# Healthcare marketing is always changing.

# Patient Journey Conversion Funnel

**Awareness**

Marketing Automation

**Display** · **Streaming Audio** · **Video** · **SEO** · **Paid Social** · **Business Listings** · **Paid Search** · **Content Strategy**

**Landing Page** · **Online Scheduling Widget** · **Form / Call**

**EHR / EMR**

$

**Need**
Care-seeking consumers

Impressions
(paid/non-paid impressions served)

**Research**
Providers, locations, services, care type, etc.

Traffic
(visitors to the site)

**Select & Schedule**
Appointment scheduled

Conversion Rate
(confirmed appointments scheduled)

**Care**
Appointment held

Completion Rate
(held appointments)

geonetric.com

# Top barriers to digital marketing success in healthcare

Unable to support online transactions with offline operations

Unable to measure effectiveness or ROI

Lack of tools or infrastructure

Lack of expertise

Lack of internal buy-in

# Three hurdles to attaining meaningful measurement

| 1 | Lack of attribution |
|---|---|

| 2 | Connecting data between systems |
|---|---|

| 3 | Achieving offline measurement |
|---|---|

– **HURDLE #1** –

# Lack of attribution

# Effective measurement begins by identifying the marketing sources you can attribute success to

**Customer Journey**

? ? ?

**Conversion**

# Attribution is difficult if marketing source data doesn't exist or is vague, disorganized, or lost

Data **doesn't exist**
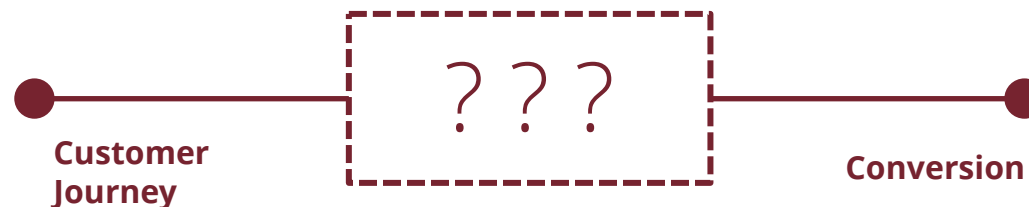
Customer Journey — [ ? ? ? ] — Conversion

Data is **vague or disorganized**

Customer Journey — "Campaign" — Conversion

Data is **lost**

Customer Journey — Knee Replacement Banner Ad - - - ? ? ? - - - Conversion

geonetric.com
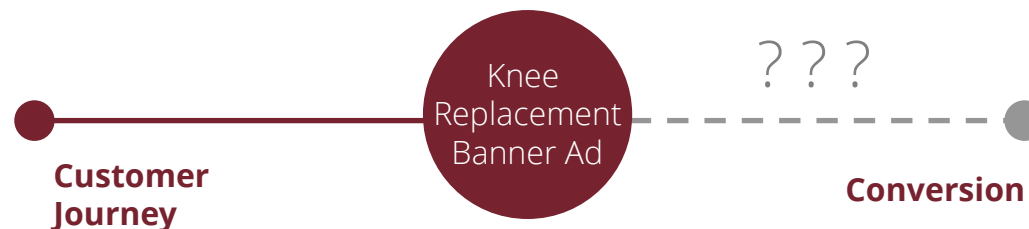
# Lack of attribution: Marketing source data doesn't exist

## CAUSES

Offline channels

Source can't be identified

**? ? ?**

**Customer Journey**

**Conversion**

## SOLUTIONS

✓ Create dedicated landing pages

✓ Use vanity URLs for offline channels

✓ Apply UTM parameters when possible

✓ Use phone call tracking solutions

# Lack of attribution: Marketing source data is vague or disorganized

## CAUSES

Tagging is vague, unactionable

Tagging is inconsistent
(i.e. EMAIL, Email, email, E-mail)

"Campaign"

**Customer Journey**

**Conversion**

## SOLUTIONS

✓ Create tagging guidelines/taxonomy

✓ Use tools that aid with data governance

Terminus
UTM.io

# Lack of attribution: Source data is lost

## CAUSES

Source data is lost as user crosses domains

Redirects strip out UTM parameters

UTM parameters on internal site links

Knee Replacement Campaign

? ? ?

