

Ask the Experts

Get Answers to Your Top Healthcare Content Questions



How do I sell the value of a
content project internally?



How do I sell the value of a content project?

- Make the case for investing in high-quality content
- Promote a website content project as a solution to pain points that prevent your organization from meeting goals and growing service lines
- Offer levels of content improvement efforts (refresh, revise, create) to gain stakeholder buy-in and confidence
- Use Google Analytics to measure content results and successes
- Review and compare competitor websites
- Get Patient & Family Advisory Council feedback
- Survey website visitors about your content



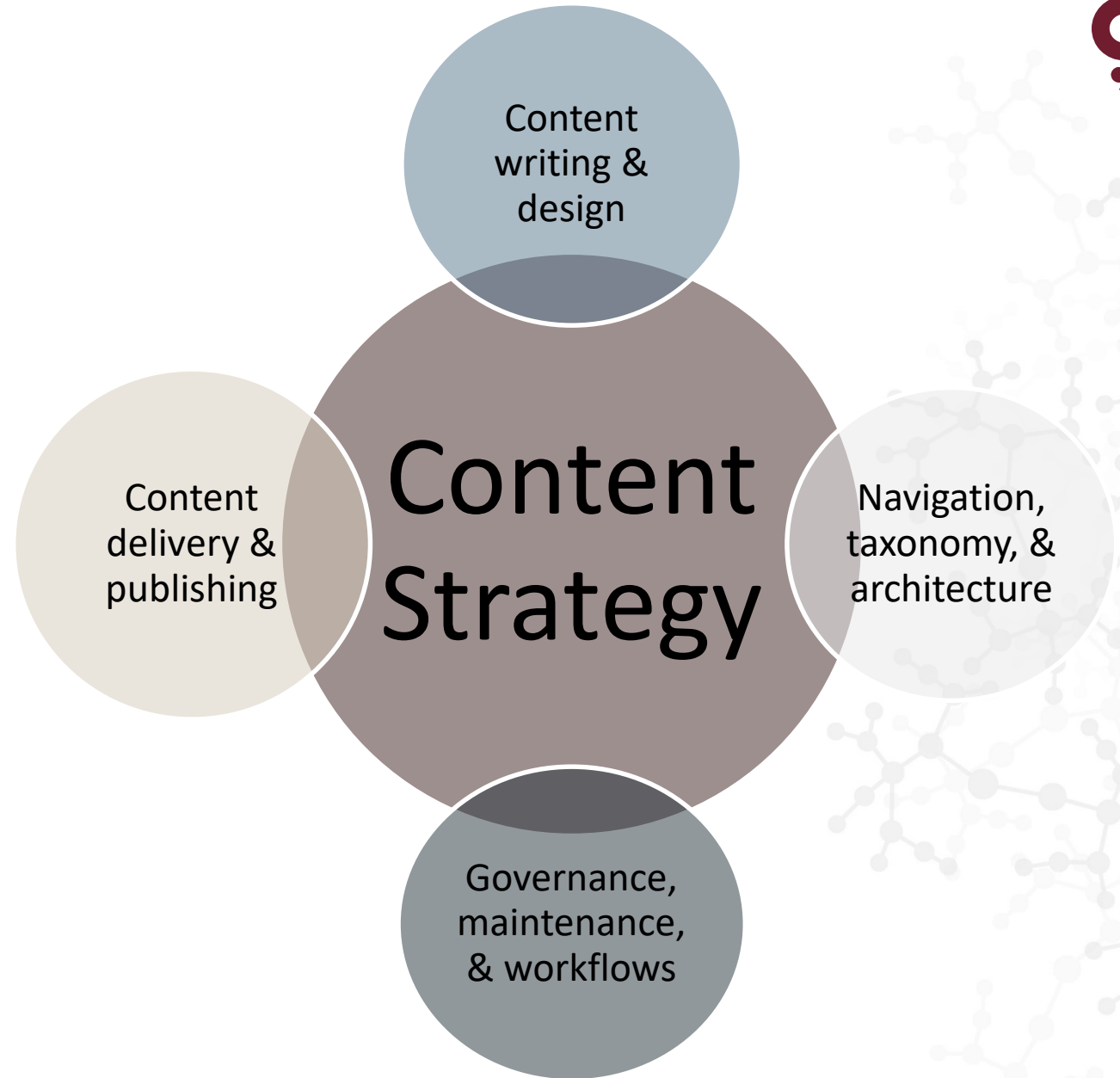
What's the most reasonable way to get started on a content strategy if your organization doesn't have something in place?



