

Digital Marketing Trends to Watch in 2019

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What Were the Trends to Watch in 2018?

- UX and accessibility
- Findability and SEO
- Health consumerism
- Branded conversations

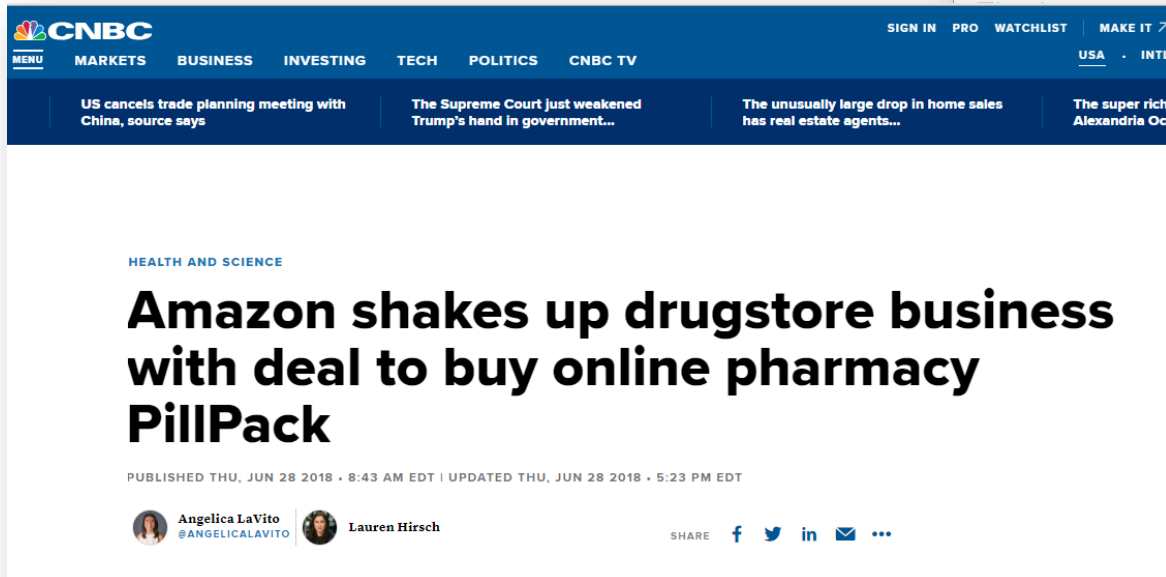
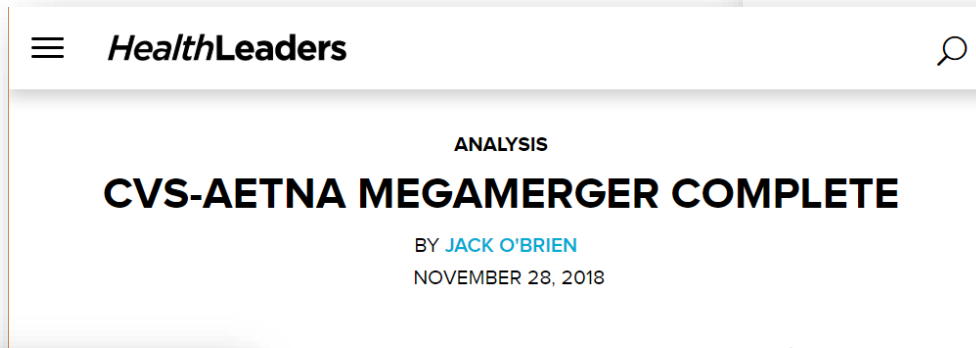
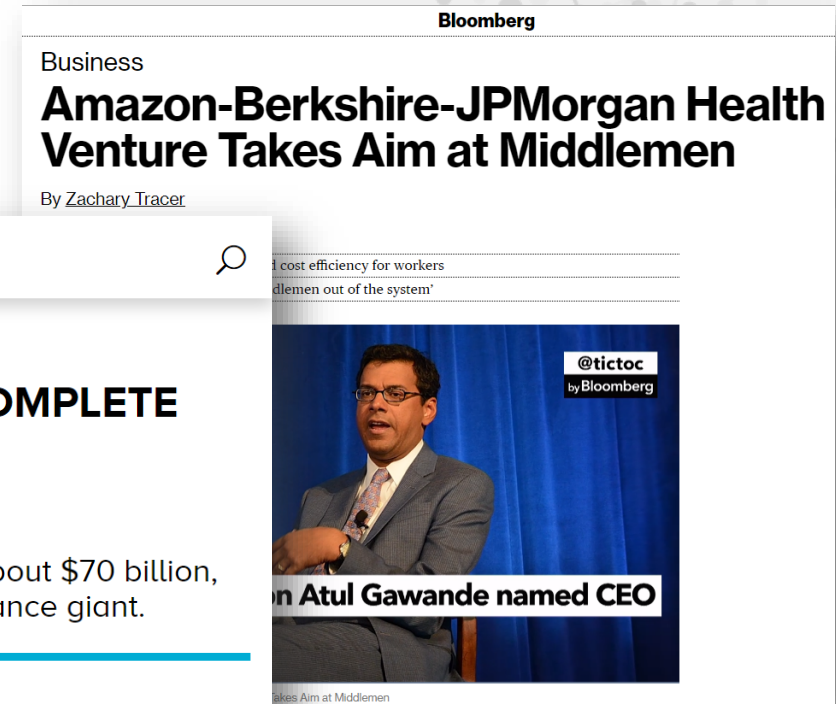
2019 trends are variations on these themes