**Customer Journey**

**Conversion**

## SOLUTIONS

✓ Implement cross-domain tracking

✓ Manage your use of redirects

✓ Use event tracking on internal links

# Attribution action items

- ✓ Conduct an analytics audit to evaluate your data integrity

- ✓ Create a measurement plan and taxonomy for your marketing channels

- ✓ Implement cross-domain tracking and other measures to avoid data loss
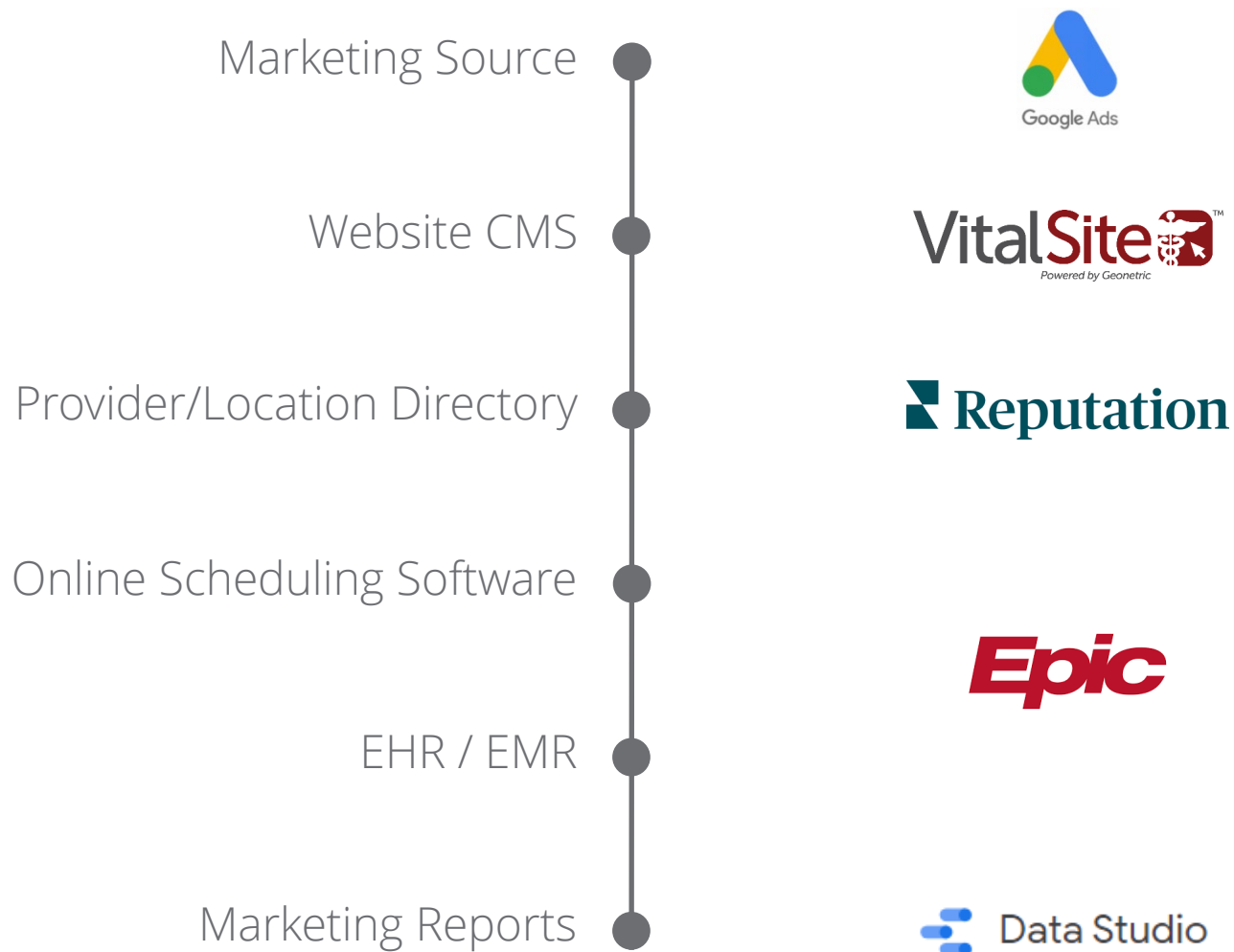
**– HURDLE #2 –**

# Connecting data between systems

# Full-funnel measurement is difficult when trying to connect data across a complex digital ecosystem
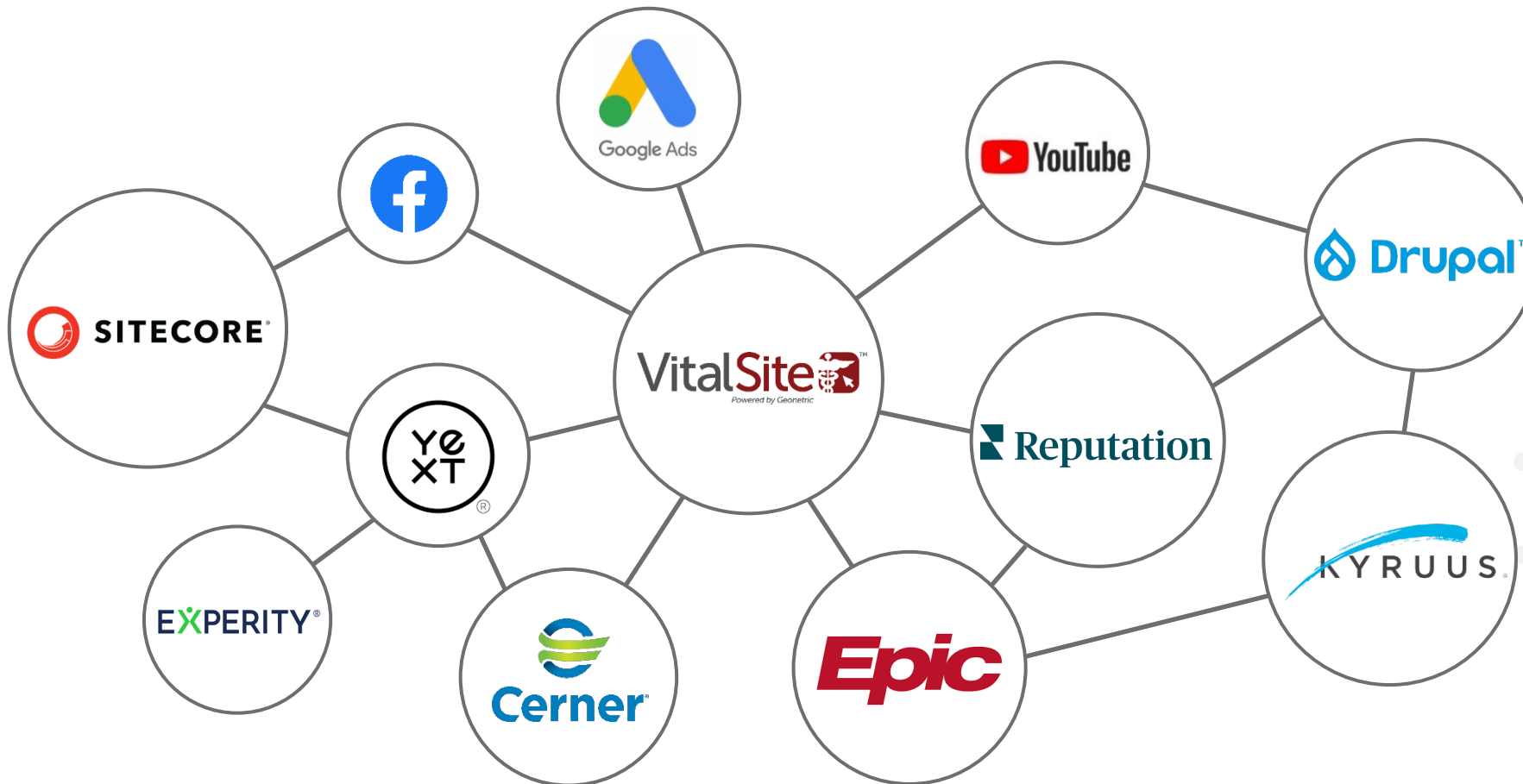
# Map out the user journey to determine which systems need to connect for "full funnel" measurement