What is content strategy?

Content strategy means getting the right content, to the **right** people, in the **right** place, at the **right** time.

*Kristina Halvorson,
Industry expert & author*



Originated from <https://www.braintraffic.com/blog/what-is-content-strategy>



What's the most reasonable way to start content strategy?

- Audit your content – what you have, what you need, and what needs some TLC
- Identify organizational and content goals
- Talk to real people and users
- Know your team – skills and needs
- Engage stakeholders who can support you
- Document strategic decisions – style, navigation, priorities, etc.

Learn more: geometric.com/content-strategy



Many of our webpages haven't been updated in years. How do I start the large task of refreshing them?



How do I get started refreshing content?

- Develop your content strategy
- Prioritize areas of content for updates, creation, or deletion, considering:
 - Organizational goals
 - Stakeholder needs
 - Audience needs
 - Team capabilities
- Document your plan and timeline

Learn more: geometric.com/copywriting



How do I get the most valuable
information from stakeholders?



How do I get information from stakeholders?

- Prepare questions ahead of time
- Customize questions
- Use phone conversations or in-person interviews
- Consider online surveys
- Pair with “know-it-alls” for information, not to write
- Communicate the value of your initiative



What are reliable sources
of healthcare information?



What are reliable sources of health care information?

- Your organization's health professionals (subject matter experts)
- .org and .gov sites, e.g., [nih.gov/health-information](https://www.nih.gov/health-information)
- Websites of professional organizations, e.g., American Academy of Orthopaedic Surgeons
- Your health library, e.g., StayWell, Healthwise



How do I improve the customer experience and organize my content in a logical way?



Let's think about the patient journey...





What's patient journey mapping?

- Patient journey mapping is an exercise to understand the sequence of events a patient experiences before entry into the healthcare system through discharge
- Identifies nonclinical and clinical interactions between the consumer and their healthcare providers and other staffers at all stages
- Allows you to investigate your customer experience to make it more human, streamlined, convenient, and personalized, improving engagement and overall patient satisfaction



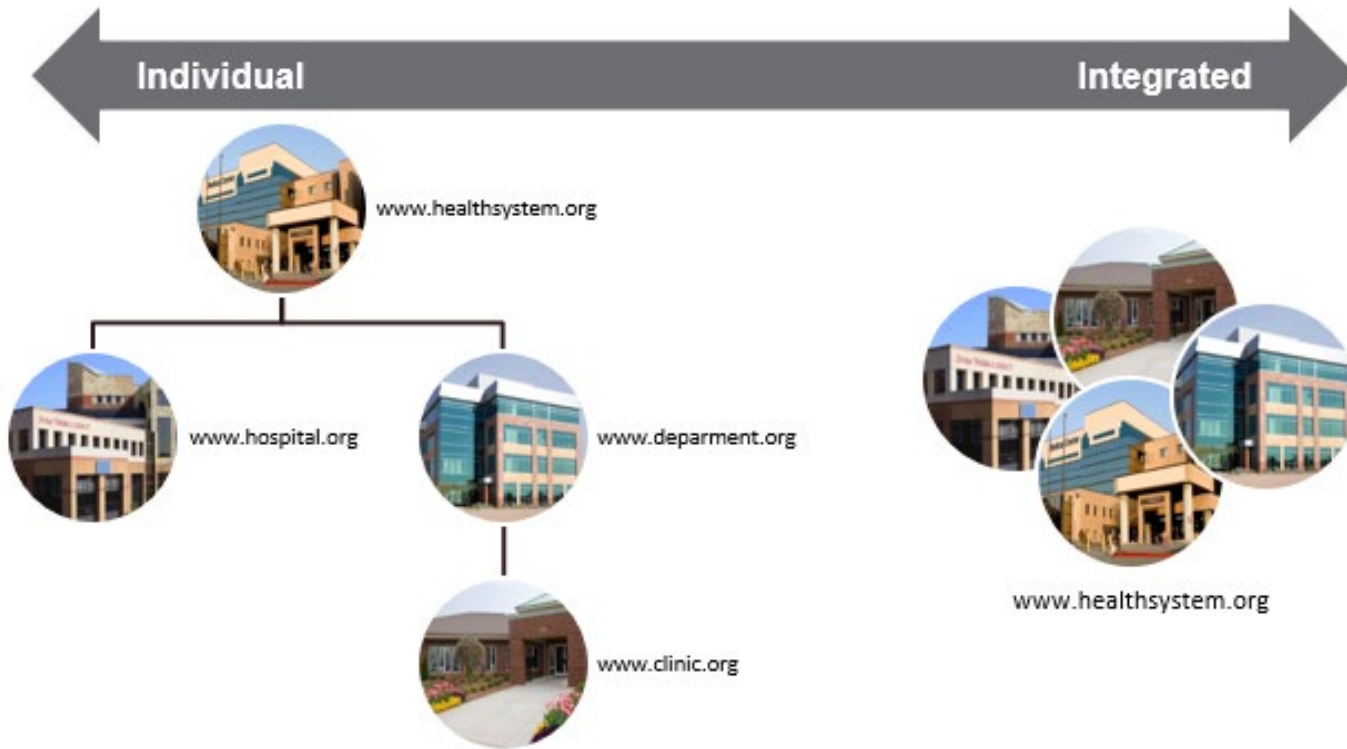
How do I improve the user experience (UX)?