Changing Nature of Competition



Non-traditional Competition

- Are traditional players hurting themselves?



...ited deal closed Wednesday for about \$70 billion, ...her the pharmacy chain and insurance giant.

...YS
...n deal closed days after
...e pharmacy company a
...althcare.

BECKER'S HEALTH IT & CIO REPORT

Jim Cramer: Why Apple should buy Epic

Written by Alyssa Rege | January 16, 2019 | [Print](#) | [Email](#)

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With Apple's increasing investments in healthcare, *CNBC's* Jim Cramer said the company has to make a big move to show it is serious about its business in the industry.

Mr. Cramer, the host of *CNBC's* "Mad Money," explained that 63 percent of Apple's revenue comes from its iPhone sales. Once those numbers began to dip in 2018, investors wrote the company off, he said.

"It's time for them to make a big, splashy acquisition ... in the software space. The idea here is that this would make [Apple's] service revenue stream a larger piece of the pie," he said. "It would force investors and analysts to re-evaluate Apple as more than just a hardware company."

The most obvious acquisition in the space, Mr. Cramer said, is of EHR provider Epic.

Get covered. Feel better.

Sign up to get health insurance for you,
your family, and business.

[Get a Quote](#)

BECKER'S

HOSPITAL REVIEW

10 things to know about Oscar Health Insurance: Will it be the Uber of health plans?

August 04, 2015 | [Print](#) | [Email](#)

4. Oscar's founders set out to apply a design-centric approach to health insurance, with a focus on improving the user experience in an industry that is notoriously complex and difficult to navigate.

poised to "make health insurance suck less."

What if you
could make appointments
directly from Google?

7 Photos

Street View

Dr. Jason S. Pruzansky ★

Website Directions

Hand Surgeon

Address: 975 Park Ave, New York, NY 10028

Hours: **Closing soon** - 8:30AM-5:30PM ▾

Phone: (212) 249-8700

Suggest an edit

Make an appointment

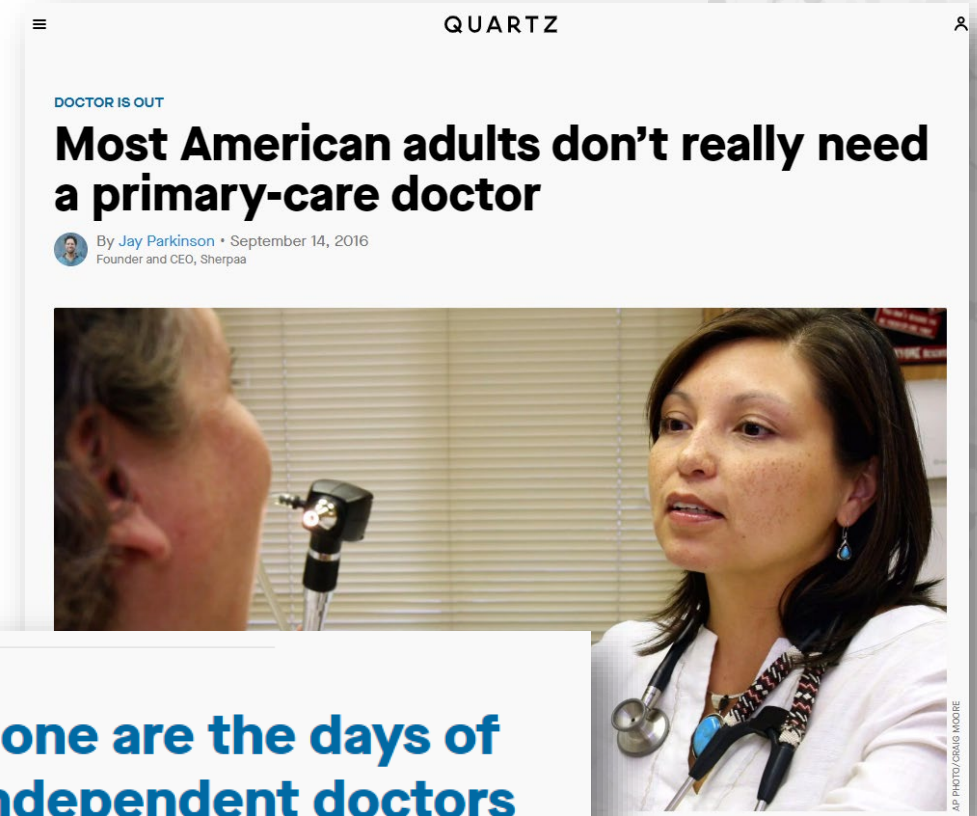
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z zoodoc.com