Marketing Source

Website CMS

Provider/Location Directory

Online Scheduling Software

EHR / EMR

Marketing Reports

Google Ads

VitalSite™
Powered by Geonetric

Reputation

Epic

Data Studio

geonetric.com

# Identify where your current "data drop-offs" are

Marketing Source

Website CMS

Provider/Location Directory

Online Scheduling Software

EHR / EMR

Marketing Reports

Google Ads

VitalSite™
Powered by Geonetric

Reputation

Epic

Data Studio
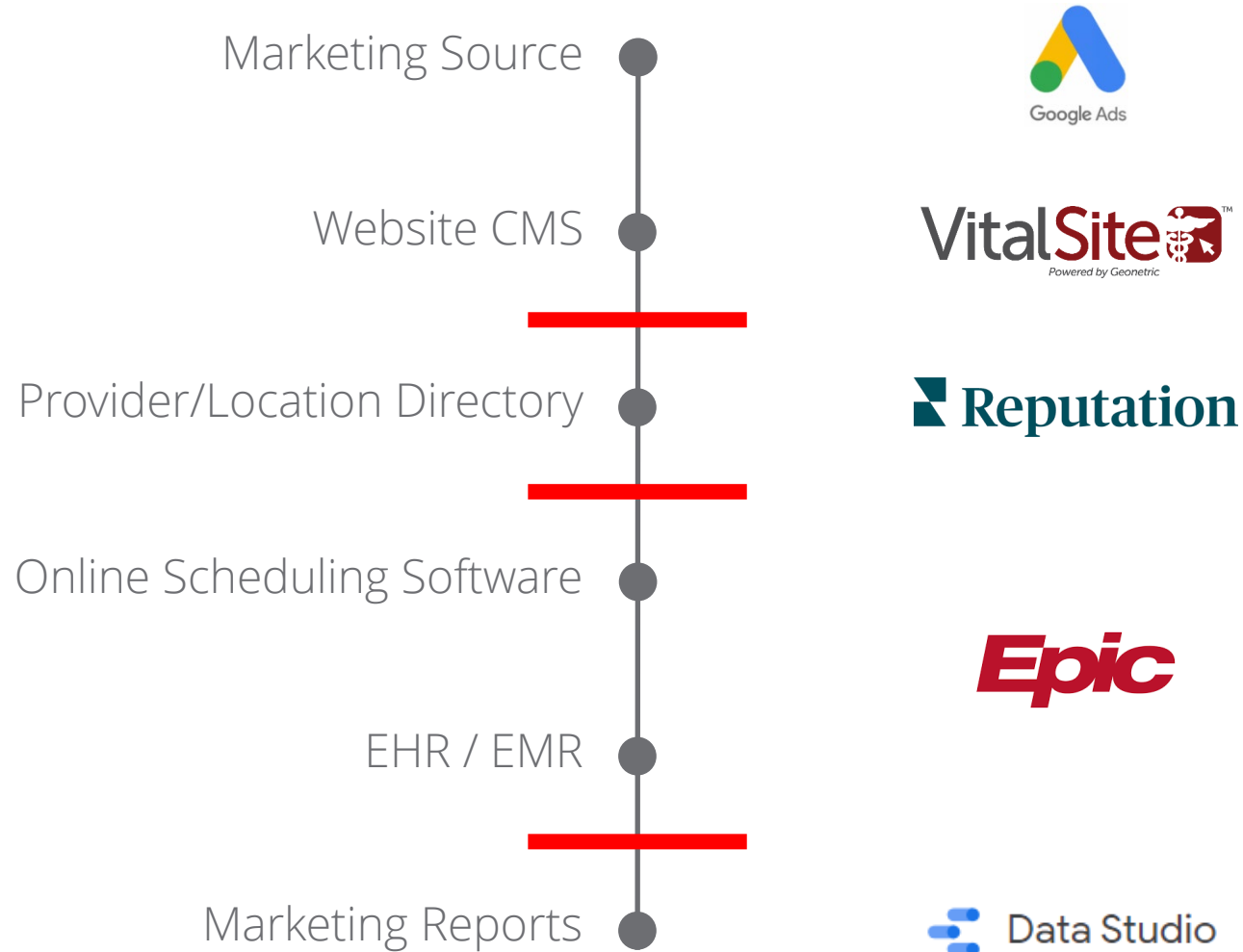
# Investigate the capabilities of each system for sending and/or receiving marketing source data

- Marketing Source
- Website CMS
- Provider/Location Directory
- Online Scheduling Software
- EHR / EMR
- Marketing Reports

