

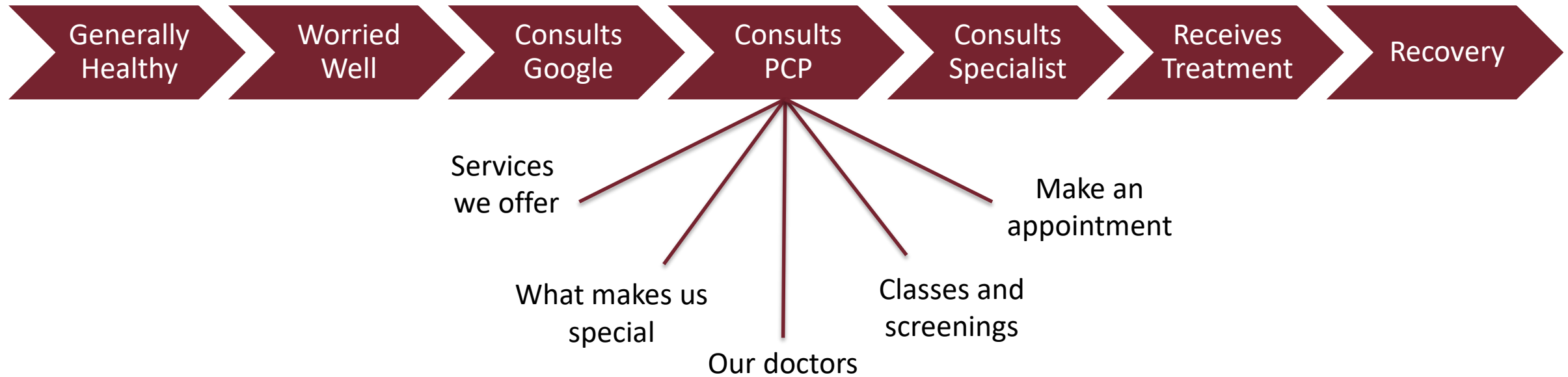
Content Marketing Hubs: How to Build Trust and Boost Traffic

GEONETRIC®

A shifting philosophy

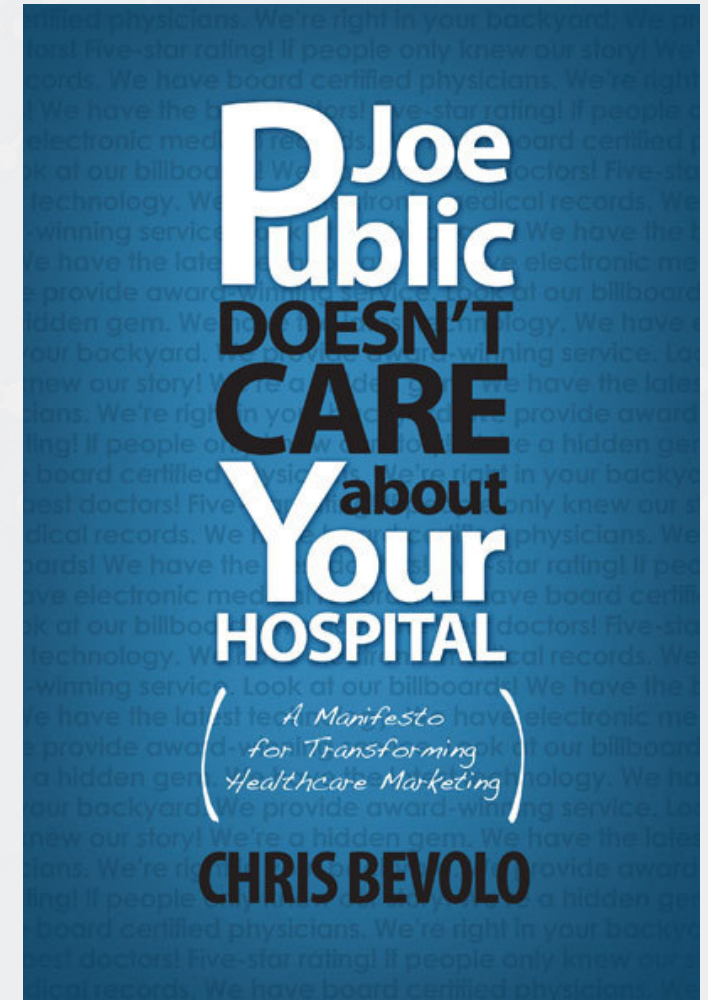


Let's think about the patient journey...



We focus almost completely on the moment of decision.

Joe Public only cares about healthcare when he cares about healthcare.



57% of customers' time during the purchase cycle spent before engaging with the service provider

Source: CEB/Gartner

It falls to marketing to significantly improve the nurturing process.



Content Marketing

- Content that is educational (and often entertaining) but not promotional – it doesn't talk directly about the products the company sells.

Brand Journalism

- A flavor of content marketing where organizations use the tools of journalism to tell their story.

Content Guidelines

- **Timely** – Linked to a specific season
- **Consumable** – Short paragraphs and subheads
- **Credible** – Quotes a system podiatrist
- **Audience-focused** – Second person language, inviting the user to read on
- **Actionable** – Cross-links to podiatry services, doctors; newsletter sign-up

Content Marketing: Useful + interesting

“Cardiology”


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Cardiology

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State-recognized cardiac care for every unique heart

Cardiology programs within Northwell Health have been ranked among the best in New York by the Department of Health. For our patients, that means better outcomes—and more time spent doing what they love.

Who we are

At Northwell Health, our skilled cardiologists offer advanced cardiac programs in areas including coronary artery disease, electrophysiology, heart failure, structural heart disease, cardiac rehabilitation and women’s heart health.

Our hospitals

Hospitals throughout Northwell Health offer outstanding cardiac care. The following hospitals have expanded cardiac programs.

Huntington Hospital

Peconic Bay Medical Center

Staten Island University Hospital

Lenox Hill Hospital

Sandra Atlas Bass Heart Hospital at North Shore University Hospital

Long Island Jewish Medical Center

Southside Hospital

Other areas of care

“Suddenly Hypertensive”

The Well
by Northwell

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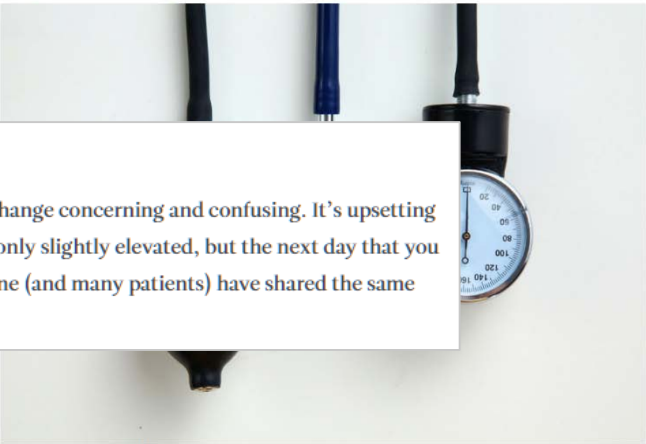
Our Picks | Sections

DEAR DOCTOR

Suddenly Hypertensive

New guidelines mean more people meet the criteria for high blood pressure.