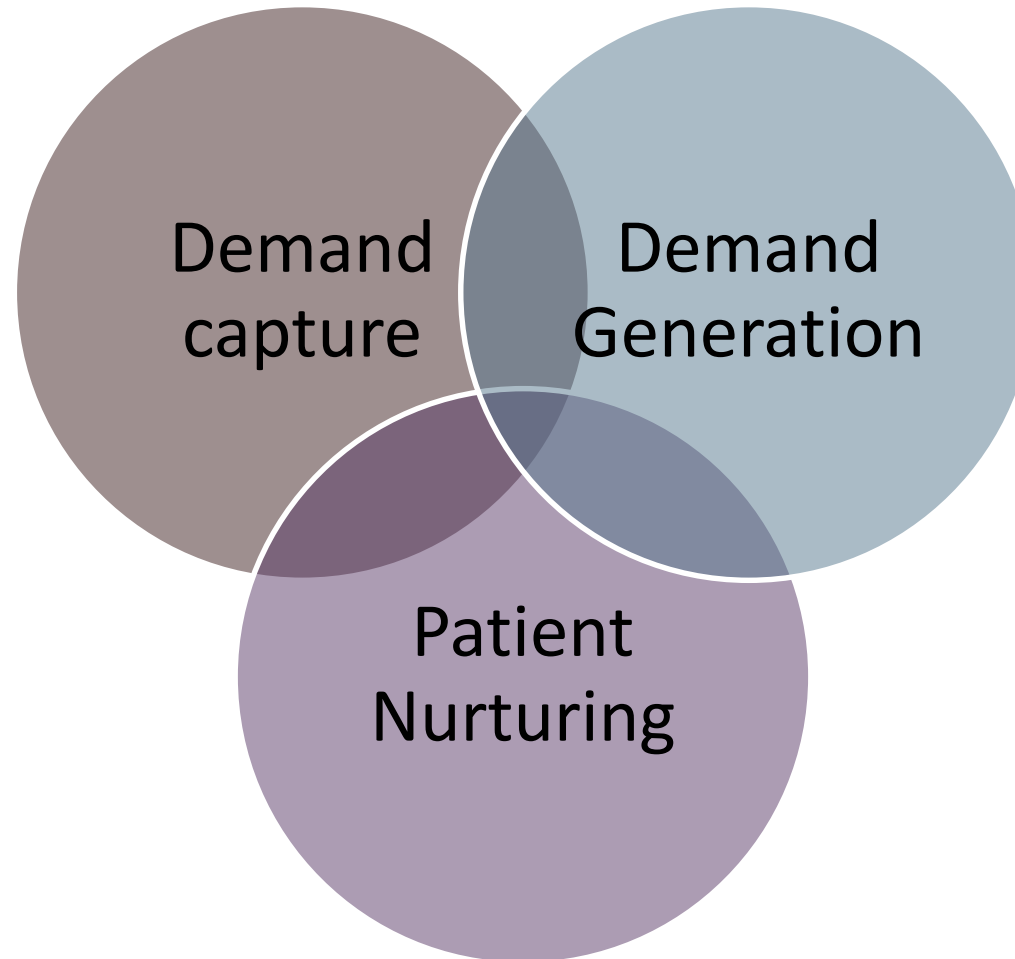
Contl Pablo

Loyalty Challenges

- Even amongst your most loyal patients, 80% split services
 - This group seeks an average of 30% of their inpatient care outside of their “home system” (Advisory Board)
- Growing use of Urgent Care and healthcare extenders not only minimizes the role of the doctor, but also eliminates, for many consumers, the single person with whom they have a relationship.