Google Ads

VitalSite™
Powered by Geonetric

Reputation

Epic

Data Studio
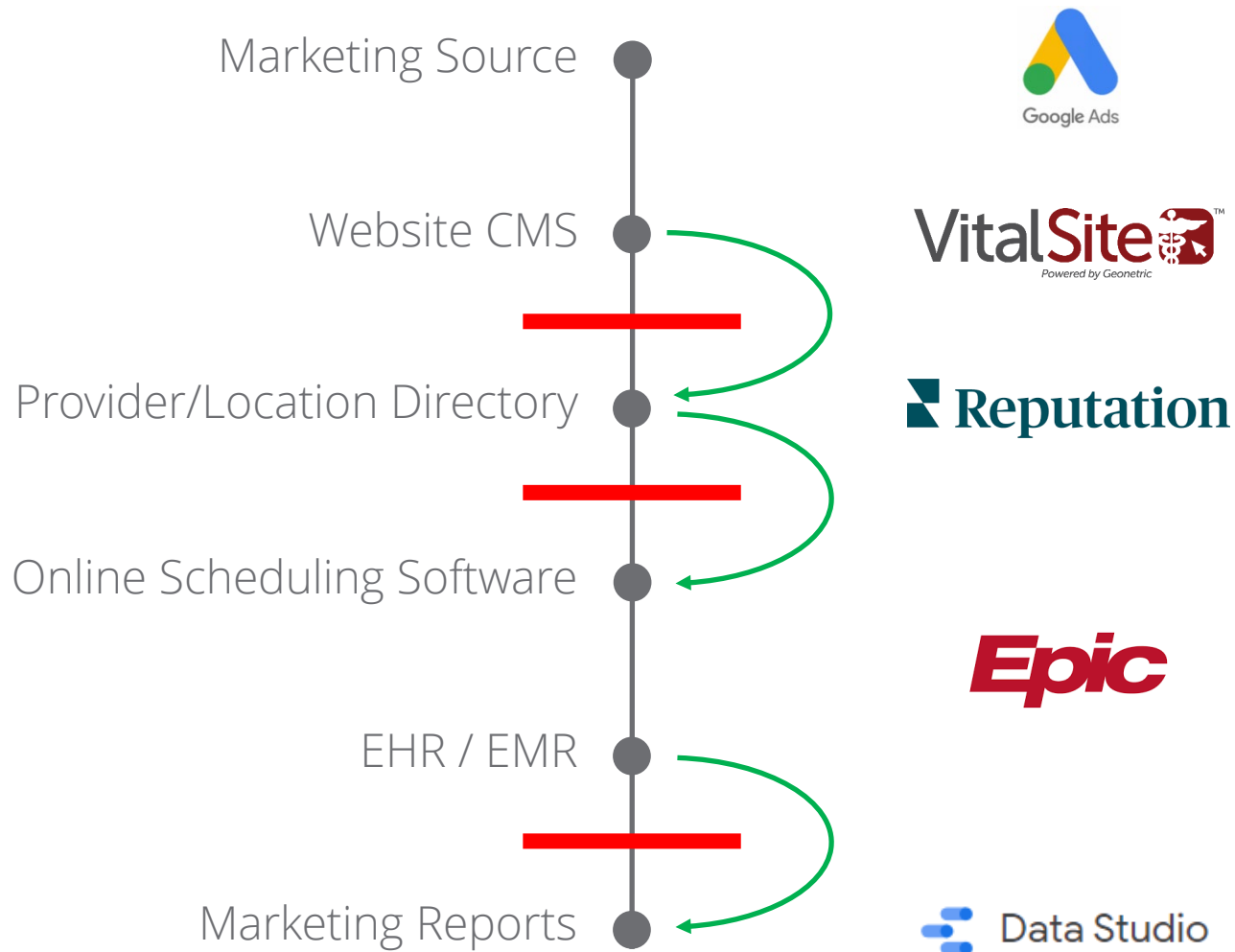
# Create a detailed plan and get all parties on board

**Create a shared document that includes:**

1) Summary of the problem

2) Proposed solution

3) Technical requirements

4) Example scenarios

5) Roles and responsibilities

**Execute and test**

Create reports

# Performance Marketing Dashboard

**Benefit Health System**

Q4 2021 Marketing Performance

*Comparison data to previous quarter*

| Marketing Spend | Held Appointments | Est. Revenue / Conv. | Est. Total Revenue | Est. ROI |
|---|---|---|---|---|
| $726,479 | 9,363 | $513 | $4,213,578 | 580% |
| ▼ -2.7% | ▲ 3.8% | ▲ 1.3% | ▲ 4.4% | ▲ 7.4% |

**Top Line Performance Metrics**
Marketing spend, held appointments, blended revenue per conversion, total revenue, ROI

### Marketing Funnel
*by impressions, clicks, transactions, held appointments*

- Impressions **97,531,250**
- Clicks **731,484**
- Transactions **14,630**
- Held Appointments **9,363**

### Top Transaction Types
*by phone calls, online scheduling, form submissions*

Transactions
- Phone Call — 6,877
- Online Appointment Request — 5,588
- Form Submission — 2,165

(0, 2K, 4K, 6K)

### Revenue
*by marketing channel*

| Organic Search | $2,314,294 |
| Paid Search | $1,096,377 |
| Business Listings | $583,453 |
| Display | $127,226 |
| Email | $54,022 |
| Direct Mail | $38,206 |

### Cost
*by marketing channel*

| Paid Search | $549,592 |
| Display | $92,103 |
| Organic Search | $26,412 |
| Direct Mail | $25,310 |
| Business Listings | $18,024 |
| Email | $15,038 |

**Revenue and Cost**
Breakdown by top transaction types along with by marketing channel – paid and non-paid

**Marketing Funnel Performance**
By impressions, clicks, transactions, held appointments

### Revenue
*by specialty*

| Specialty | Revenue ▾ |
|---|---|
| Cardiovascular Surgery | $241,204 |
| Cardiology - Invasive | $227,276 |
| Orthopaedic Surgery | $214,386 |
| General Surgery | $176,590 |
| Internal Medicine | $174,508 |
| Pulmonology | $154,008 |
| Cardiology - Non-invasive | $150,675 |
| Urology | $140,986 |
| Family Medicine | $137,755 |

**Revenue by Specialty**

### Revenue
*by new versus existing*

- New to System $2,696,689
- Existing to System $1,516,888

(0, 1M, 2M, 3M)

