

Redesign Roundtable

Tips from Healthcare Marketing Leaders



Your Presenter



Ben Dillon Chief Strategy Officer, Geonetric

- Helps organizations across the country embrace online strategies to engage health consumers
- SHSMD Past President and *eHealthcare Strategy & Trends* Editorial Advisory Board Member
- Master's degree in eBusiness and strategic management from the University of Iowa and a bachelor's degree in computer engineering from the University of Michigan



Roundtable Presenters



Alexandria Cruey

Director of Marketing & Communications
Fisher-Titus



Barry Wallace

Web & Social Media Specialist East Tennessee Children's Hospital



Terri Skitch

Digital Marketing ManagerPIH Health



Redesign Trends



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%

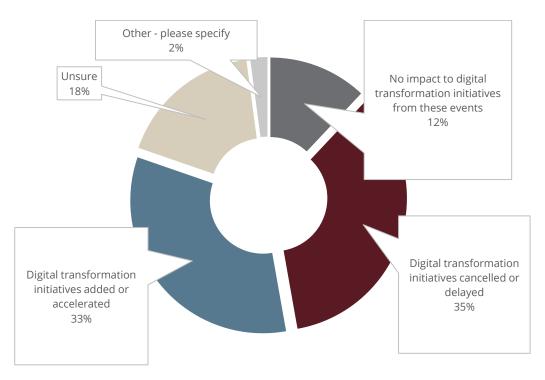
Expected change in digital marketing budget

	Laggard	Average Leader		Overall	
Decrease	22.22%	29.41%	9.09%	21.71%	
Decrease	22.22/0	25.41/0	5.05/0	21./1/0	
Remain the same	40.00%	35.29%	45.45%	39.53%	
Increase	37.78%	35.29%	45.45%	38.76%	

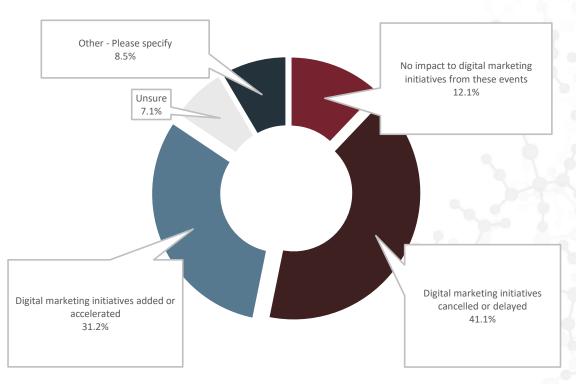


Slowing Down or Speeding Up?

Pandemic's Impact on Digital Transformation Initiatives?

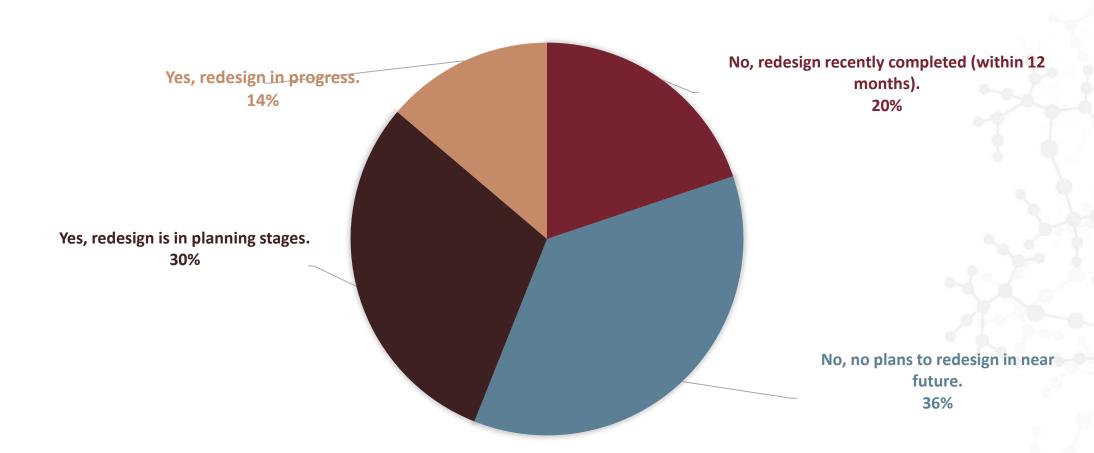


Pandemic's Impact on Digital Marketing Initiatives?