- Map the patient journey
- Develop personas
- Conduct a UX audit
- Do user testing
- Leverage your CMS technology
- Write calls to action (CTAs)



Our health system acquired a new hospital. How do we integrate its content into our website?

Silo-to-system shift



- *Presents a unified system view*
- *Less duplication = less staff effort*
- *Best at maximizing the user experience*



How do we handle content from a hospital acquisition?

- Follow the silos to systems approach
- Analyze content
- Involve your stakeholders
- Align assets and opportunities
- Build on services and location differences with content
- Create a single, shared system experience



How do we know what content topics
will appeal to my audience?



How do we know what will appeal to my audience?

- Identify your audience
- Research specific users
- Look at user behavior
- Do keyword research
- Review trending topics in healthcare
- Consider the patient journey



How should I improve my ability
to write in different tones?



How can I improve my ability to shift to different voices & tones?

- Align with your brand voice, tone, and style guidelines
- If you don't have branding guidelines, create some
- Know your target audience
- Practice writing in a new style
- Follow our web writing best practices
- Write for people of all health literacy levels



What's the best way to write
concise, valuable headings
to reach my audience?



What's the best way to write valuable headings?

- Break up your content
- Be concise
- Do keyword research and incorporate keywords naturally
- Write to real people
- Think about mobile devices



Using headings to support scannability

Low-Vision Services

According to the National Eye Institute, low vision is defined as a visual impairment that cannot be corrected by medical or surgical intervention and is severe enough to interfere with the performance of daily living, but allows some usable vision.



Low-vision impairments may be caused by glaucoma, macular degeneration or diabetic retinopathy. Some neurological diagnoses also may cause visual impairments that interfere with abilities to perform daily activities, including stroke, brain injury or multiple sclerosis.

Our Low-Vision Rehabilitation program provides a new option for these patients. Each patient is evaluated by an occupational therapist specially trained in low-vision therapy. A therapy plan and goals are then developed to meet each patient's individual needs. Our therapy focuses on enabling patients with visual impairments to safely and independently complete daily living tasks compromised by vision loss.

Individuals who are experiencing low vision should see their physician, ophthalmologist or optometrist for an evaluation. A physician referral is required for evaluation and treatment in our low-vision program.

What is low vision?

Causes of low vision

Low-vision
rehabilitation program
services

Get an eye evaluation

Make it scannable: An example



Clear subheads

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VS.

Low-Vision Services

When you're diagnosed with low vision, learn how to make the most of your eyesight with Cone Health's low-vision rehabilitation program.

What is Low Vision?

You have low vision if you experience a partial vision loss that can't be corrected by glasses or surgery. Low vision makes it difficult for you to accomplish everyday activities such as:

- Pouring liquids, setting dials on the stove, chopping food and other household tasks
- Reading small print
- Recognizing people when they're close
- Seeing steps, stairs or curbs
- Writing checks or filling out forms



Causes of Low Vision

Low vision may be caused by conditions such as:

- Age-related macular degeneration (AMD)
- Diabetic retinopathy
- Glaucoma
- Neurological conditions, such as stroke, brain injury and multiple sclerosis

Low-Vision Rehabilitation Services

Partner with an [occupational therapist \(OT\)](#) specially trained in low-vision therapy to develop an individualized plan to help you live safely and complete

Find an Ophthalmologist

If you're experiencing symptoms of low vision, make an appointment with a Cone Health Medical Group [ophthalmologist](#) for a comprehensive eye examination.



