Pixabay | CCo

A photograph of a modern two-story brick building with large, multi-paned windows. The building is set against a twilight sky with soft orange and blue hues. In the foreground, there is a paved parking lot with white parking lines. A tall, slender light pole stands on the left side of the lot. The building has a covered entrance area with wooden brackets. Some trees and shrubs are visible around the building and in the background.

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



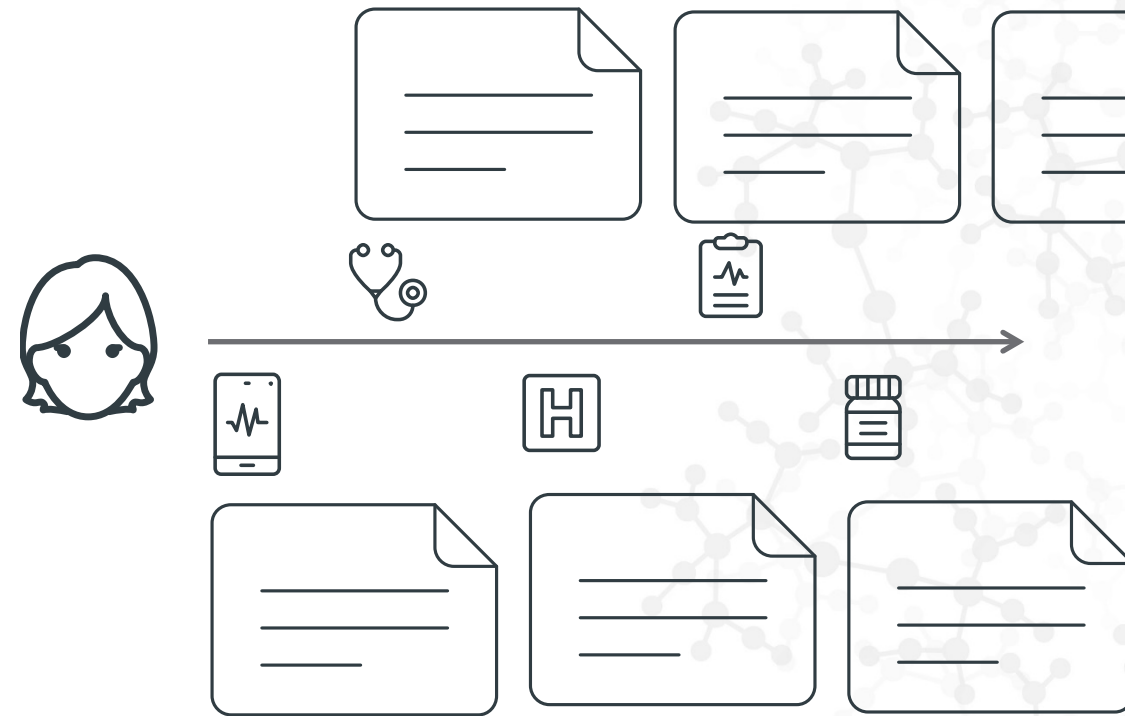