Healthcare Marketing's Role Expands

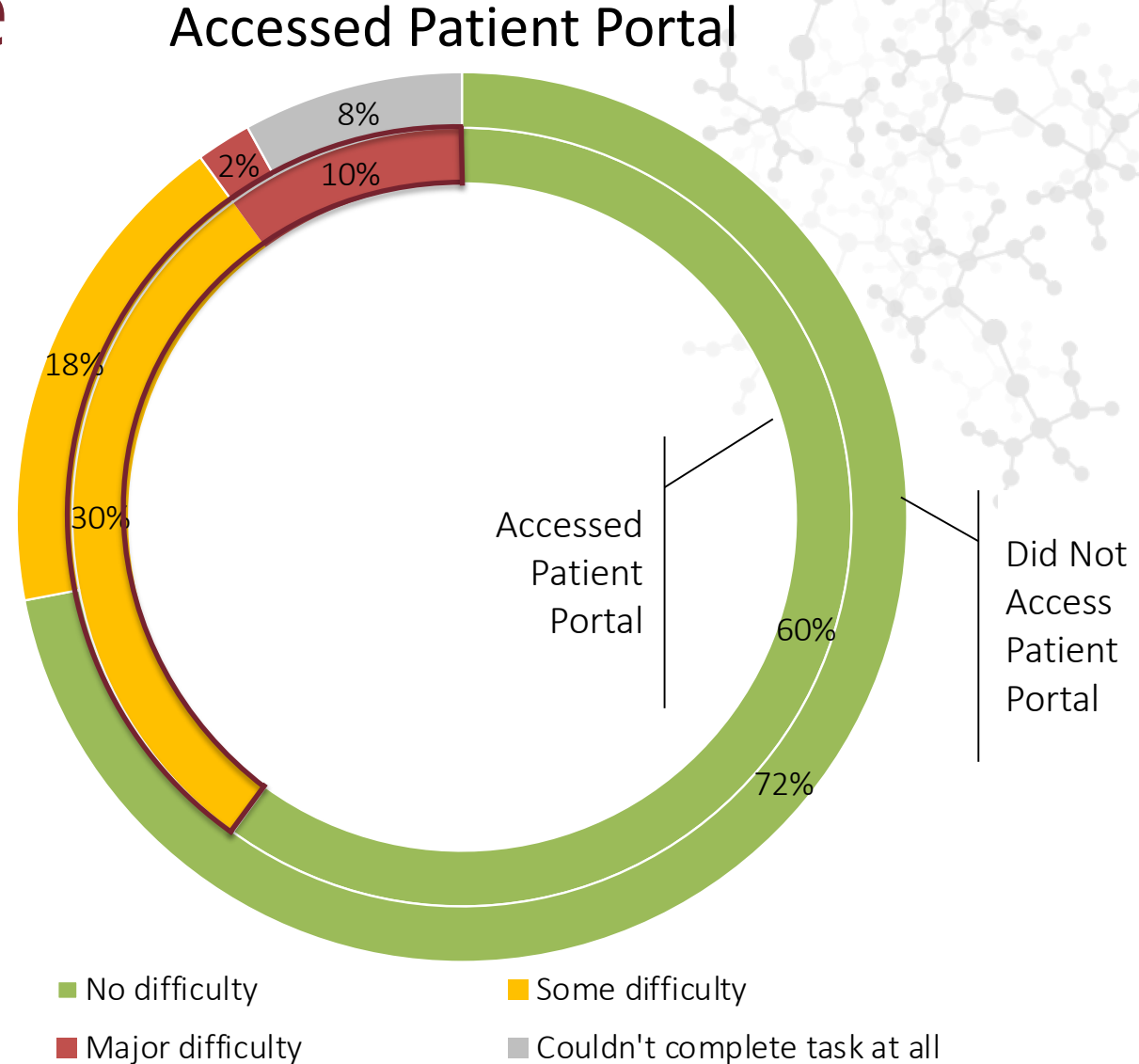


More UX Evolution



Unified Digital Experience

- Consistent across channels
 - Web
 - Portal
 - Apps
 - Email
- 3rd party components present special challenges