By | Stacey E. Rosen, MD, Cardiologist | Patricia Scanlon, Writer




Dear Hyper:

I totally understand why you find this change concerning and confusing. It’s upsetting to be told one day that your pressure is only slightly elevated, but the next day that you have **high blood pressure**. Friends of mine (and many patients) have shared the same feelings with me.

Q: I’m a 54-year-old woman who’s in relatively good health, but at last check, my blood pressure was a little on the high side—about 135/85. My doctor said it wasn’t high enough to be considered true hypertension. But recently, I read that the American Heart Association classifies 130/80 as hypertension. I’m freaking out. Does this mean that I need to start taking medication?

Sincerely,
“Hyper about Hypertension”



Take our Heart Health Risk Assessment

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“Every one of you
is a media company.”

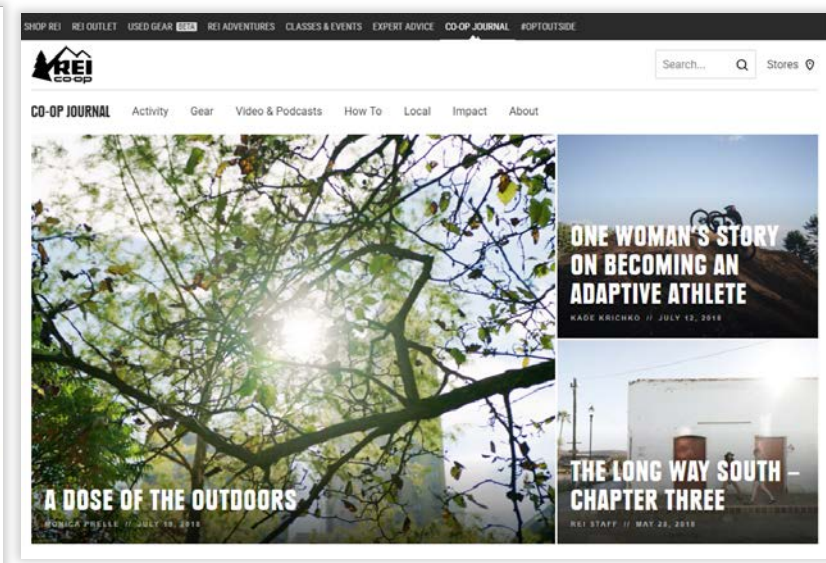
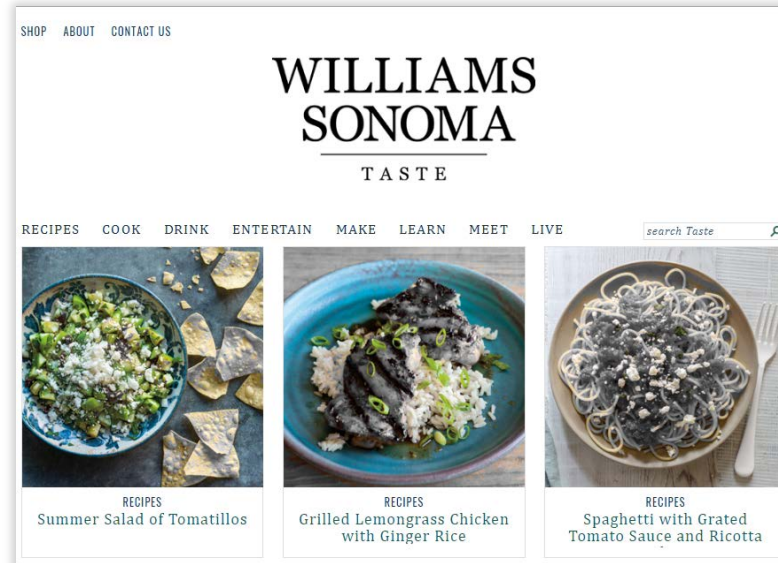
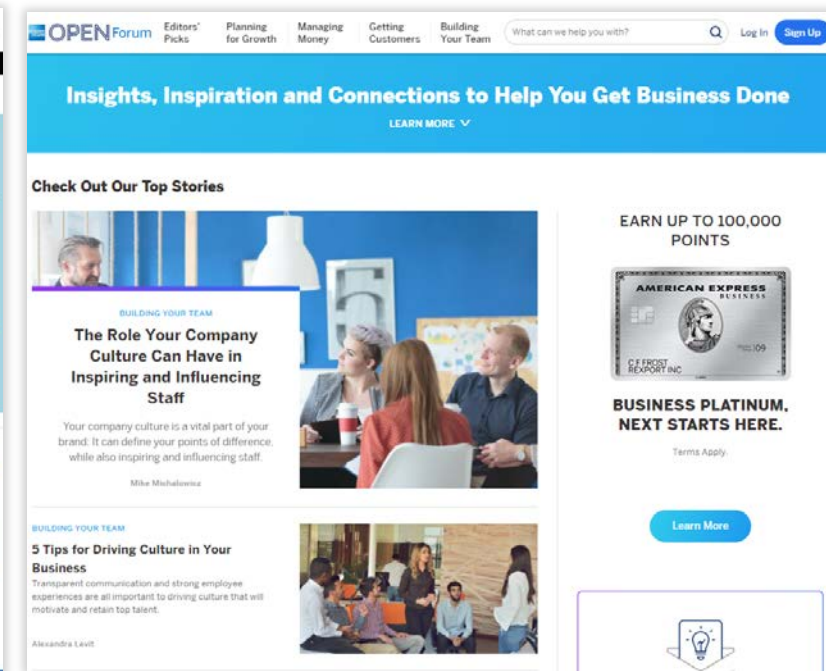
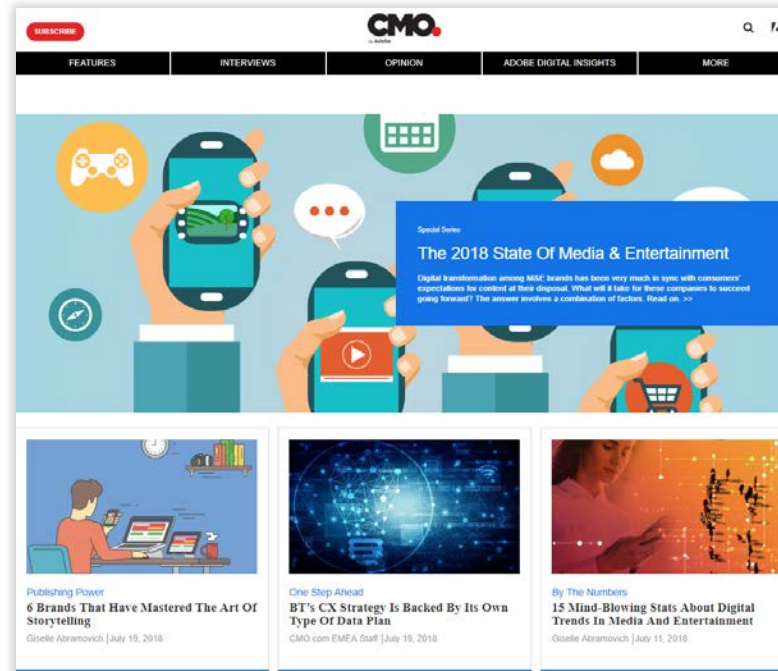
Gary Vaynerchuk

(Probably after several other people, but...)