The Digital Front Door





Understanding the Healthcare Journey

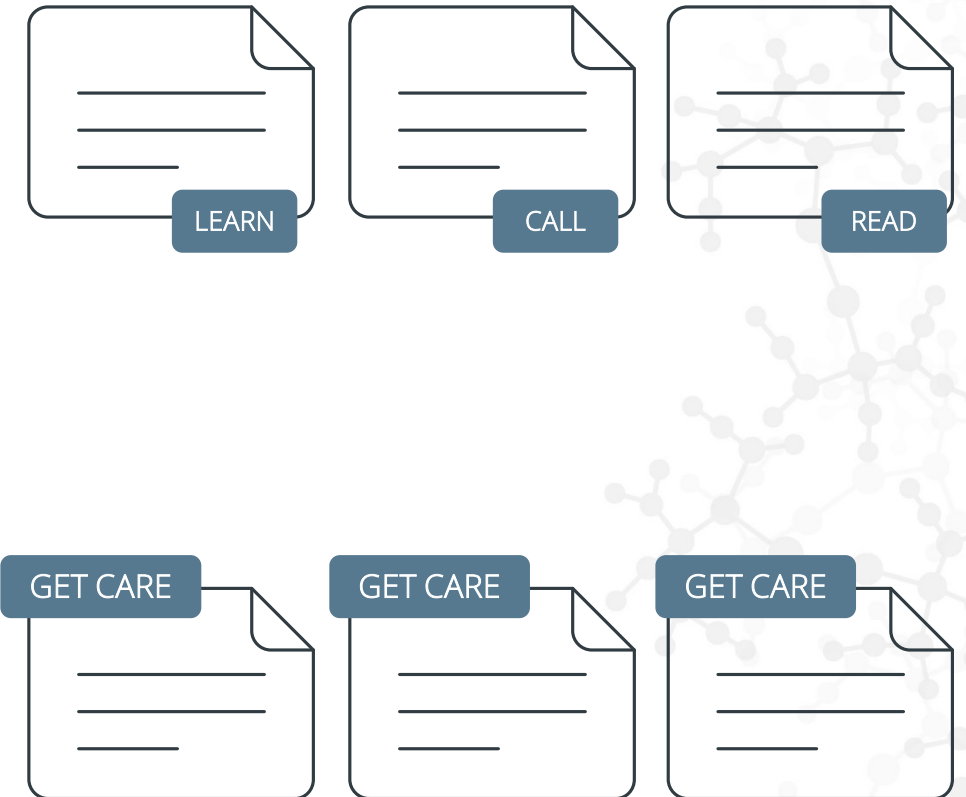
Shared data lets us analyze paths, while user research enables us to understand and guide the cross-channel experience.





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

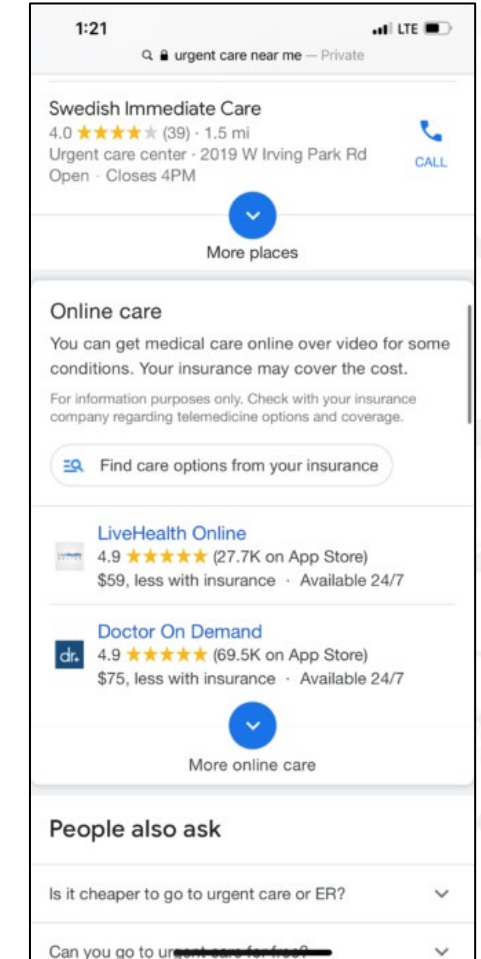
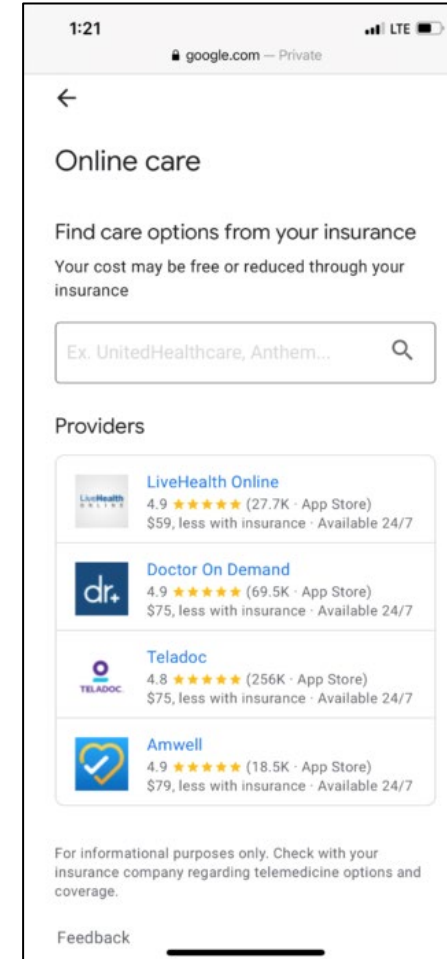
Healthcare organizations are exploring new ways of interacting on the web through chat, search, and personalization to quickly guide users through a complex array of options.