Website Redesign Plans





Do you plan to redesign your main website?

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	Laggard	Average	Leader	Overall
No, redesign recently completed (within 12 months).	13%	26%	21%	20%
No, no plans to redesign in near future.	35%	26%	55%	36%
Yes, redesign is in planning stages.	40%	32%	14%	30%
Yes, redesign in progress.	13%	17%	10%	14%

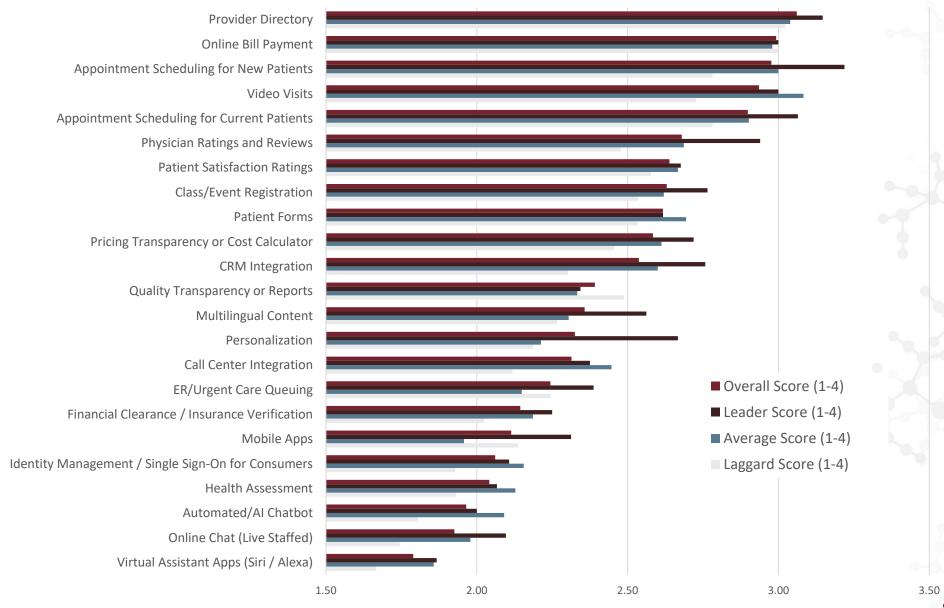


How important are each of the following for the future success of your digital marketing efforts?

	Laggard	Average	Leader	Overall
Patient Acquisition	1.30	1.43	1.39	1.38
Consumer Awareness	1.16	1.17	1.41	1.23
Consumer Engagement	1.07	1.21	1.44	1.22
Consumer Experience	1.07	1.19	1.32	1.19
Profitability	1.14	1.25	1.12	1.18
Patient Satisfaction	1.20	1.21	1.09	1.18
Revenue	1.12	1.27	1.03	1.16
Return on Investment (ROI)	0.84	1.31	0.97	1.06
Community Relations	0.53	0.63	0.97	0.69
Physician Engagement	0.51	0.41	0.53	0.48
Population Health	0.23	0.41	0.72	0.43
Employee Recruiting Efforts	0.27	0.38	0.36	0.34
Fundraising/Giving	0.05	0.15	0.21	0.14

Importance of Website Features







Fisher-Titus Medical Center *Norwalk, OH*







Goals

- Enhance user experience
- Create more modern design
- Make information easier for people to find