The Branded Content Hub

Companies and brands across industries are using a content hub approach to collect high-quality content that is useful and interesting to their target audience.

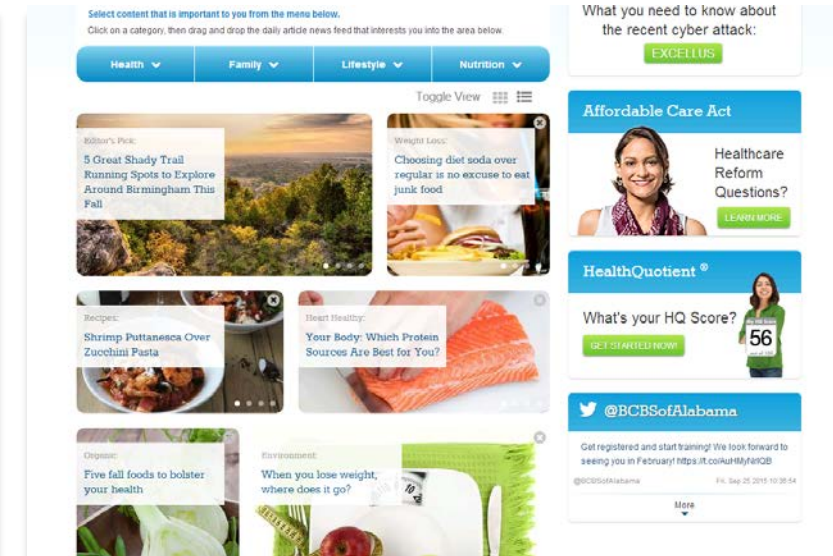
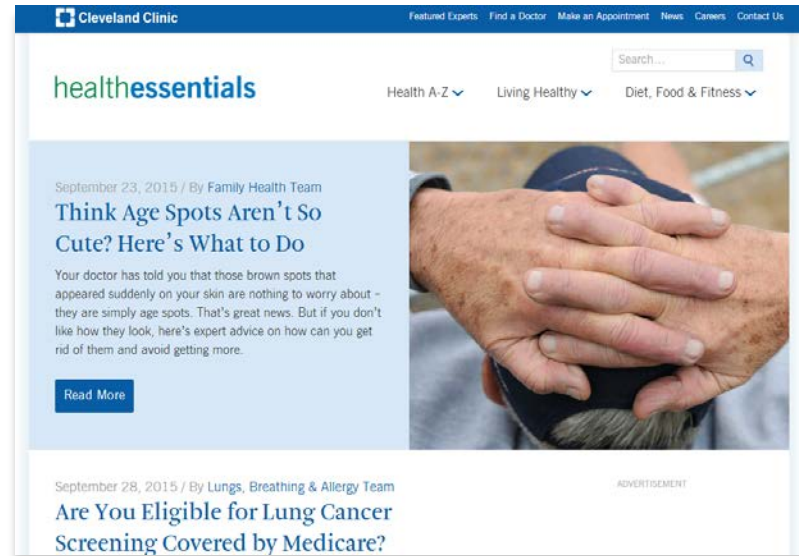
These sites use an editorial look, feel, and tone to create an engaging, branded experience.



The Health Content Hub

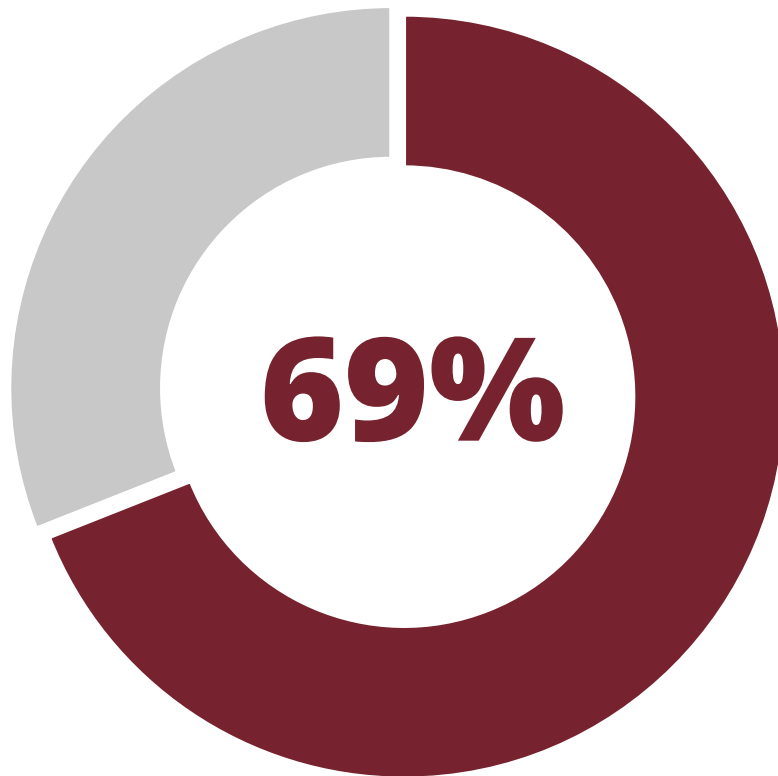
Healthcare organizations are getting into the game as well, building on their trusted brand to engage consumers and patients with timely, useful content.

These hubs provide a **central point of engagement** that is typically supplemented through email newsletters, social media and paid advertising.