... But Watch Out for Google

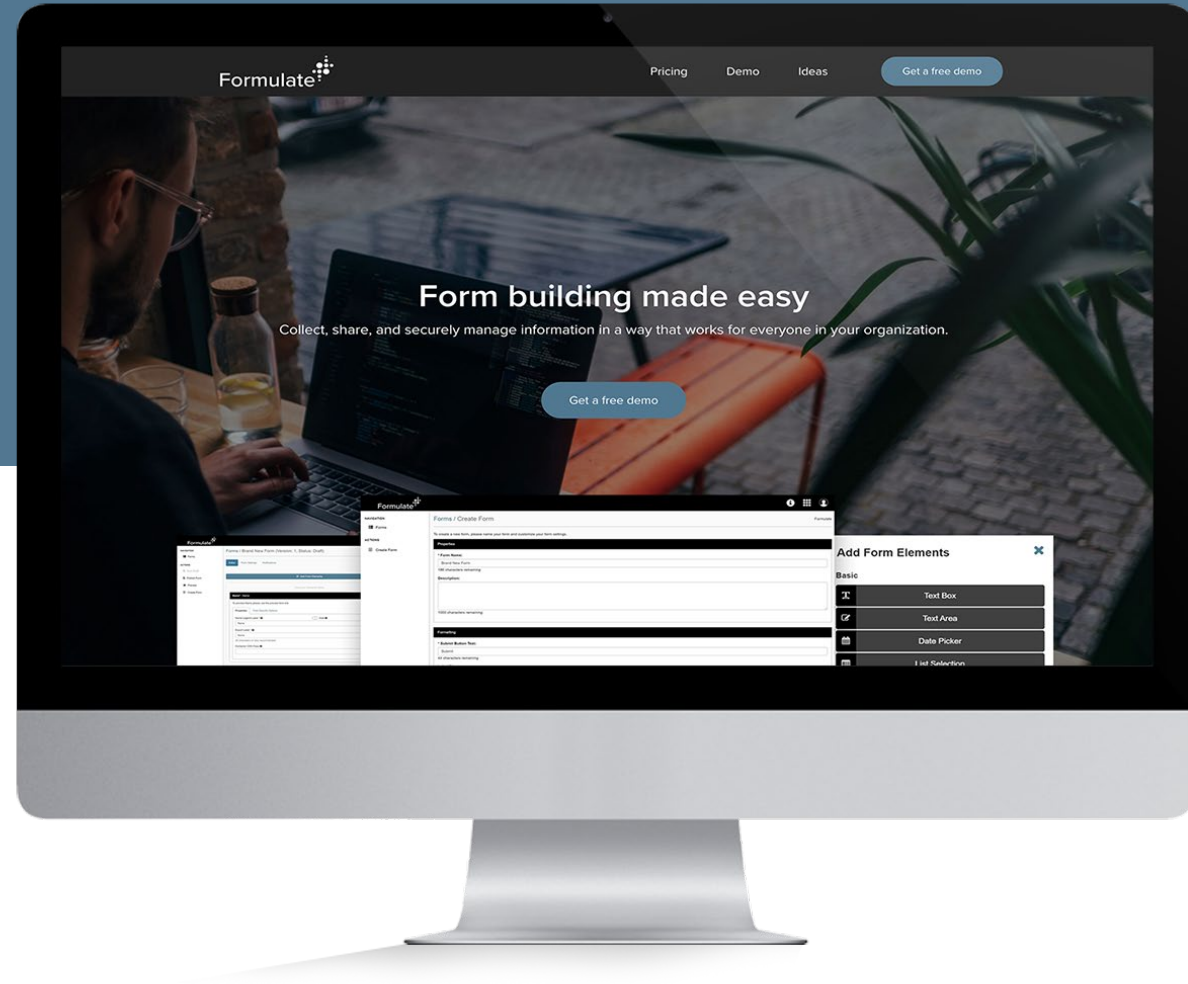
Google is pushing to be the conversion point. No-click searches will become no-click transactions.



