

Digital Marketing Trends to Watch in 2020

Today's Presenters



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Chief Strategy Officer



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Product Owner, Design



Trends...

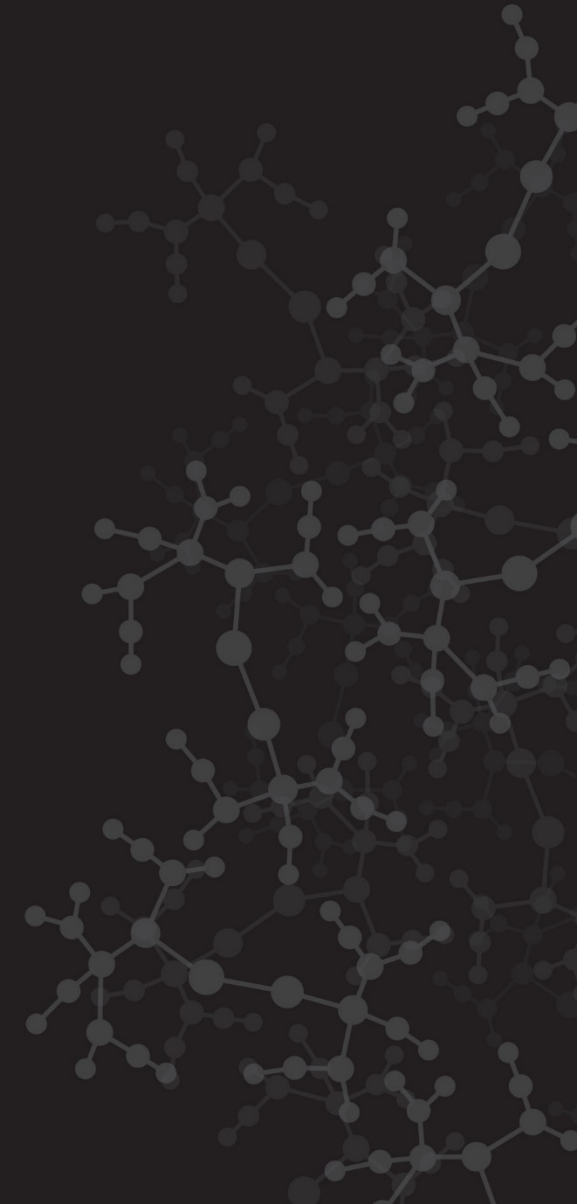


2020 Themes

Access to care

User experience

Findability





Access to care



Make An Appointment

Save time and money by choosing the right place for your care. Schedule your appointment online to access convenient, affordable and high quality health care whenever you need.

MyChart e-Visit

Complete a brief online questionnaire and receive a care plan from an e-visit provider within 1 hour. Available 8AM to 8PM.

Time: 60 minutes

Cost: No more than \$35

Who: Ages 18 years and up

[Access via MyChart](#)

Examples of Conditions Treated 

Video/Phone Visits

Access to board-certified physicians through use of computer, smartphone or other smart device from home, work or vacation.

Time: 10 minutes

Cost: Less than \$55

Who: All ages

[Connect Now](#)

Examples of Conditions Treated 

Instacare

Register online or walk-in for a same-day face-to-face provider visit with clear costs.

Time: 15 minutes

Cost: Around \$70

Who: Ages 12 months and up

[Reserve Your Spot](#)

Examples of Conditions Treated 

Primary Care


Schedule with a primary care provider for preventative care, general health concerns and referrals to specialists.

Time: 60 minutes

Cost: Less than \$50**

Who: All ages

[Schedule Now](#)

Examples of Conditions Treated 

Urgent Care

Cone Health locations available 7 days a week with extended hours in Greensboro, Kernersville and Mebane.

Time: 90 minutes

Cost: Approximately \$150**

Who: All ages

[Reserve Your Spot](#)

Examples of Conditions Treated 

Emergency Care

Open 24 hours a day, every day with locations in Greensboro, Burlington, Reidsville and High Point.

Time: 240 minutes

Cost: More than \$500**

Who: All ages

[Get Directions](#)

Examples of Conditions Treated 

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Time: 60 minutes



[Home](#) > [Services & Specialties](#) > [Walk-in Services](#) > [Urgent Care](#)

Walk-in Services

[Convenient Care](#)[Walk-in Care](#)

> Urgent Care

[Emergency Medicine](#)[Orthopedic Urgent Care](#)

Don't want to visit a clinic? Try an E-Visit.

Get 24/7 access to online care with Essentia E-Visit. You'll talk online with a knowledgeable health care provider about more than 20 common conditions. Each visit only costs \$30.

Learn more about [E-Visits](#).