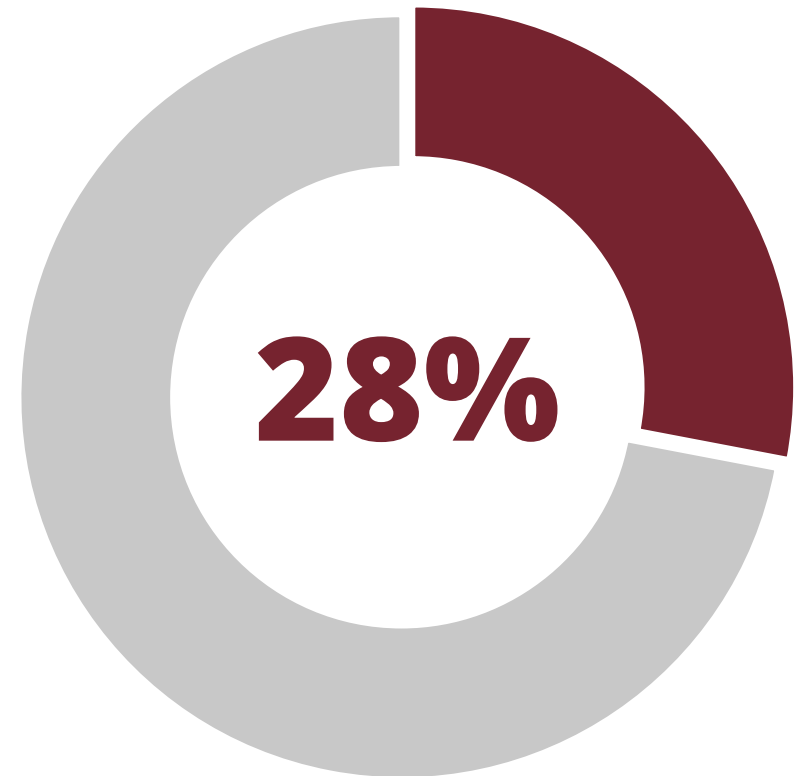


Healthcare and Content Marketing

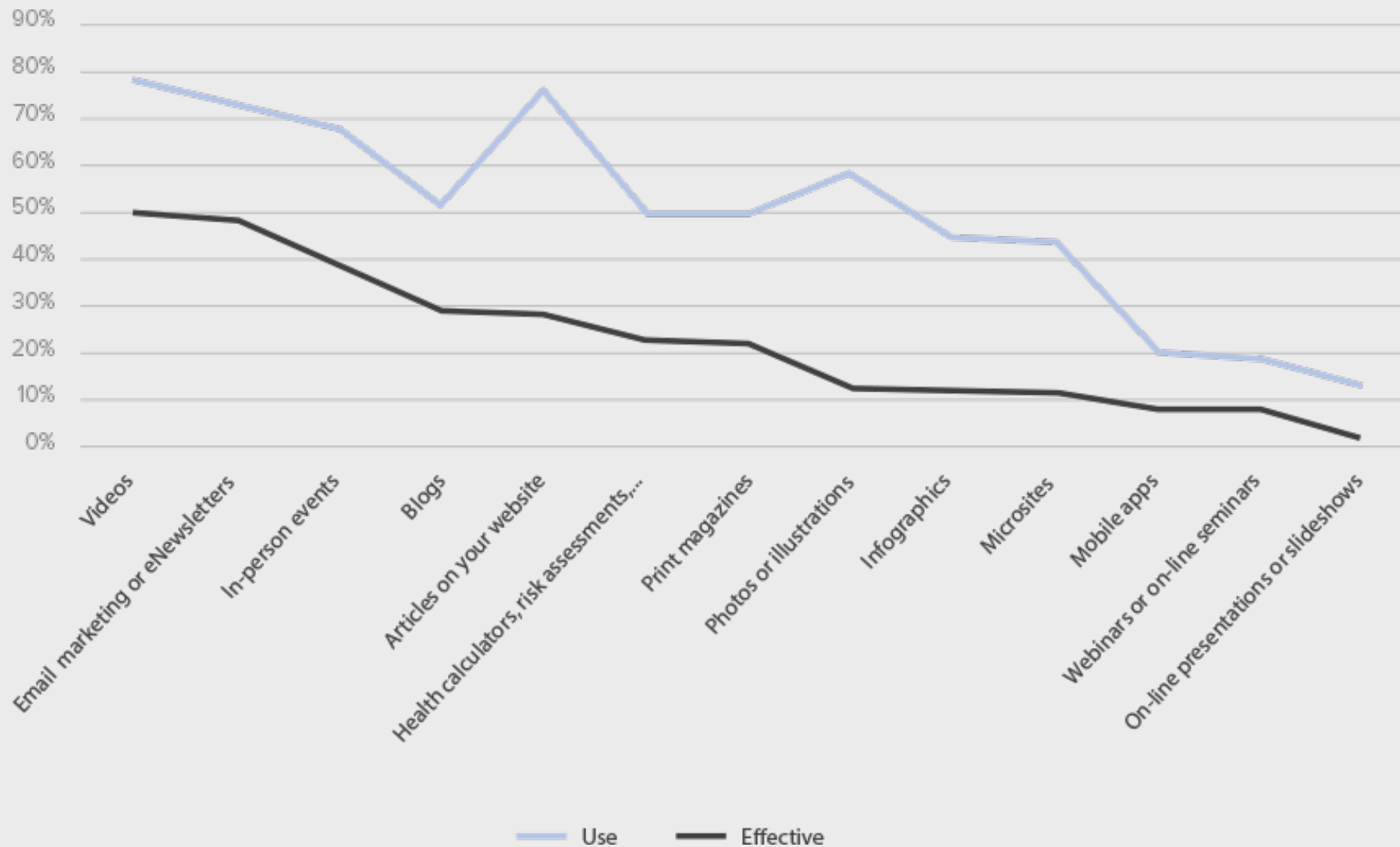
Using content marketing



Feel their content marketing efforts are “very effective”



Content Marketing Gap Analysis: Use vs. Effectiveness



Source: Geonetric 2017 Digital Marketing Trends in Healthcare Survey

What does content marketing
do for us?



Addresses Key Challenges

- Builds awareness and preference ahead of decision points.
- Engages consumers in health-related topics.
- Nurtures health consumers through long, slow journeys.

.

“Yes, we tie it to patient acquisition, but that is not [the primary] objective of Health Hub... Not every consumer in the marketplace is ready to buy your product. [The Hub] helps us talk to patients in various stages of the publishing funnel...”

— Scott Linabarger, (former) senior director of Cleveland Clinic’s Health Hub
Ragan Healthcare Communications: *Your Role in the Age of Brand Journalism
and Content Curation*

Bonus benefit:

- With the reduction of traditional journalism, media is looking for help finding and developing stories



FROM OUR EXPERTS, LATEST TECHNOLOGY —

JULY 24, 2017 | AVERA WRITERS

GeneFolio – Innovative Genetic Test Identifies the Best Medications for You

Have you ever taken a new medication and experienced bothersome side effects? Or wondered if a new medication is working for you? If so, you may benefit from GeneFolio – a... [READ MORE](#)