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





Digital Advertising



Expected change in overall marketing budget

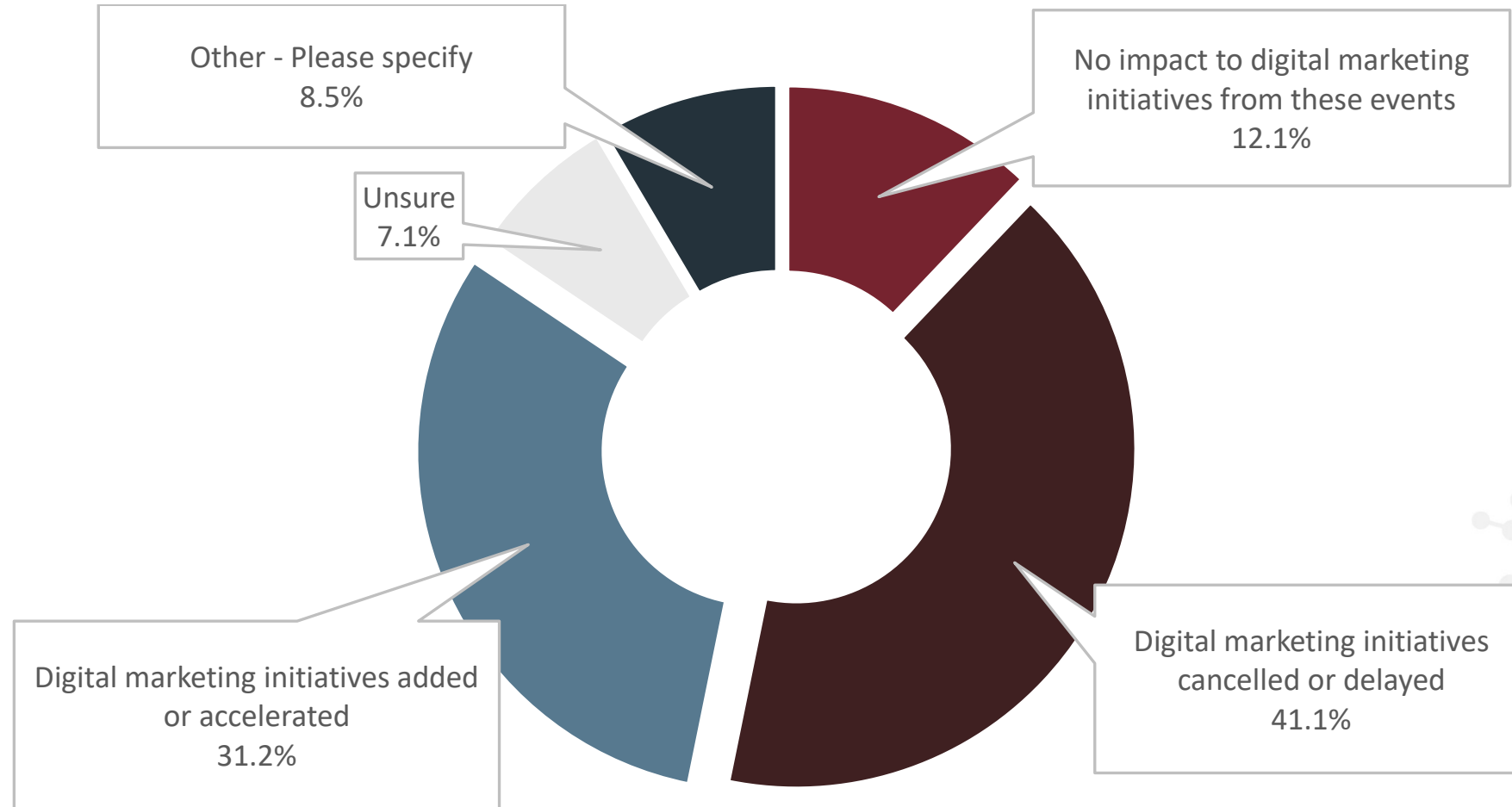
	Laggard	Average	Leader	Overall
Decrease	43.48%	44.00%	35.29%	41.54%
Remain the same	41.30%	46.00%	55.88%	46.92%
Increase	15.22%	10.00%	8.82%	11.54%