**Revenue by New vs Existing**

### Revenue
*by quarter*

ROI — Marketing Spend — Est. Revenue

- Q4, 2020: 2,977,529.9
- Q1, 2021: 4,061,837.1
- Q2, 2021: 3,478,082.7
- Q3, 2021: 4,032,833.4
- Q4, 2021: 4,213,578.2

**Revenue, Spend, ROI by Quarter**

Let's walk through an example...
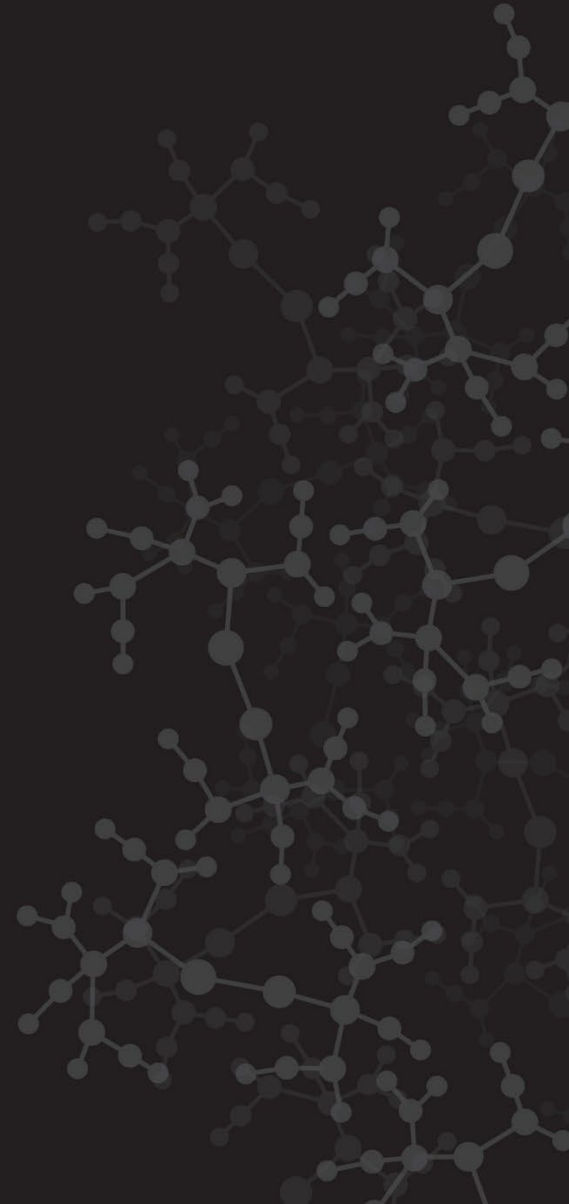
# Let's walk through an example



Google Ads

VitalSite™ — benefithealth.com

Marketing Source → doctors.benefithealth.com (Yext)

Epic — Epic

Google Data Studio

Marketing Source → [ Page 1 → Page 2 → Page 3 ] → [ Page 1 → Page 2 → Page 3 ] → [ Online Scheduling ] → [ Marketing Reports ]

geonetric.com

# Let's walk through an example



benefithealth.com

doctors.benefithealth.com

Epic

Marketing Source → Page 1 → Page 2 → Page 3 → Page 1 → Page 2 → Page 3 → Online Scheduling → Marketing Reports
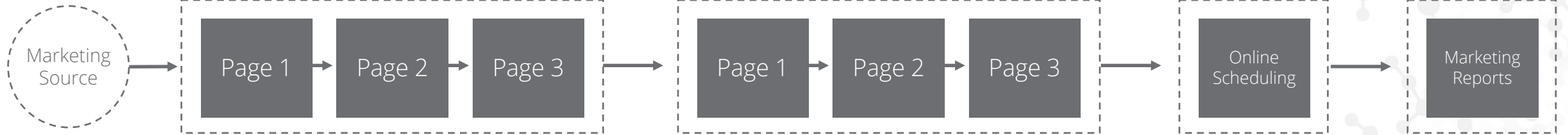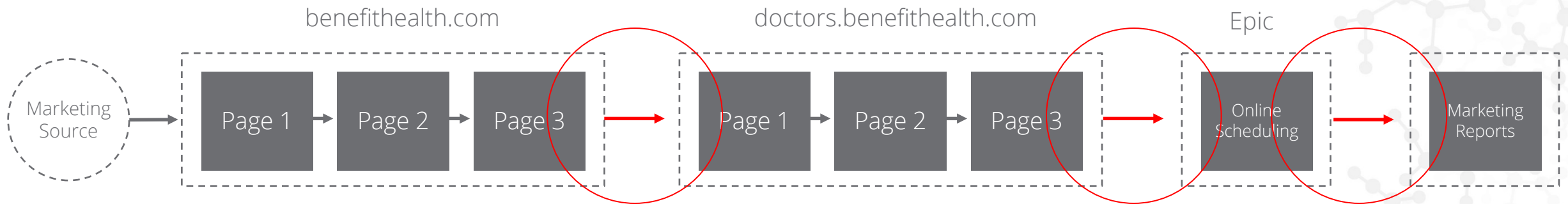
**Requirements**

- Identify and populate marketing source within URL parameters
- Retain source data throughout user's journey
- Concatenate parameters into a single parameter

# Let's walk through an example

benefithealth.com

doctors.benefithealth.com

Epic

Marketing Source

| Page 1 | Page 2 | Page 3 |

| Page 1 | Page 2 | Page 3 |

Online Scheduling

Marketing Reports
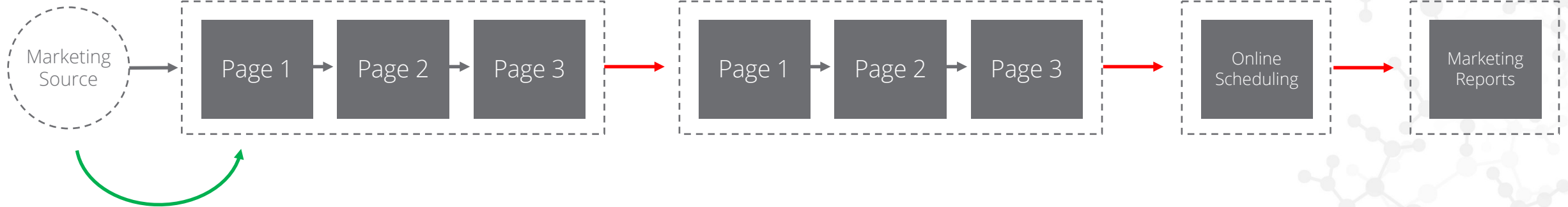
**Generate URL parameters**