MENTAL HEALTH

Finding the Right Medication: Gene Test May Help Treat Depression

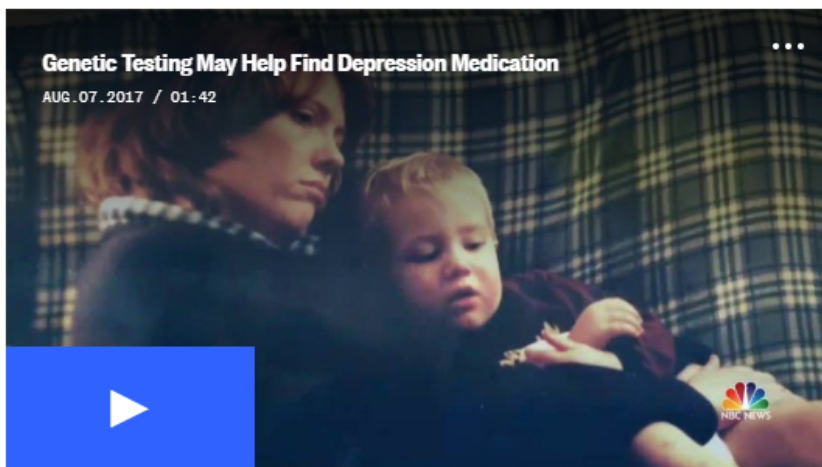
by Shamard Charles, M.D. and Lauren Dunn / Aug. 07.2017 / 3:00 PM ET / Updated Aug. 07.2017 / 6:39 PM ET

Patients with depression often struggle through weeks or months of trial-and-error to find the right antidepressant. Now the burgeoning field of pharmacogenomics – how genes affect a person's response to drugs – is helping more patients avoid debilitating and all-too-common side effects of psychiatric medications.

Sarah Ellis will never forget her darkest days battling depression and the series of prescriptions the Sioux Falls, South Dakota mother of three endured.

Genetic Testing May Help Find Depression Medication

AUG. 07. 2017 / 01:42



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Tip #1: Show, don't tell

healthessentials

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July 20, 2018 / By Wellness Team

7 Things You Probably Didn't Know About Epsom Salt

Epsom salt is cheap, easy to use and minimally invasive. Discover how this mineral powerhouse plays an important role in integrative medicine, promoting both physical and mental health benefits.

[Read More](#)

July 20, 2018 / By Heart and Vascular Team

Recipe: Thai Swordfish in Red Curry Sauce

This Thai recipe works well with any firm fish, or scallops, lobster tail meat or shrimp. Substitute firm tofu for the seafood, and it becomes a stunning vegetarian entree.



July 20, 2018 / By Digestive Health Team

Gastroparesis: A Mysterious Stomach Disorder That's on the Rise in Teenage Girls and Women in Their 20s

It's not an eating disorder. It's a stomach disorder called gastroparesis. And it's preventing a growing number of teenage girls and young women from wanting to eat at all. Gastroenterologist Michael Cline, DO, explains.



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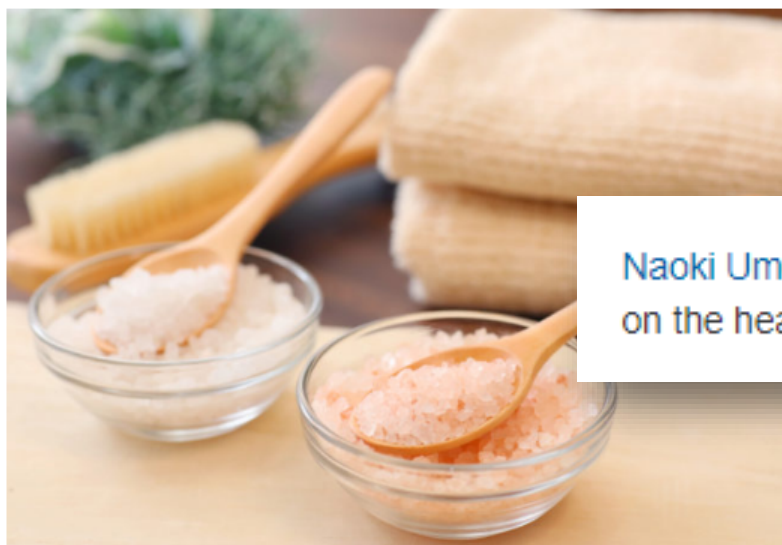
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7 Things You Probably Didn't Know About Epsom Salt

Easy, economical and minimally invasive

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Integrative medicine is known for treating the patient's mind and body, considering how these are closely connected. Epsom salt is one tool that integrative medical specialists often recommend for its physical and mental health benefits.

While no clinical trials have confirmed the benefits of Epsom salt, many doctors promote it for its ease of use, reasonable price and minimally invasive delivery.

Naoki Umeda, MD, from Cleveland Clinic's Center for Integrative Medicine, shares seven valuable insights on the health benefits of Epsom salt as well as its recommended usage:

There is no salt in it. Epsom salt was named for a bitter saline spring at Epsom in Surrey, England. It is not actually salt but a naturally occurring pure mineral compound of magnesium and sulfate.

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Naoki Umeda, MD, from Cleveland Clinic's Center for Integrative Medicine, shares seven valuable insights on the health benefits of Epsom salt as well as its recommended usage:


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Tip #2: Design Matters

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HEALTHY LIFESTYLE, RELATIONSHIPS

JULY 10, 2018 | KIM VANDERPOEL, LPN

#TryItTuesday: Family Fun Backyard Games

One of my most favorite childhood memories was going to my grandpa and grandma's home for game night. Whether it was in the winter, with a wide array of board games... [READ MORE](#)



HEALTHY LIFESTYLE, RECIPES

JULY 09, 2018 | AVERA WRITERS

Best Eating for Breastfeeding Moms

New moms realize that they're eating for two, but when they consider the complexity of information about food that's out there, it can be a swirl of stats, suggestions and misconceptions... [READ MORE](#)



HEALTHY LIFESTYLE, FROM OUR EXPERTS,
PATIENT STORIES

JULY 06, 2018 | AVERA WRITERS

Fitness: Whether at Home or the Gym, Just Get It In!

Like many other avid fitness enthusiasts, Abby Gramlick-Mueller doesn't feel like herself if she doesn't get in her daily dose of movement. "I've been active throughout my whole life," said Gramlick-Mueller... [READ MORE](#)



HEALTHY LIFESTYLE, RECIPES

JULY 05, 2018 | DAWN FLICKEMA, MD

Herbs Amp Up Flavors, Health Benefits of Food

Food is many things, but in some ways, it's providing information for every cell in your body. The right foods in your diet can optimize your health, but when we eat... [READ MORE](#)