Urgent Care

Essentia Health Urgent Cares offer an **intermediate level of care**. Get care for illnesses and injuries that are not life-threatening but may need X-rays and/or lab tests that require a blood draw.

Care may be provided by doctors, nurse practitioners, or physician assistants. You'll find our urgent cares throughout Minnesota. Hours vary by location and you don't need an appointment.

If you have severe or life-threatening symptoms, call 911 or seek **emergency care**.

Urgent Care Services

Minor Acute (Short-term) Illness or Pain

- Allergies
- Asthma flare-ups
- Bacterial vaginitis
- Bladder infections or urinary tract infections (UTI)

See Wait Times Near You

[View Wait Time Map](#)

[Update Your Location](#)

Related Facilities



Essentia Health Urgent Care- Duluth

218-786-8364

400 E 3rd St

Duluth, MN 55805

2.8 miles from Duluth, MN



Access the care you need when
and how you need it.

Compare Your Options

Video/Phone Visit
MyChart eVisit
InstaCare
Urgent Care
Primary Care
Specialty Care
Emergency Care

I want to

Schedule online Pay a bill Get medical records Find a job Make a donation Volunteer



U.S. News & World Report Names Cone Health Hospitals High Performing

Cone Health hospitals have been recognized as High Performing Hospitals by U.S. News & World Report for 2019-20. Annie Penn Hospital, Moses Cone Hospital and Wesley Long Hospital earned their first 'Best Hospital' ranking (46) in [urology](#) as well as high performing in eight categories. Alamance Regional is high performing in heart failure.

Learn more

View more quality achievements

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Learn more View more quality achievements

Wellness Matters



Take Control

of your health with Wellness Mentors



New Women's & Children's Center at Moses Cone Hospital

We are committed to making health care for women and families even stronger. A 195,000 square foot facility composed of one main building and one addition.

Learn more



Cone Health Ranks as Top Hospital in State

Quinn's North Carolina magazine has named Cone Health as the top hospital in North Carolina for 2019. The ranking is based on patient satisfaction, quality of care, and financial performance.

Learn more View more quality achievements

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Compare Your Options

Video/Phone Visit

Access to board-certified physicians 24/7, 365 through use of computer, smartphone or other smart device from home, work or vacation.

MyChart eVisit
InstaCare
Urgent Care
Primary Care



Get treated.
Not seated.

11 MINUTES

average ER
wait time





User Experience



User experience

Design





AMANDA GANSEMER, CPACC

Senior Web Designer &
Developer



WEBSITE DESIGN

How to Check Accessibility on Your Healthcare Website

Learn why it takes tools plus the human touch to effectively evaluate your hospital website's accessibility.

Accessibility is a hot topic right now among healthcare marketers. And it should be — developing digitally inclusive experiences is important, especially for organizations that are dedicated to providing care to their communities.

With digital teams focusing on meeting Web Content Accessibility Guidelines (WCAG), many designers, developers, and marketers turn to accessibility checker tools.