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?

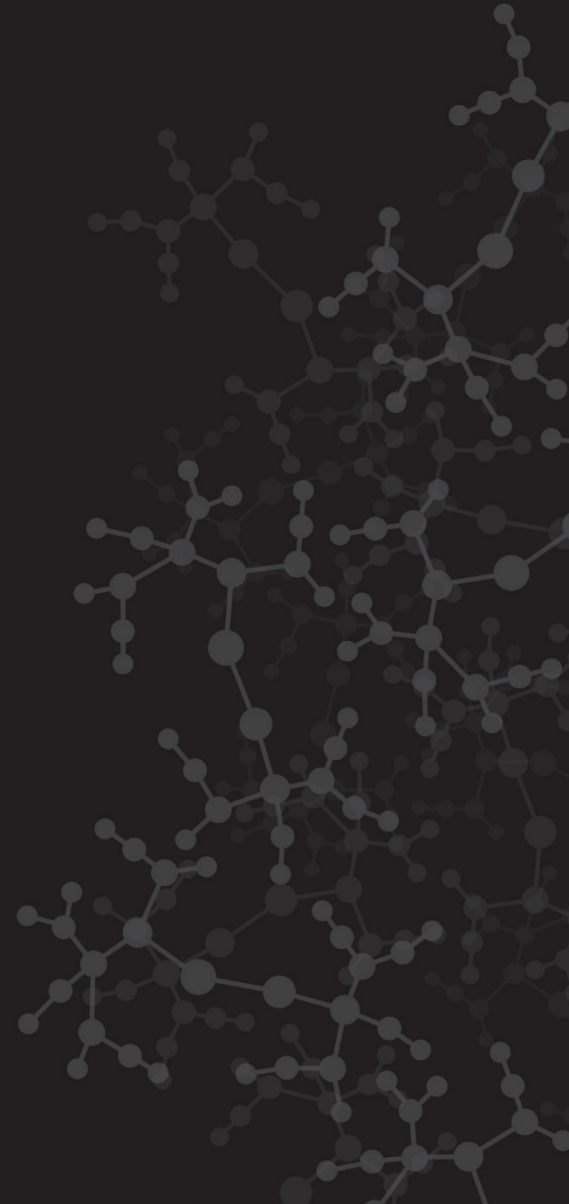
- Flexibility
- Tapping pent-up demand
- Care deferral
- Preventative care in general
- Shifting service lines profitability
- ROI