Avera

Home » Balance » #TryItTuesday: Kayaking-A New Adventure

balance

JULY 03, 2018

KIM VANDERPOEL, LPN

#TryItTuesday: Kayaking-A New Adventure

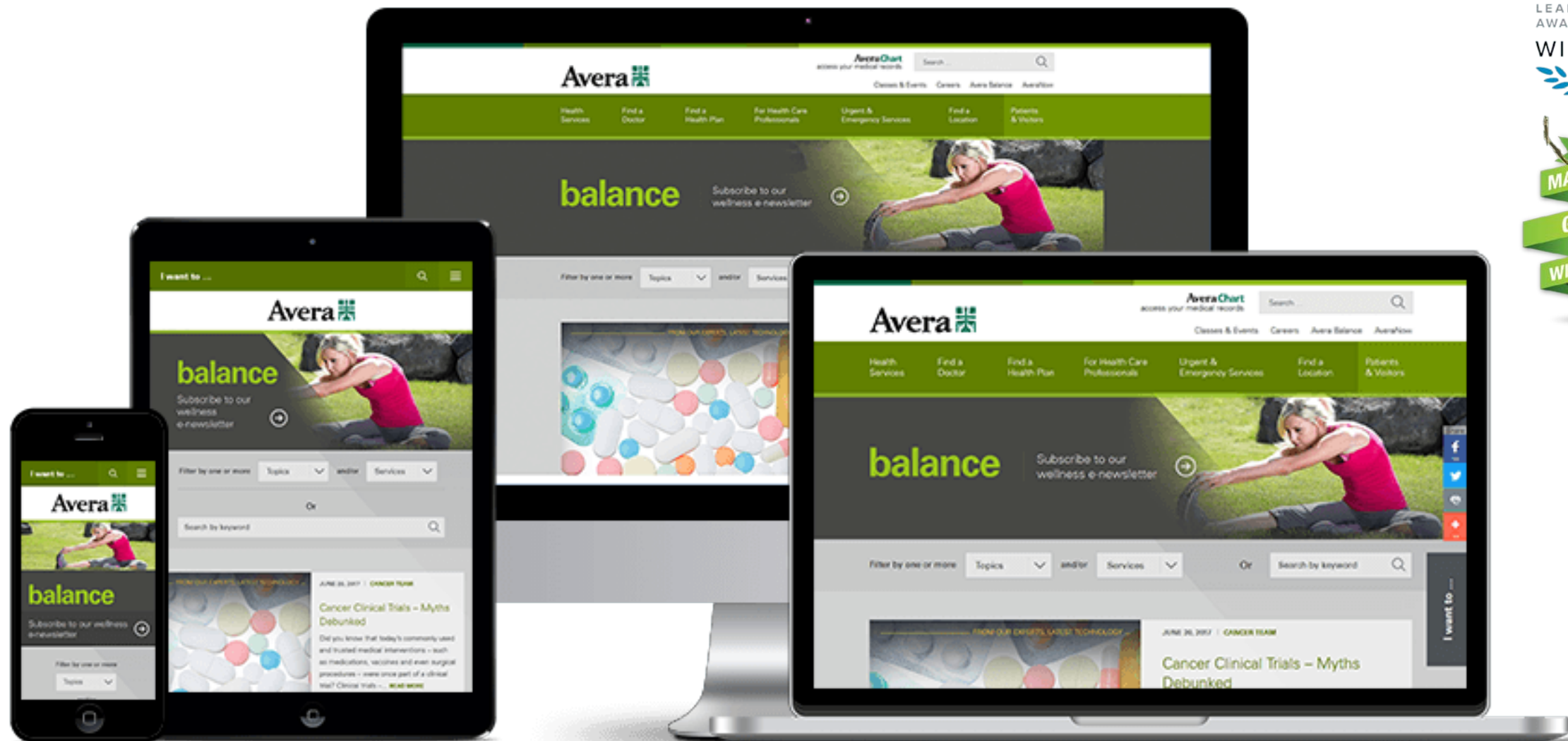
Last year when my husband requested a kayak for his birthday, I thought he was crazy.

We had never been kayaking before, and I was almost positive this would be one more thing we'd purchase only to



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March 20, 2018



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March 08, 2018



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March 06, 2018



6 Ways to Keep Your Colon Healthy and Cancer-Free

March 05, 2018



From Fuel to Stool: 5 Tips to Speed Up Digestion

March 04, 2018

TRUE STORY

I Have Endometriosis

By David English, Lauren
Urban

Tip #3: Reuse and Recycle

TRUE STORY

Doctors Get Cancer, Too

By Nagashree Seshtharamu, MD
Oncologist

Parenting

It's the hardest and most important job in the world.

[View entire collection](#)

SO, YOU'RE

Getting Bunion Surgery

What it's like to take care of the BIG TOE.

By Michelle Avedian
writer

DEAR DOCTOR

Can I Avoid Hair Loss During Chemo?

The facts about cold caps.

By Veena John, MD
Oncologist



Could "Good Enough" Be the Key to Great Parenting?



Raising A Teen While Keeping Your Sanity



What's the Best Way to Treat My Child's Fever?



How Do I Deal With a Stubborn Teen?



Your Daughter's First Trip to the Gynecologist



Who Hath More Fury Than the Gods? Toddlers.

Tip #4: Not All Content is Written

Filter by

Type

Topic

Or

Search by keyword



294 results.

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How to Survive Toddler Temper Tantrums

How to Survive
Toddler Temper
Tantrums

Kim Hoover, MD



Tip #5: Feed the Beast

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PHOTO OF THE WEEK



MENTAL HEALTH

What to do if you or a loved one are suicidal

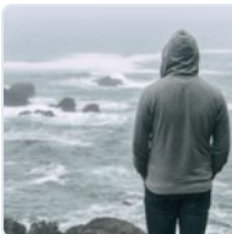
A Cape Cod Healthcare mental health expert answers pressing questions about what to watch for and how to help.

21 SHARE US



jim medina @drbear1230 · Jul 10

What to do if you or a loved one are **suicidal** capecodhealthnews.com do-if-... via @capecodhealth



What to do if you or a loved one are suicidal
A Cape Cod Healthcare mental health expert answers pressing questions about what to watch for and how to help.

capecodhealthnews.com



Tue 7/10/2018 6:40 AM

Cape Cod Health News <editor@capecodhealthnews.com>

Have surgical scars?

To Ben Dillon

If there are problems with how this message is displayed, click here to view it in a web browser.

Cape Cod Health News

A News Service of  CAPE COD HEALTHCARE



MENTAL HEALTH

What to do if you or a loved one are suicidal

A Cape Cod Healthcare mental health expert answers pressing questions about what to watch for and how to help.

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CANCER CARE

Could these drugs be a cure for lung cancer?

Two new immunotherapy drugs hold great promise for extending the lives of non-small cell lung cancer.

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What to do if you or a loved one are suicidal

A Cape Cod Healthcare mental health expert answers pressing questions...

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Tip#6: Integrate Throughout

Connection Points

- Articles should point to related providers/services/locations
- Articles should connect to related articles
- Providers/services should connect to relevant articles
- Email push should link to providers/services/locations



'Chef Solo' debuts

Our cooking aficionado will be imparting her words of advice on how to cook for one or two – in a healthy way.

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DIET & NUTRITION



CANCER CARE

This cancer kills more men on Cape Cod than any other

New prostate cancer screening guidelines, among other things, recommends against PSA testing for men over 70, which worries our expert.