https://www.benefithealth.com/?utm_source=google.com

geonetric.com

# Let's walk through an example

Marketing Source → benefithealth.com [Page 1 → Page 2 → Page 3] → doctors.benefithealth.com [Page 1 → Page 2 → Page 3] → Epic [Online Scheduling] → [Marketing Reports]
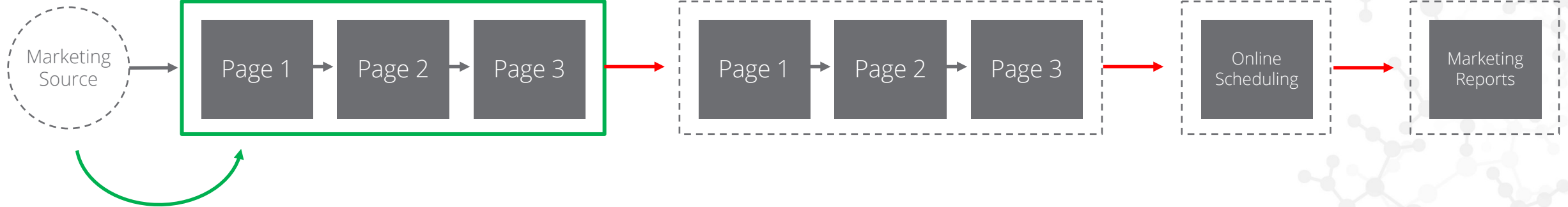
**Retain source data via session cookie**

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# Let's walk through an example



Google Ads

VitalSite™
Powered by Geonetric

benefithealth.com

YEXT®

doctors.benefithealth.com

Epic

Epic

Google Data Studio

Marketing Source → Page 1 → Page 2 → Page 3

Page 1 → Page 2 → Page 3 → Online Scheduling → Marketing Reports

**Generate URL parameters again to pass data**

geonetric.com

# Let's walk through an example

benefithealth.com

Marketing Source → | Page 1 → Page 2 → Page 3 |

doctors.benefithealth.com

Marketing Source ↓ | Page 1 → Page 2 → Page 3 |

Epic

| Online Scheduling | → Marketing Reports

**Retain and concatenate data into single URL parameter**

geonetric.com

# Let's walk through an example



benefithealth.com

doctors.benefithealth.com

Epic

**Export data via spreadsheet**

**Import into data visualization tool**

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**– HURDLE #3 –**

Achieving offline measurement

# Steps to achieving effective offline measurement

**1**

Identify a
high-value
campaign

**2**

**3**

**4**

geonetric.com
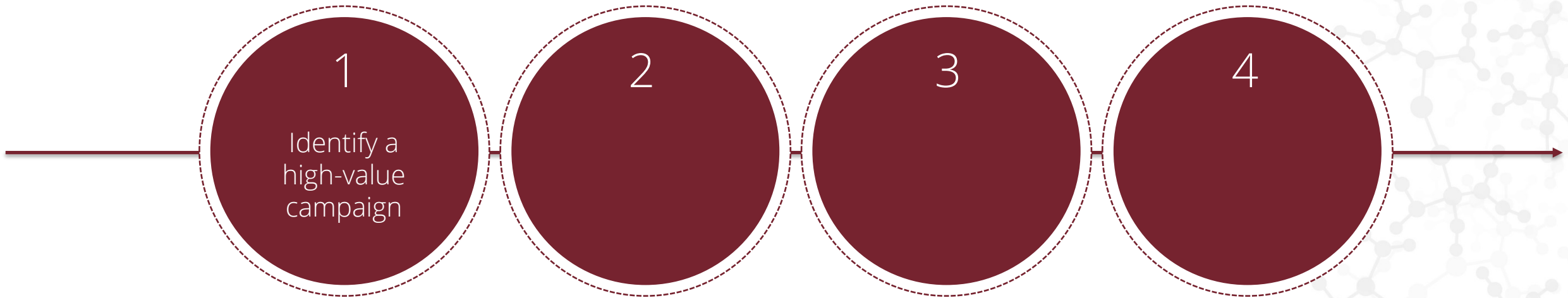
# Start small with high-value digital campaigns

✓ Focus on specific, high-revenue areas

✓ Know what you spend

✓ Identify and attribute campaign as source

✓ Trackable conversion points

✓ Estimate revenue earned more easily

# Concord Hospital's Cardiovascular Institute

- **Campaign goal:** increase awareness and patient acquisition

- **Target audience:** prospective patients 55 and older living in the Capital Region

- **Channel mix:** Display and paid social

# Steps to achieving effective offline measurement

**1**

Identify a high-value campaign

**2**

Set up tracking and conversion points

**3**

**4**

geonetric.com
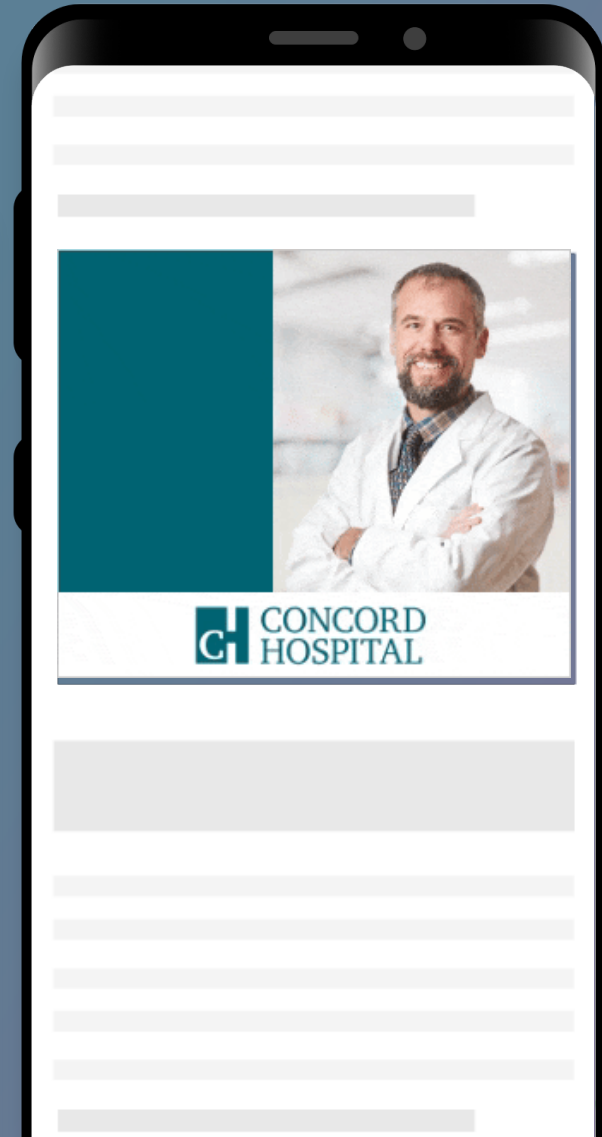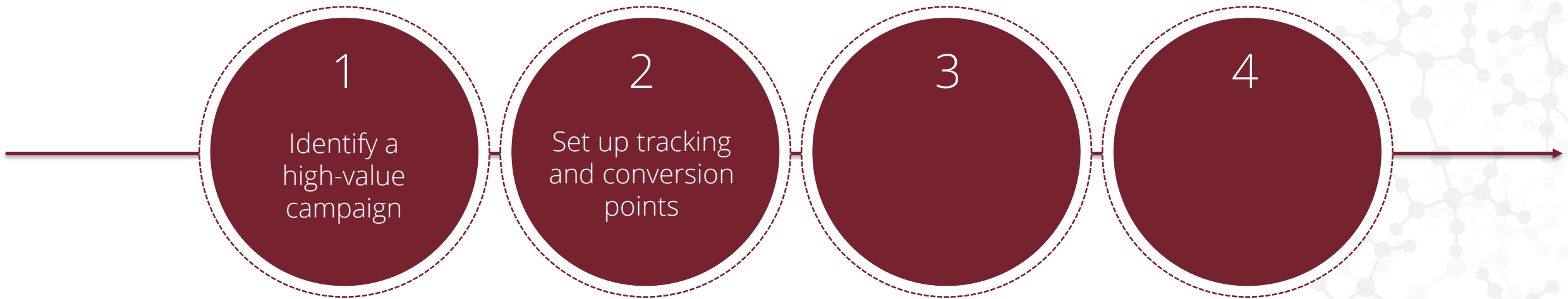
# Set up tracking and conversion points