Final Thoughts

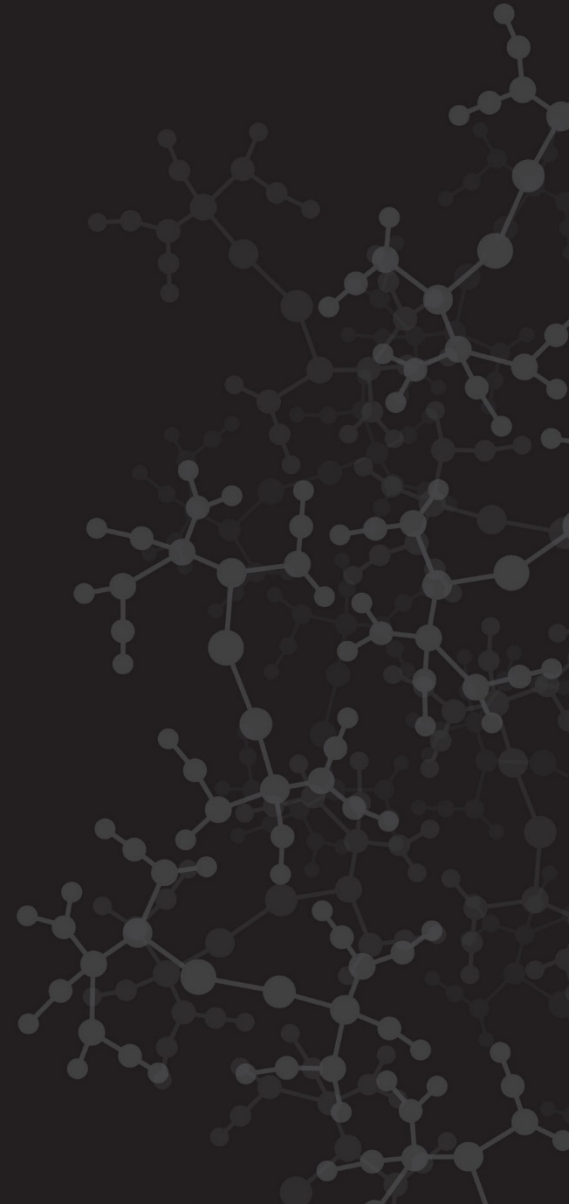


Strategy



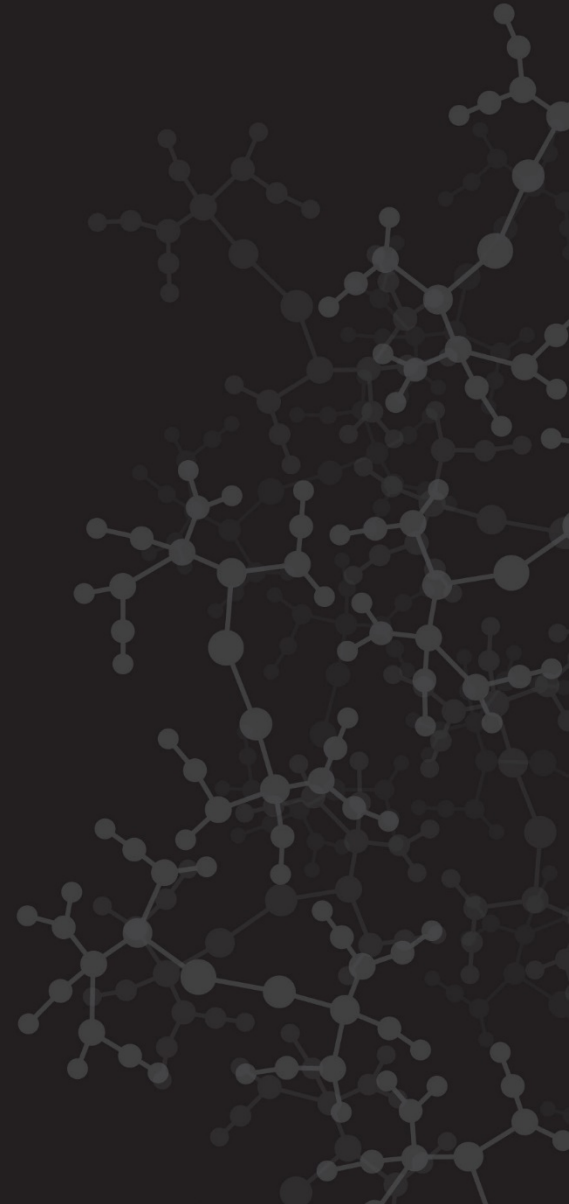


Agility





Action





Questions?



eHealthcare
STRATEGY & TRENDS

2020
HEALTHCARE
DIGITAL MARKETING TRENDS
SURVEY

www.geonetric.com/2021-trends