What grade reading level
should I write for?



What grade reading level should I write for?

- Check your area's health literacy at healthliteracymap.unc.edu
- Consider Web Content Accessibility Guidelines (WCAG)
 - Write clearly and simply, to “lower secondary” education level at most for general audiences
- Consider your audience
- Use hemingwayapp.com to check grade level and get recommendations

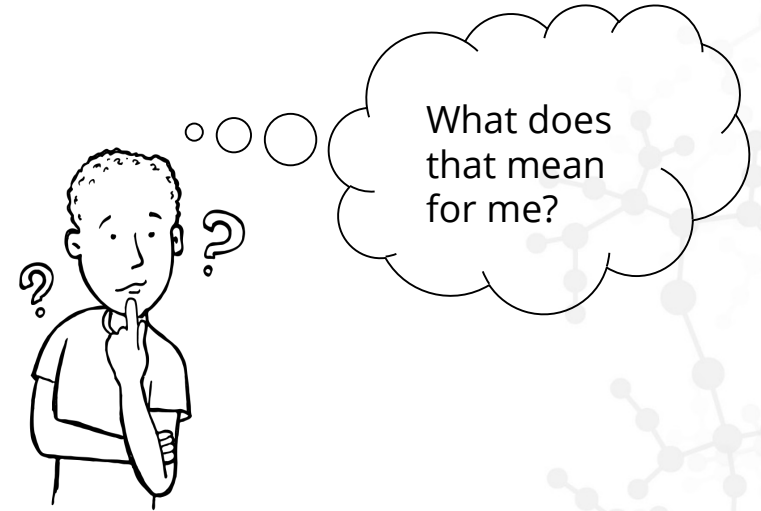


How do we describe advanced medical procedures in a way that's simple for patients, but complex enough for physicians to impress their colleagues?



How do we describe advanced medical procedures?

- Prioritize the needs of your target audience – patients
 - Explain the patient benefit of a procedure in simple terms
 - This will ultimately benefit physicians, too
- Use the most common name for the procedure





How do we balance content
that drives actions
(e.g. appointments) with content
that provides information
(e.g. wellness tips)?



How do we balance actionable vs. informational content?



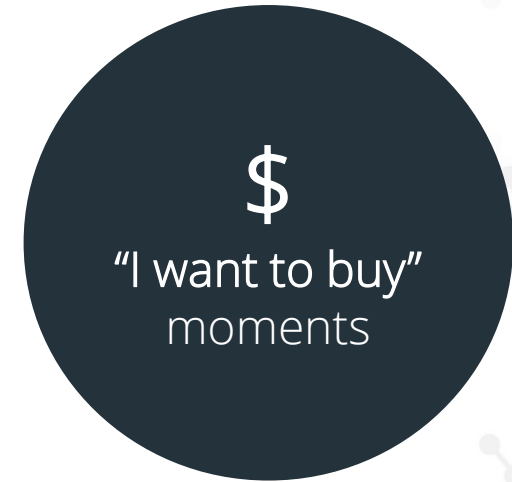
Service line pages
Content marketing
assets



Location pages
Physician pages



Content marketing
assets & resources



Ratings & reviews
Online scheduling

- Identify content you have and content you need
- Make every piece of content you create actionable
- Leverage health libraries and internal resources to deliver content



How often should I update my
content on social media?



How often should I update my social media?

- Know your audience – who they are, where they are
 - Get confident in social technology your audience uses
- Tap resources in your team to manage accounts
- Explore health-related local events and trending social topics
- Check up on your competitors' presences
- Plan social postings within your editorial calendar
 - Use tools like HootSuite to schedule posts in advance
- Pay attention to the types of posts that get the most engagement