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Primary Care

Featured Experts



J. Keith Bleiler, MD
[This cancer kills more men on Cape Cod than any other](#)



Michael J. Fishbein, MD
[A swim to help neighbors living with ALS](#)



Jeffrey M. Martin, MD
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Latest Balance Updates



Use All Scream For It - Make Your Own Creams for Cream
Ice cream facts you might not know and yummy recipes to make your own tasty treat.
July 12, 2018



When a head injury becomes Life-Threatening
Natasha Schurch suffered a severe head injury while tubing down a snow-packed trail.
July 12, 2018



Fun Tasty Tips For Tackling Seafood
Use these ten tasty tips (and a recipe) for tackling seafood to make preparation less intimidating.
July 11, 2018

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VIDEO: What You Need To Know About Migraines

Learn prevention strategies for migraine headaches and tips for managing the pain.

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In The News



Cone Health Renames Sickle Cell Medical Center
July 11, 2018



Cone Health Again Among Nation's Top Performing Hospitals For Treatment of Heart Attack Patients
July 10, 2018

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Upcoming Classes & Events

Jul 17 Tues. Bariatrics: Surgical Options for Weight Loss (Wesley Long)
6:00 PM - 8:00 PM

Jul 24 Tues. Bariatrics: Surgical Options for Weight Loss (Alamance Regional)
6:00 PM - 8:00 PM

Jul 26 Thurs. Grandparent Love
7:00 PM - 9:00 PM

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Wellness Matters



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July 13, 2018

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Find a Career

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JULY 12, 2018 | AVERA WRITERS

When a Head Injury Becomes Life Threatening

Natosha Schurch remembers the three times she rode a tube down a snow-packed hill with her two youngest kids on a Saturday afternoon in January.

She remembers the fourth and last run, when she and her 6-year-old son decided to split up and ride separate tubes. Riding with her toddler in her lap, it seemed like they were going too fast. Her tube turned around backward she couldn't see where they were heading.

What she doesn't remember is crashing head-to-head with her 6-year-old son, who headed down the hill right before her, and then hitting her head on something else, knocking her unconscious. Her first memories after the crash were crawling around in the snow, looking for her daughter.

Although some on the scene assumed she wasn't hurt too badly, two "angels" as she described them, prayed for her, watched her children, and called the ambulance.

"I remember my head hurting and a loud booming sound in my left ear," she said. "When we got to the hospital, my son and I both had CT scans. Thankfully, he only had a concussion. But I had a fractured skull and two brain bleeds."

Unbearable Pain

The first CT showed the bleed was small enough that she could remain under observation. Yet as time progressed, Schurch remembers increasing pain that became unbearable, causing her to scream.



"She was very sleepy and we rushed to do another CT. The brain bleed had significantly increased in size. So we had to rush her to surgery or she wouldn't have survived the night," said [Wissam Asfahani, MD](#), Avera Medical Group neurosurgeon who cared for Schurch at [Avera McKennan Hospital & University Health Center](#).

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As she continues her recovery, she goes to therapy at Avera's [Balance and Dizziness Clinic](#), as well as speech therapy to help resolve her memory issues. "I feel very blessed to be where I am."




Sally Williams, DO

Family Medicine and Integrative Medicine

“The best part of my job is seeing my patients feel better and believe they can feel better.”

 605-322-3241

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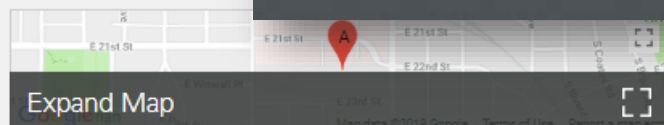
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Avera Balance articles featuring Sally Williams

[Stop Seasonal Allergies Before They Start With Acupuncture](#)

by Sally Williams, DO - April 02, 2018

It could be ragweed. It might be the pollen, but it might be mold or dust. Or a combination of all...

[Five Good Reasons to Eat More Veggies](#)

by Sally Williams, DO - March 29, 2018

If you are dealing with a health symptoms or want to maintain current good health, remember your body needs actual vitamins...

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Getting Started



Run your content operation like a newsroom

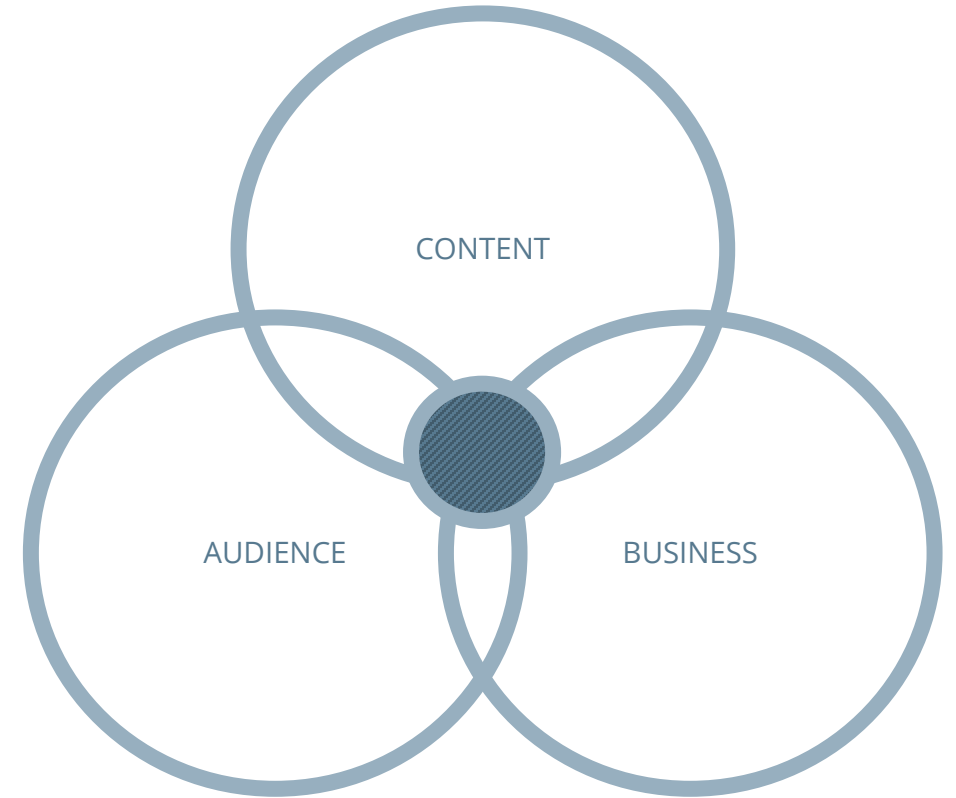




With one difference:
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Finding Topics

- Pitch stories adjacent to your main topics. You won't write about your nephrologists, but "traveling if you need dialysis" could work.
- Look at search history, talk to providers and patients, and keep an eye on breaking news...



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HEALTH TOPICS ▾

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How to avoid sibling rivalry

April 20, 2015 // in [Health eNews Daily](#)

By: [Erica Kucharski](#)

These five suggestions can help your kids adjust to the newest member of the family.