New site



Cross-promotion

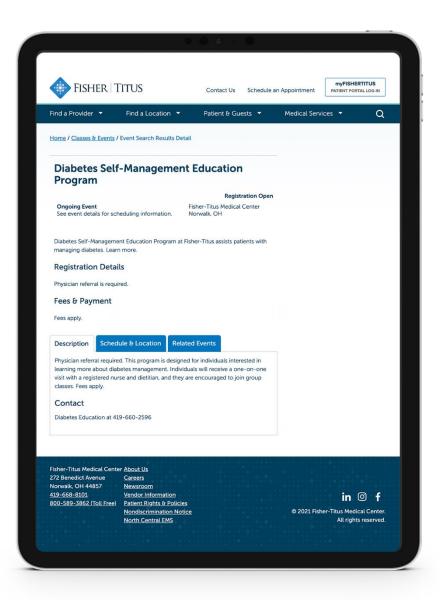




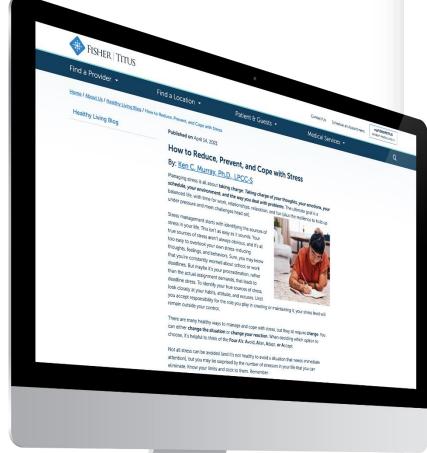


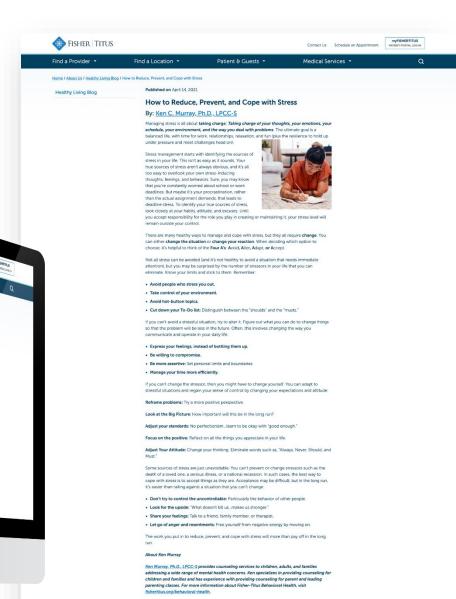






Blog





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VitalSite







Results

46.2% Improvement in bounce rates

29.5% Improvement in pages per session

17.2%

Increase in average session duration



Tips for a selling the need for a redesign

- Record negative comments
- Remind stakeholders how the website is part of your overall marketing plan
- Better Google ratings



Tips for a selling the need for a redesign

- Include stakeholders
- Don't wait on content
- Create phases



East Tennessee Children's Hospital *Knoxville, TN*







Goals

- Expand reach: Extend the geographic footprint
- Inspire confidence: The user walks away with confidence about who we are, the expertise, the staff we have here
- Build program strategy: Share our story about programs, e.g. Brain Tumor Program, and the comprehensive care available
- Deliver intuitive, pleasing UX: Easy to navigate and more intuitive for all users
- Create strategic direction: Showcase and defend the strategic thought behind our website and its delivery to core audiences



Foundational pieces





Design as inspiration







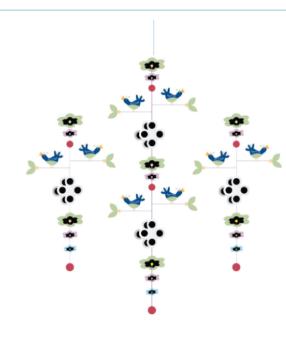






Design as inspiration





We Get Kids

And they deserve the best possible health care given in a positive, family-centered environment that nurtures friendliness, cooperation, and support – regardless of race, religion, or ability to pay.