## Marketing source data

- Use UTM parameters

- Ensure marketing source data is retained throughout user journey

## Trackable conversion points
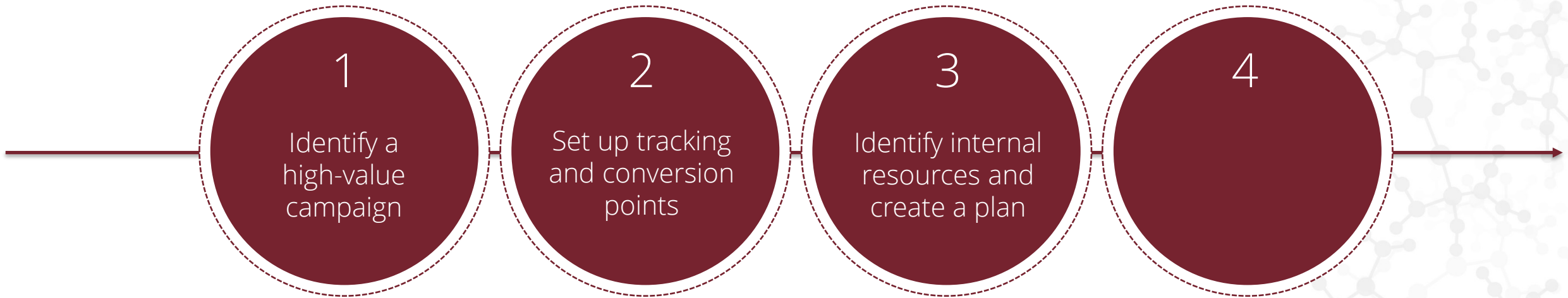
- Forms

- Trackable phone numbers

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Concord Hospital's cardiovascular campaign featured two conversion points: clicks to call and form submissions