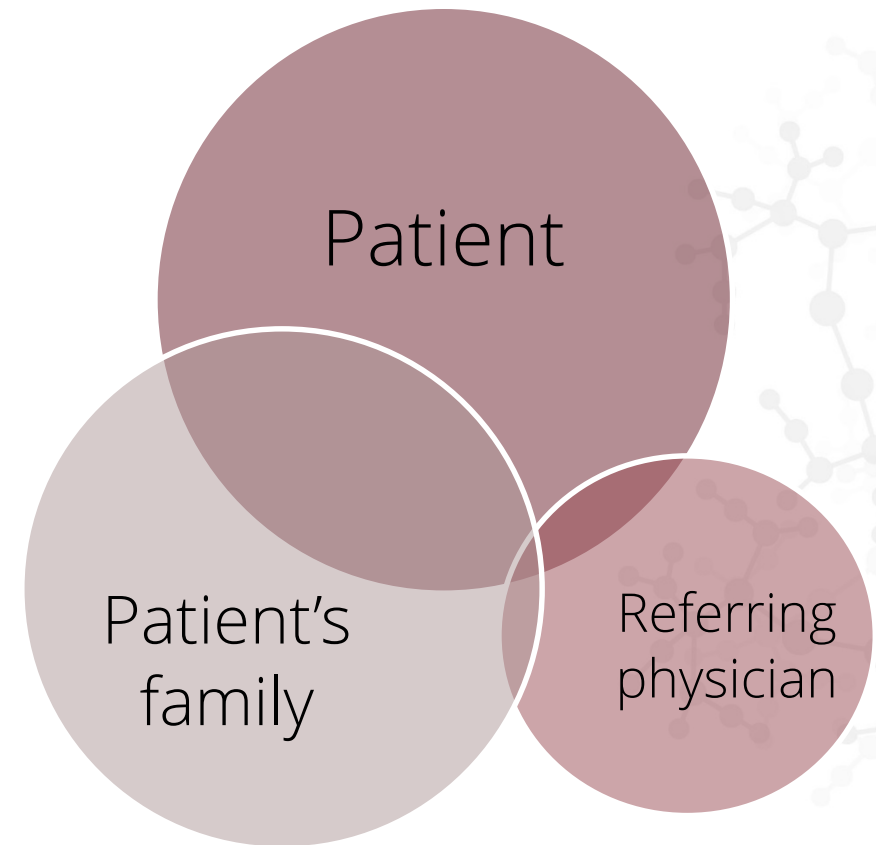


How do you reach multiple audiences
with one piece of web content?



How do you reach multiple audiences with one piece of content?

- Identify each audience and its needs
- Consider how much your audiences' needs do or don't overlap
- Determine how many content assets you need
- Choose one primary audience to optimize any piece of content for





Are there changes in search
that should shift our approach
to writing website content?



What changes in search should impact how we write?

- BERT update: Google is improving its understanding of user intent
- Optimize your content for humans
 - Answer their questions
 - Use the keywords they use
 - Provide unique, valuable information in an easy-to-understand way





How can we respond to stakeholders who are concerned about search results, even if their content is well written and fresh?



How do we respond to stakeholder SEO concerns?

- Drill down to the ultimate goal: *More visits? More appointments? Higher ranking in SERP?*
- Review current rankings: *Where is the page appearing? How is it performing in Search Console? How are people finding you?*
- Step inside the patient's shoes
- Set S.M.A.R.T. goals
- Urge *patience*: SEO and ranking can take time

Learn more: geonetrix.com/seo



How do I manage
stakeholder requests for
new content on our website?



How do I manage stakeholder requests for new content?

- Establish governance criteria and processes
- Create a website content request form and workflow document about how requests are handled
- Develop a core strategy statement for your website as a compass for where new content does or does not fit
- Bring stakeholders in to serve as experts in your content marketing efforts



How do we keep up with multiple content updates with minimal staff?



How do we keep up with content updates with a small team?

- Perform a qualitative website content audit
- Complete a quantitative content inventory
 - Use current content assets more effectively
 - Develop new content that's relevant to your audience and answers their questions
- Create a content governance plan to manage your content long-term



Content isn't king.
It's the kingdom.



Lee Odden
Marketing expert & author

Q&A with Today's Presenters



Shelly Hicks

Senior Content Strategist & Writer



Erin Schroeder

Senior Content Strategist



Celine Klosterman

Content Strategist & Writer



Stella Hart

Content Strategist & Writer

Offer

Content Check-Up

Sign up now:

www.geonetric.com/checkup



Upcoming webinar

Best Practices in Form Design & User Experience

Join us Wed., Dec. 18, 2019 at 2 p.m. EDT / 11 a.m. PDT

Online forms are the go-to lead generation tool for businesses of all sizes. Learn best practices in form design and user experience and combat the high abandonment rates that plague all industries.

Register at: geonetric.com/webinars

In this webinar, you will learn how to:

- *Leverage best practices in everything from design to branding to security*
- *Focus on conversion at every step*
- *Take accessibility into consideration*
- *Write error messages that reduce abandonment rates*
- *Establish workflows that deliver a better user experience (UX) for external and internal users*



Thanks for attending today's webinar!