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planned content



Today's News



Gender reassignment requires a holistic approach

April 23, 2015

By: [Sonja Vojcic](#)

Rumor has it that Bruce Jenner will have gender confirmation surgery. Experts say it's more than just an operation.

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Story Idea?

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April 23, 2015

With:

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[Behavioral Health](#)

Gender reassignment requires a holistic approach

By: [Sonja Vojcic](#)



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Bruce Jenner's journey is shining a light on a transformative surgery that he will reportedly discuss Friday during an [interview with Diane Sawyer](#).

Gender confirmation is the process of changing one's genetic sex. Those who perform the surgery and the team providing emotional and spiritual support say the decision to have the operation is often difficult and one that requires support for the whole person – mind, body and spirit.

[Dr. Loren S. Schechter](#), a plastic surgeon at [Advocate Lutheran General Hospital](#) in Park Ridge, Ill., is one of the few plastic surgeons in the world who performs gender confirmation surgeries.

He offers some insight about the comprehensive approach used when changing genetic sex.

What is the gender confirmation process?

The [World Professional Association for Transgender Health](#) has created internationally-accepted [standards of care](#) to provide guidance for

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JULY 18, 2018

INTEGRATIVE MEDICINE TEAM

Simple Eating Habits Can Reduce Cancer Risk

Decreasing our risk for breast cancer nutritionally is simple – or it can be. Getting back to the basics of whole food eating is our best guide. Start simple, and when... [READ MORE](#)

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HEALTHY LIFESTYLE, FROM OUR EXPERTS, RECIPES

JULY 17, 2018

KIM VANDERPOEL, LPN

#Try it Tuesday: Summer Fresh Salads

Whether you're planning a picnic for the family reunion, or need a quick dinner at home, nothing says summer like a fresh salad bursting with seasonal produce. Today, I'd like to... [READ MORE](#)

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HEALTHY LIFESTYLE, RECIPES

JULY 13, 2018

LAUREN CORNAY, RD, LN

We All Scream For It – Make Your Own Healthier Ice Cream

Summertime and ice cream are perfectly matched – but there are many facts about this treat you might not know. Here's a look at a few of them, as well as... [READ MORE](#)

HEALTHY LIFESTYLE, RECIPES

JULY 11, 2018

LAUREN CORNAY, RD, LN

Ten Tasty Tips For Tackling Seafood

I don't know if it's my habit of over-cooking, the price tag, or something else, but seafood is rarely a protein choice served at my house. But I'm not alone; two-thirds... [READ MORE](#)

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Recipes!

balance

APRIL 04, 2018 | LAUREN CORNAY, RD, LN

This Thai Salad Makes Getting More Veggies Delicious

Unfortunately, being a dietitian does not inherently cause you to crave lettuce. But every now and then you come across a salad recipe so good it makes eating lettuce downright enjoyable. This is one of those recipes!

You can add to this recipe with some lean meat, such as chicken breast or shrimp, or just enjoy it as it is. It's a great change-of-pace meal that still offers protein, thanks to the edamame, which can pack 17 grams of protein in a single cup.

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Thai Salad

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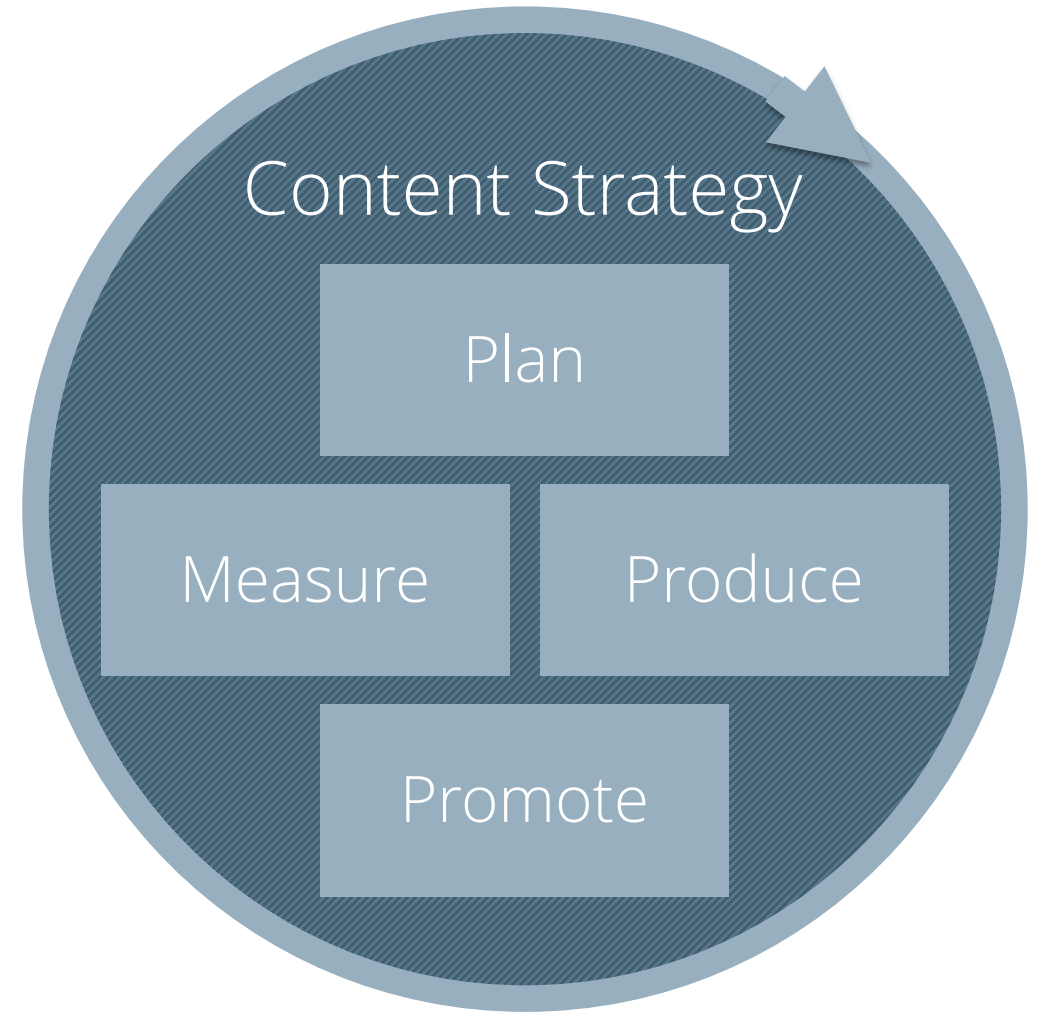
Salad Base

- 1 16-ounce bag of frozen shelled edamame, cooked
- 5-6 cups of combination greens, such as 3-4 cups romaine lettuce and 2-3 cups cabbage
- 3 large carrots, chopped
- 1 red pepper, chopped
- 1 yellow pepper, chopped
- 1 cup cilantro leaves, chopped
- 3 green onions, chopped
- 1 cup sesame cashews

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