East Tennessee Children's Hospital is a 152-bed hospital certified by the state of Tennessee as the only Comprehensive Regional Pediatric Center accredited by the Joint Commission. With this designation, your child is in the best hands. You'll find professional, superb care for acute and serious illnesses, as well as a variety of pediatric specialties.

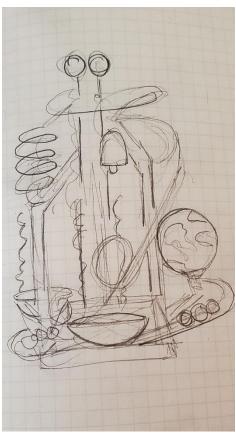
We're proud to work jointly with the University of Tennessee Medical Center as well as area hospital to ensure children have the care they need at every stage of their lives.

Learn More About Us









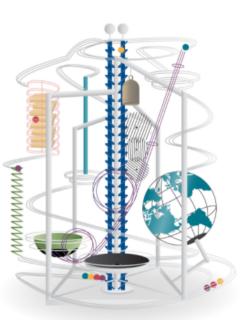
Callout Wide - Eureka Kinetic Machine Background

This Callout uses the class names "CalloutWide", "Kinetic" and "Right". Float the image to the right or left using the style dropdown on the CalloutWide div. The direction you select will determine which side of the content the image appears on. This is a text link.

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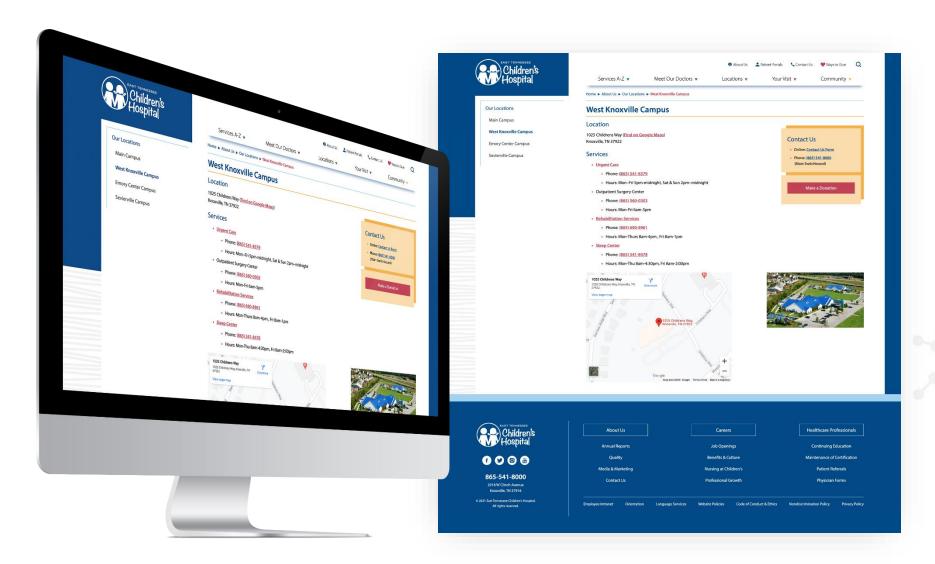
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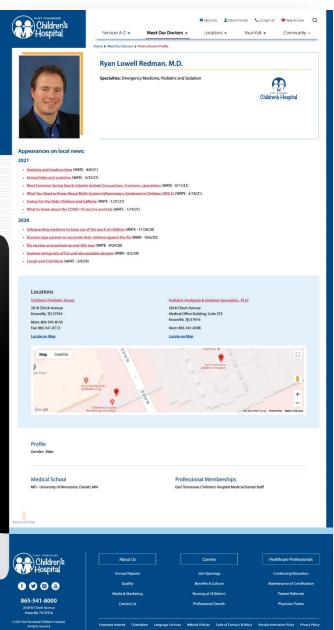