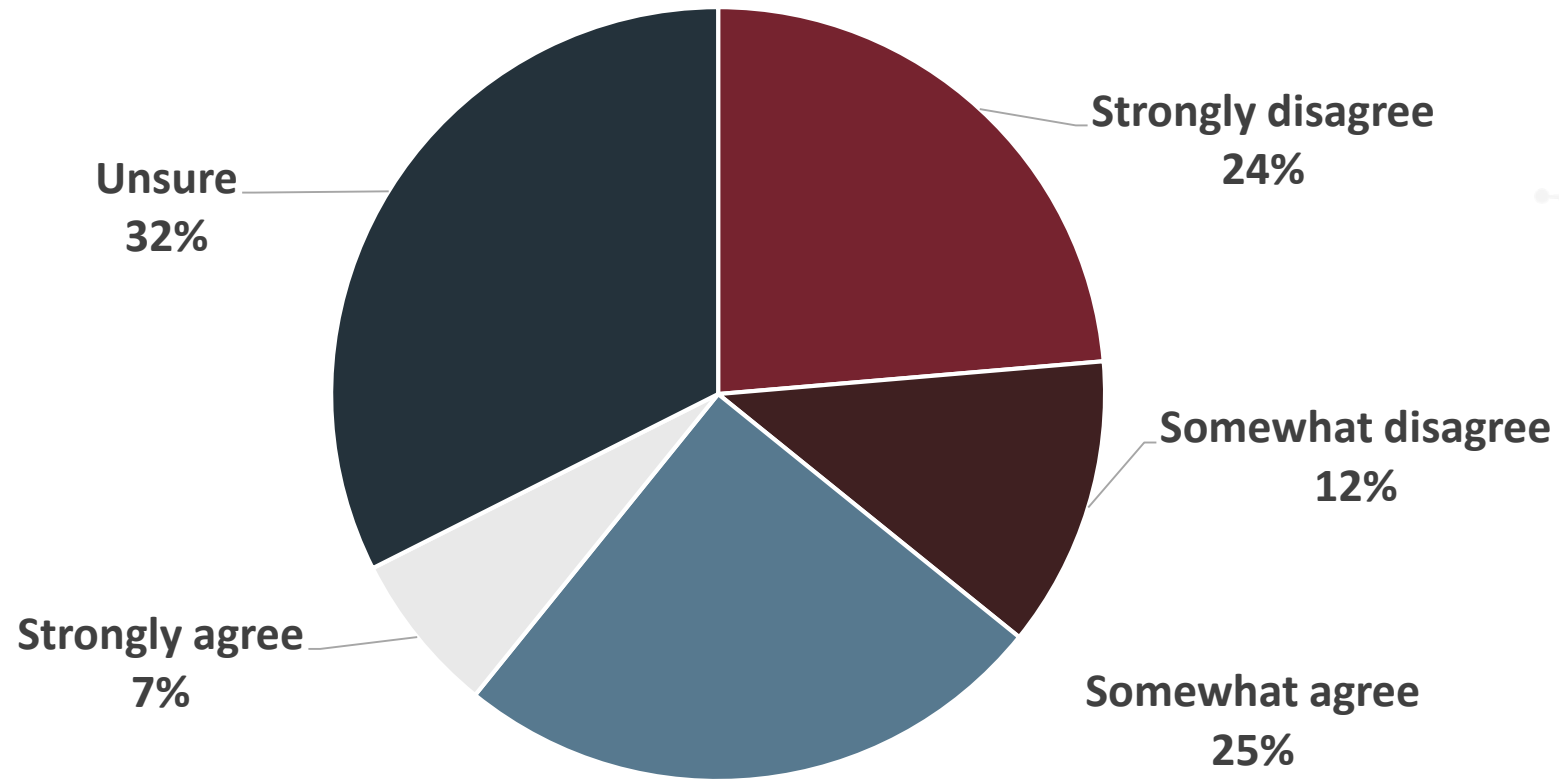


Optimizing Experiences

1. Set up your analytics
2. Optimize experiences for all users (A/B testing)
3. Then look to personalization



Our organization can demonstrate that website personalization has improved the performance of our digital marketing.