# Steps to achieving effective offline measurement

1 — Identify a high-value campaign

2 — Set up tracking and conversion points

3 — Identify internal resources and create a plan

4
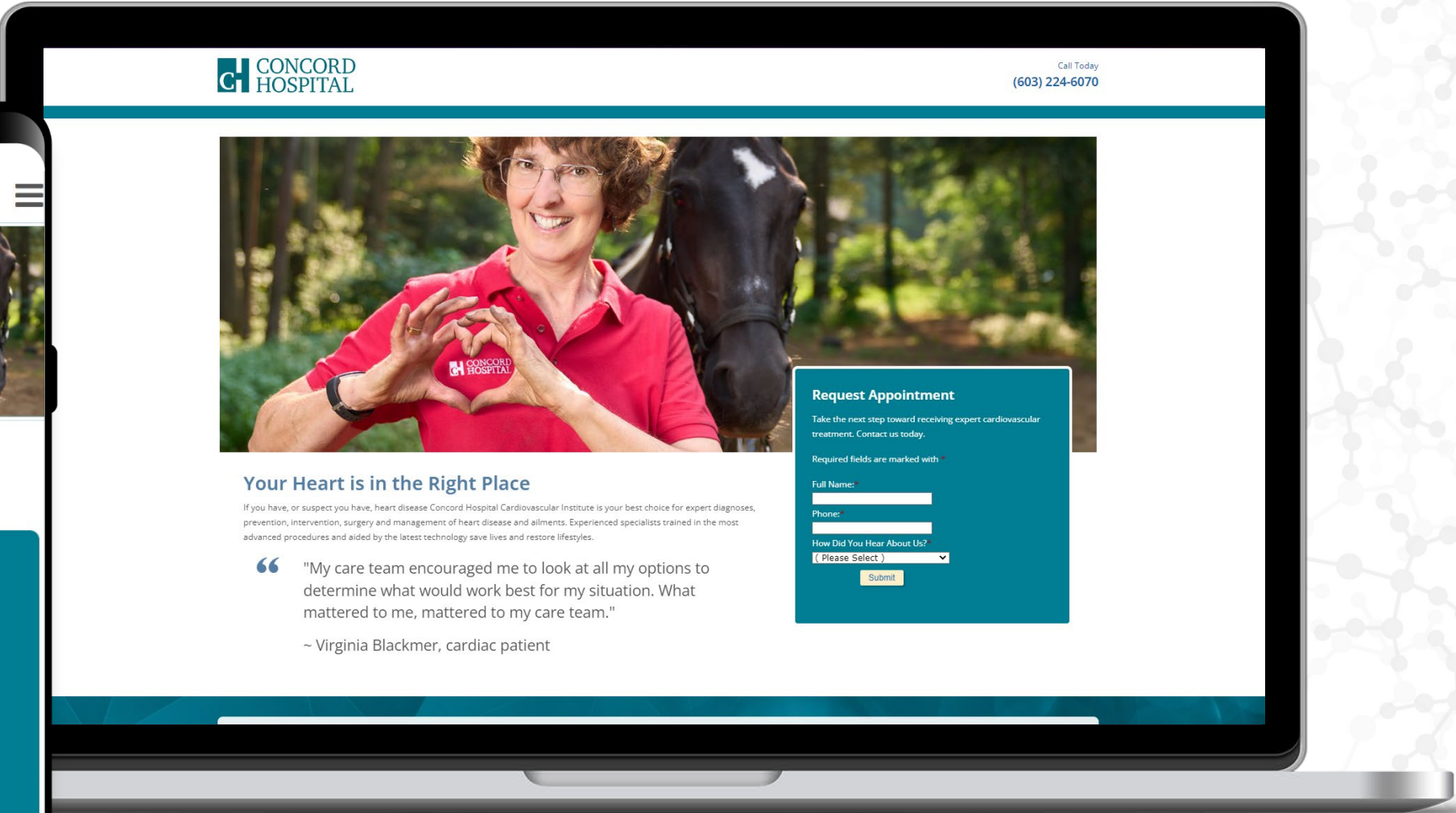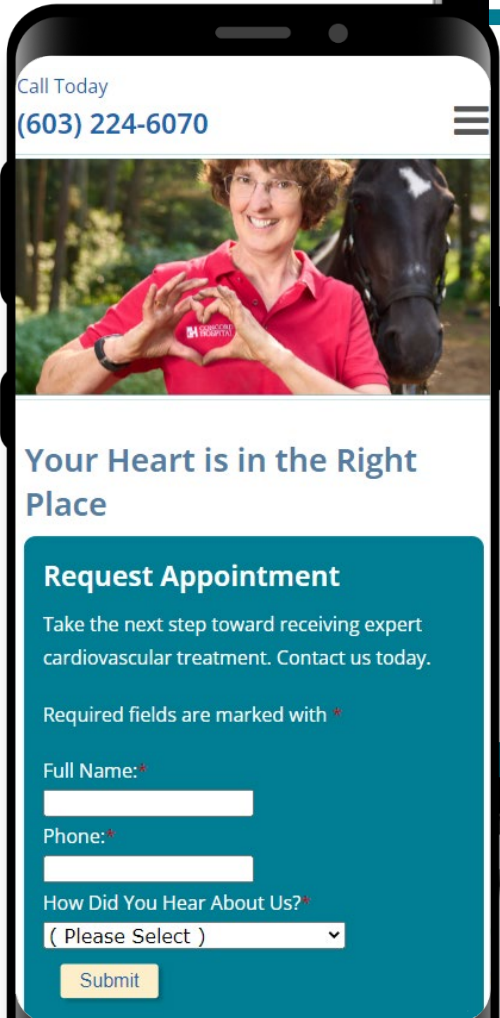
**Identify resources to help you get full-funnel measurement**

Patient Scheduling

Finance

# Steps to achieving effective offline measurement



**1** Identify a high-value campaign

**2** Set up tracking and conversion points

**3** Identify internal resources and create a plan

**4** Calculate ROI and evaluate

geonetric.com
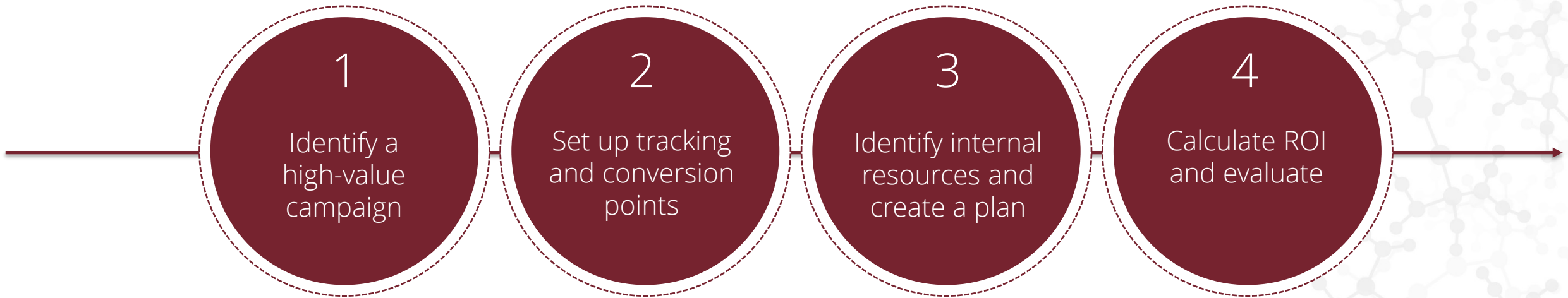
# Concord Hospital's cardiovascular campaign performance

**$100,374**

Net Revenue

**450%**

Return on Investment (ROI)

# Managing data privacy

Privacy concerns with the Meta (Facebook) pixel

# Be proactive with your data privacy

✓ Partner with your legal and compliance department

✓ Keep your privacy policy up-to-date and ensure it accurately reflects your current marketing efforts

✓ Assess the data you're collecting and sending to third parties and ensure they meet compliance policies

✓ Stay up-to-date on industry and technology changes

# Prepare to transition to Google Analytics 4 (GA 4)

- Universal Analytics will stop on July 1, 2023

- Ensure year-over-year data continuity by setting up a Google Analytics 4 property now.

**Highlights of Google Analytics 4**

- Privacy-centric

- Machine learning at its core

- Customer-centric measurement

- New interface and reporting metrics

Learn more at
**geonetric.com/GA4**

Healthcare marketing
is always changing.

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Get expert guidance on your tracking and measurement challenges.

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