Location Directory



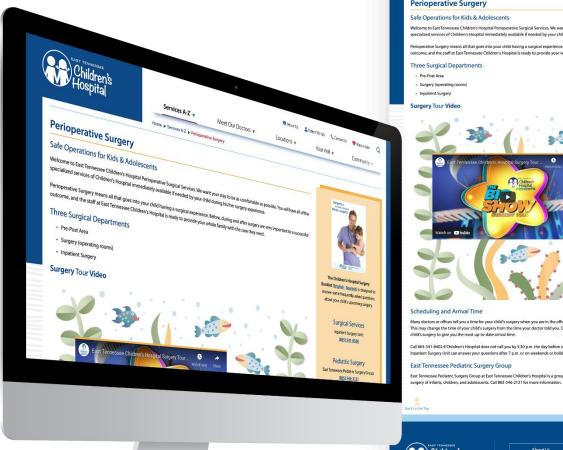
Provider Directory & profiles

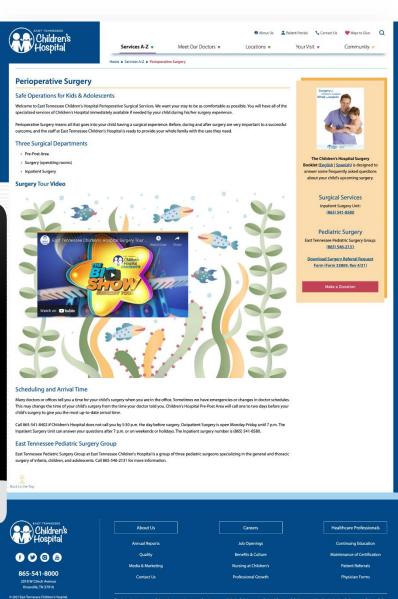






Content









Results

157%
Increase in sessions to services

12.7%
Increase in average session duration

22.6%
Decrease in bounce rate

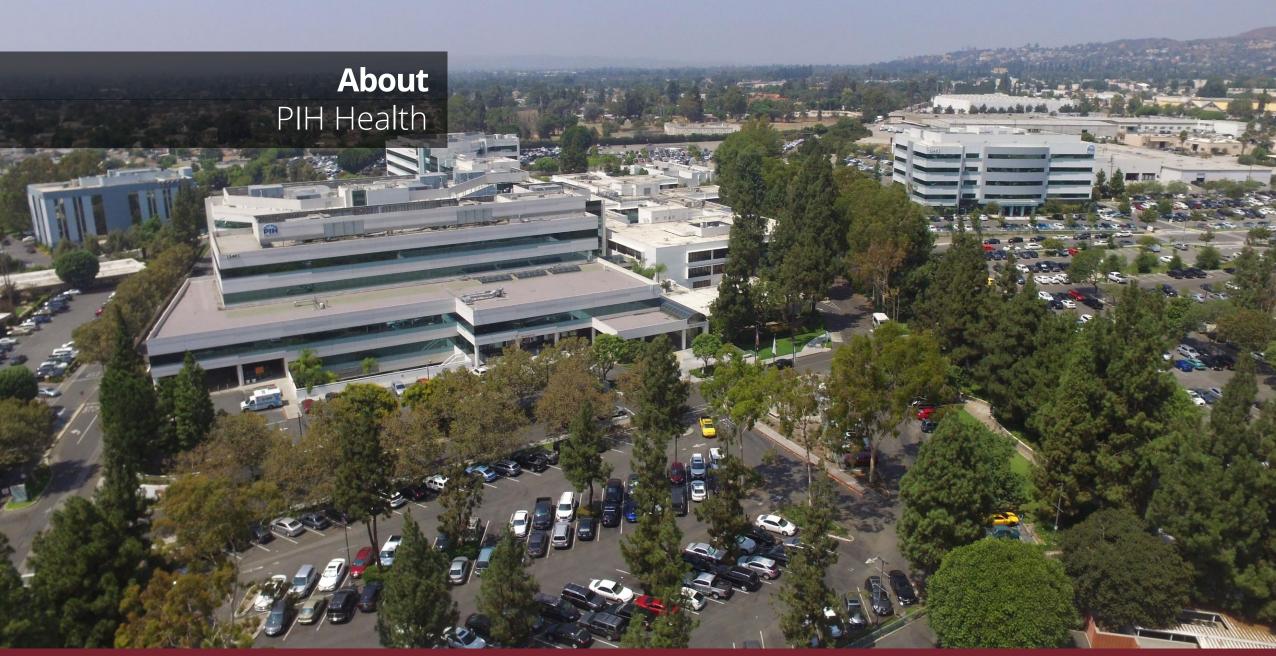


Tips for a successful redesign

- Shore up communication with every department
- Find an easy to use platform
- Design to your audience and don't be afraid to bring your culture into your design



PIH Health Whittier, CA







Goals

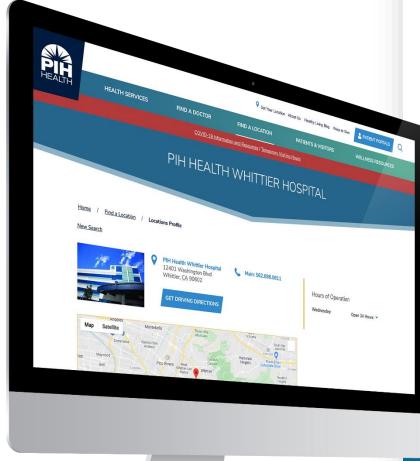
- Unify all PIH Health entities under one brand identity and website
- Provide easy access to the information that our patients are looking for
- Build for growth: overhaul the content and location strategy to allow for the acquisition of future hospitals and medical groups