Related Articles

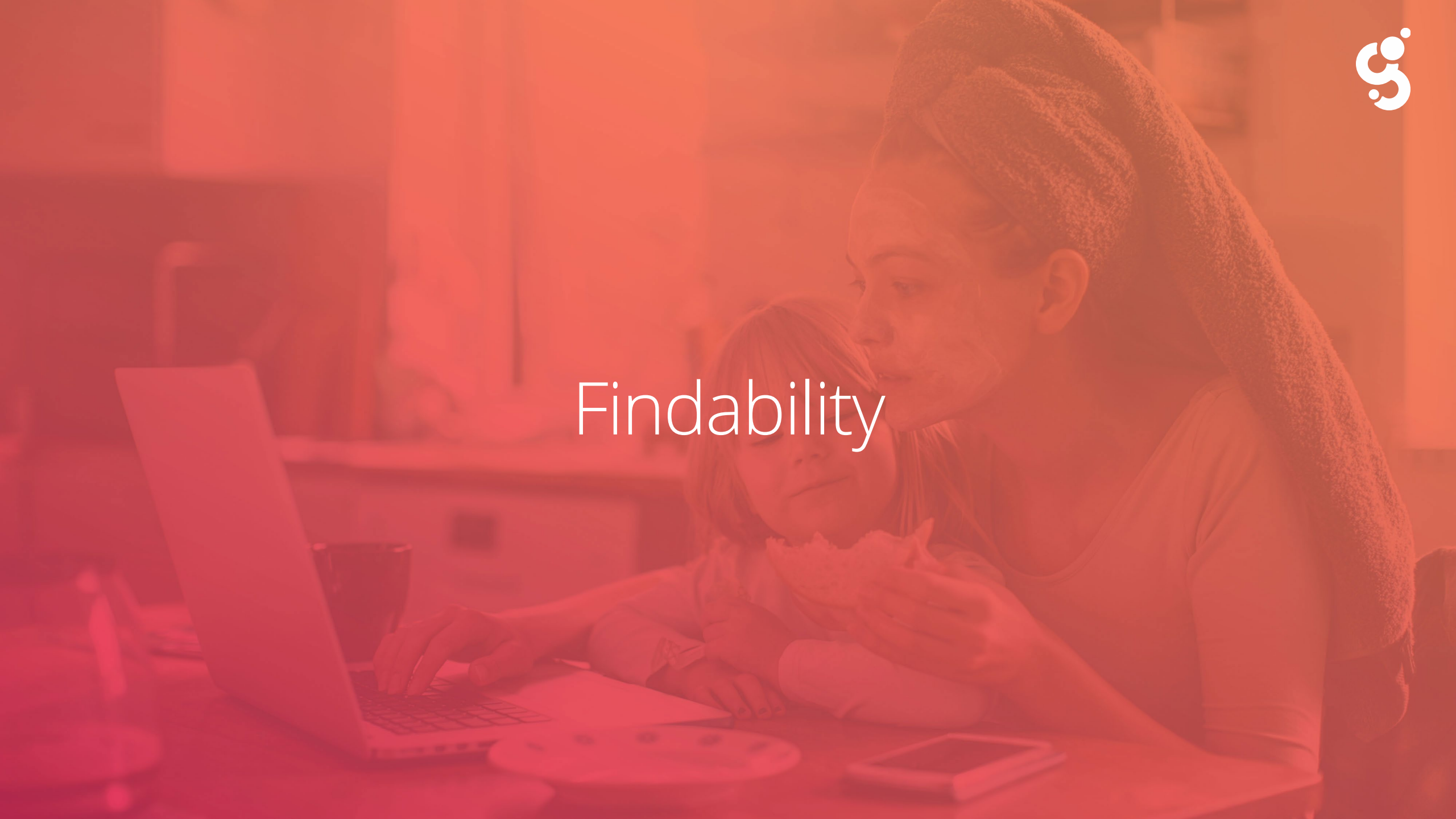
- [Five Web Design Trends Healthcare Marketers Should Focus on in 2020 and Beyond →](#)
- [The Case for Mobile Menu User Experience →](#)
- [How to Write Alternative Text and Improve the Accessibility of Your Hospital's Website →](#)
- [Six Common Accessibility Errors on Websites →](#)

Related Case Studies

- [Website Redesign Focuses on Engaging Mobile Audience →](#)
- [Redesign Connects Patients to a Growing Health System →](#)
- [User Research Paves the Way to Highlight Access to Care During Redesign →](#)
- [Investing in Strategy Ensures Redesign Delivers Value to Consumers and Health System →](#)
- [Website Redesign Drives Urgent Care Traffic →](#)



Findability



About 509,000,000 results (0.86 seconds)

Mayo Clinic Official Site - Seamless Whole-Person Care

Ad www.mayoclinic.org/iowa ▼

Seek Treatment at the #1 Hospital in the U.S. When You Need Answers, You Know Where to Go. Often no referral needed. 24/7 appt. request form. Nonprofit hospital. All services in one place. Seamless outpatient care. In-network for millions. Unhurried consultations.
[Disease & Treatment Info](#) · [Request an Appointment](#) · [Travel Information](#)

Mayo Clinic - Mayo Clinic

<https://www.mayoclinic.org> ▼

Seamless care that revolves around you: more than 4700 physicians and scientists collaborate across **Mayo Clinic** campuses in Arizona, Florida and Minnesota.

Results from mayoclinic.org



Diseases and Conditions

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Patient Care and Health Information. Diseases and ...

About Mayo Clinic

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Discover careers at Mayo Clinic, ranked #1 in the U.S ...

Mayo Clinic

Health care company



[mayoclinic.org](https://www.mayoclinic.org)

The Mayo Clinic is an American not-for-profit organization academic medical center based in Rochester, Minnesota, focused on integrated clinical practice, education, and research. It employs more than 4,500 physicians and scientists, along with another 58,400 administrative and allied health staff. [Wikipedia](#)

Founded: September 30, 1889, [Rochester, MN](#)

Headquarters: [Rochester, MN](#)

Number of employees: 63,000

Tax deductibility code: 501(c)(3)

Founders: [Charles Horace Mayo](#), [William James Mayo](#), [MORE](#)

Subsidiaries: [Mayo Clinic College of Medicine and Science](#), [MORE](#)



Mayo Clinic
on Google





Wrap up