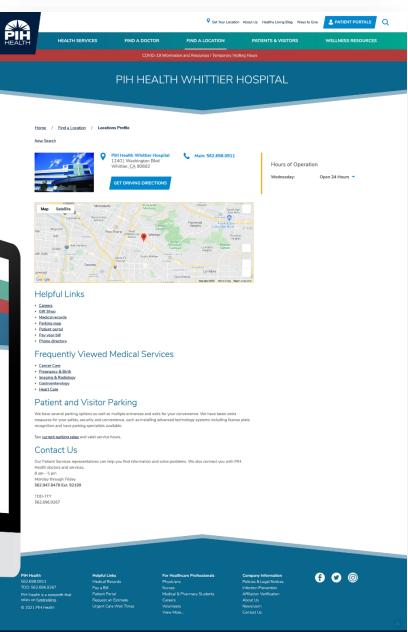


New site



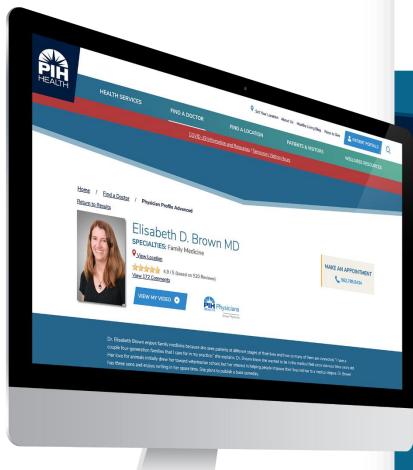
Location strategy

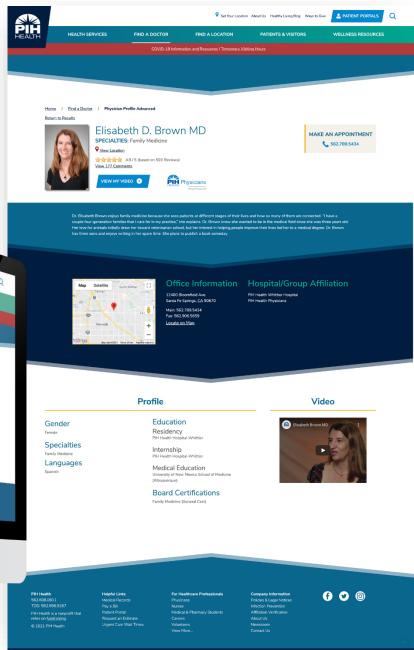






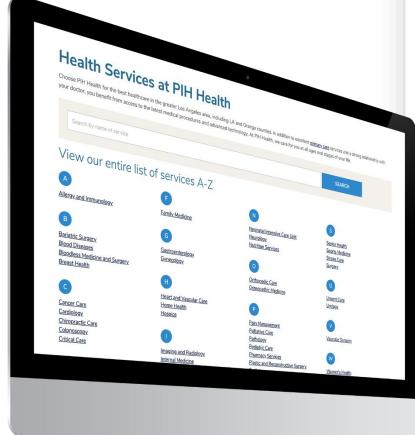
Provider Profiles

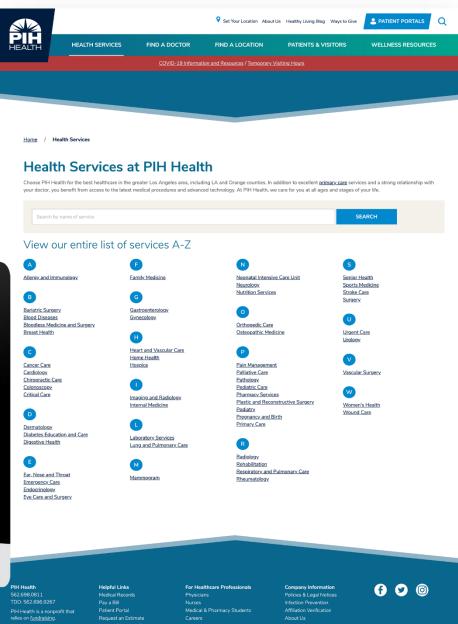






A-Z services

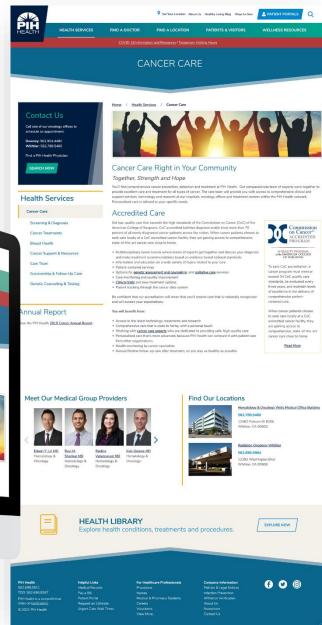






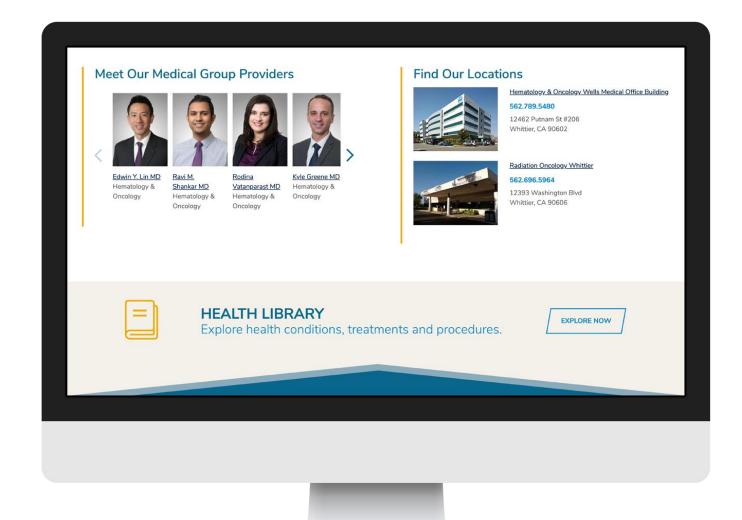
Content















50.6%

Increase in pageviews compared to last year

13.6%

Decrease in bounce rate

117%

Increase in sessions from Los Angeles over this time last year



Tips for a selling a redesign

- Survey your leadership team
- Compare to competitors



Questions



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