■ Strongly disagree ■ Somewhat disagree ■ Somewhat agree ■ Strongly agree ■ Unsure



[Classes & Events](#) [Careers](#)

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[For Referring Physicians/Providers](#)

[Your Well-Being](#) [Care & Treatment](#) [Find A Doctor](#) [Find a Location](#) [Patient & Family Resources](#)

[Home](#) » [Find A Doctor](#) » Doctor Search Results

[I want to](#)

[New Search](#)

Doctor Search Results

First Name	Last Name	Gender
<input type="text"/>	<input type="text"/>	<input type="text" value="Any Gender"/>
Specialties		
<input type="text" value="Any Specialties"/>		
Address, City or ZIP Code		Radius
<input type="text" value="Kernersville, NC 27284"/>		<input type="text" value="Any"/>
Use Your Current Location		<input type="button" value="Search"/>
Showing 1-10 of 1279		Sorted By: Best Match A-Z Z-A

Jade Breeback, PA-C
Family Medicine

4.88/5 (Based on 92 Reviews)
[Cone Health Primary Care & Sports Medicine at MedCenter Kernersville](#)
Kernersville, NC
3.6 miles from Kernersville, NC 27284

Evan Corey, MD
Family Medicine, Sports Medicine

4.78/5 (Based on 126 Reviews)
[Cone Health Primary Care & Sports Medicine at MedCenter Kernersville](#)
Kernersville, NC
3.6 miles from Kernersville, NC 27284

Catherine Denise Metheny, MD
Family Medicine

4.82/5 (Based on 170 Reviews)
[Cone Health Primary Care & Sports Medicine at MedCenter Kernersville](#)
Kernersville, NC
3.6 miles from Kernersville, NC 27284

[Printer Friendly List](#)



Natalie Alexander, DO
Family Medicine

4.61/5 (Based on 126 Reviews)
[Cone Health Primary Care & Sports Medicine at MedCenter Kernersville](#)
Kernersville, NC
3.6 miles from Kernersville, NC 27284



Natalie Alexander, DO

Family Medicine



4.61/5 (Based on 126 Reviews)

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Cone Health Medical Group



Heart & Vascular Care

Exceptional Care and Innovation

Heart & Vascular Disease Prevention

Conditions We Treat

Heart & Vascular Surgery

Clinical Trials & Research

Cardiovascular Clinical Trials Offer Patients Lifesaving Treatments

Heart Care and Balloon Angioplasty Innovation at Cone Health

Women's Heart Health

Patient Stories

Heart & Vascular Clinical Trials & Research

LeBauer-Brodie Center for Cardiovascular Research and Education

At Cone Health, you benefit from a heart and vascular team dedicated to continually advancing your care. By taking part in clinical trials and other clinical research, your Cone Health physicians stay up-to-date on the latest treatments and technology so they can give you the best possible care.

Leaders in Cardiovascular Research

The LeBauer Cardiovascular Research Foundation was created in 1991 by [Bruce Brodie, MD](#), [Tom Stuckey, MD](#), and Denise Muncy, RN. For more than 25 years, the Foundation has promoted clinical research in the Piedmont Triad. The



foundation was renamed The LeBauer-Brodie Center for Cardiovascular Research and Education in 2016 upon formal integration with the Heart and Vascular Center at Cone Health.

We collaborate with numerous centers in the United States and around the world to bring you promising new ways to prevent, detect, diagnose and treat heart and vascular disease.

Our Focus

As our patient, your well-being is always our top priority. That's why we focus on clinical trials that have high potential for advancing treatment of heart and vascular disease, especially in the areas of:

- Heart attack care
- Heart failure care
- Heart rhythm disorders care

Meet Our Researchers

[Brian S. Crenshaw, MD](#)
Cardiology
★★★★★
4.80/5 (Based on 155 Reviews)

3.6 miles from
Kernersville, NC 27284

[Will Camnitz, MD](#)
Cardiology
★★★★★
4.78/5 (Based on 147 Reviews)

8.7 miles from
Kernersville, NC 27284

[Robert J. Krasowski, MD, FACC](#)
Cardiology
★★★★★
4.96/5 (Based on 44 Reviews)

8.7 miles from
Kernersville, NC 27284

[Brian J. Munley, MD](#)
Cardiology
★★★★★
4.91/5 (Based on 41 Reviews)

8.7 miles from
Kernersville, NC 27284

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Cardiology

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[Brian J. Munley, MD](#)

Cardiology

★★★★★
4.91/5 (Based on 41 Reviews)

8.7 miles from
Kernersville, NC 27284

Accessibility



Accessibility Woes

BECKER'S

HEALTH IT & CIO REPORT

Epic sued by National Federation of the Blind: 4 things to know

Written by Julie Spitzer | January 07, 2019 | [Print](#) | [Email](#)



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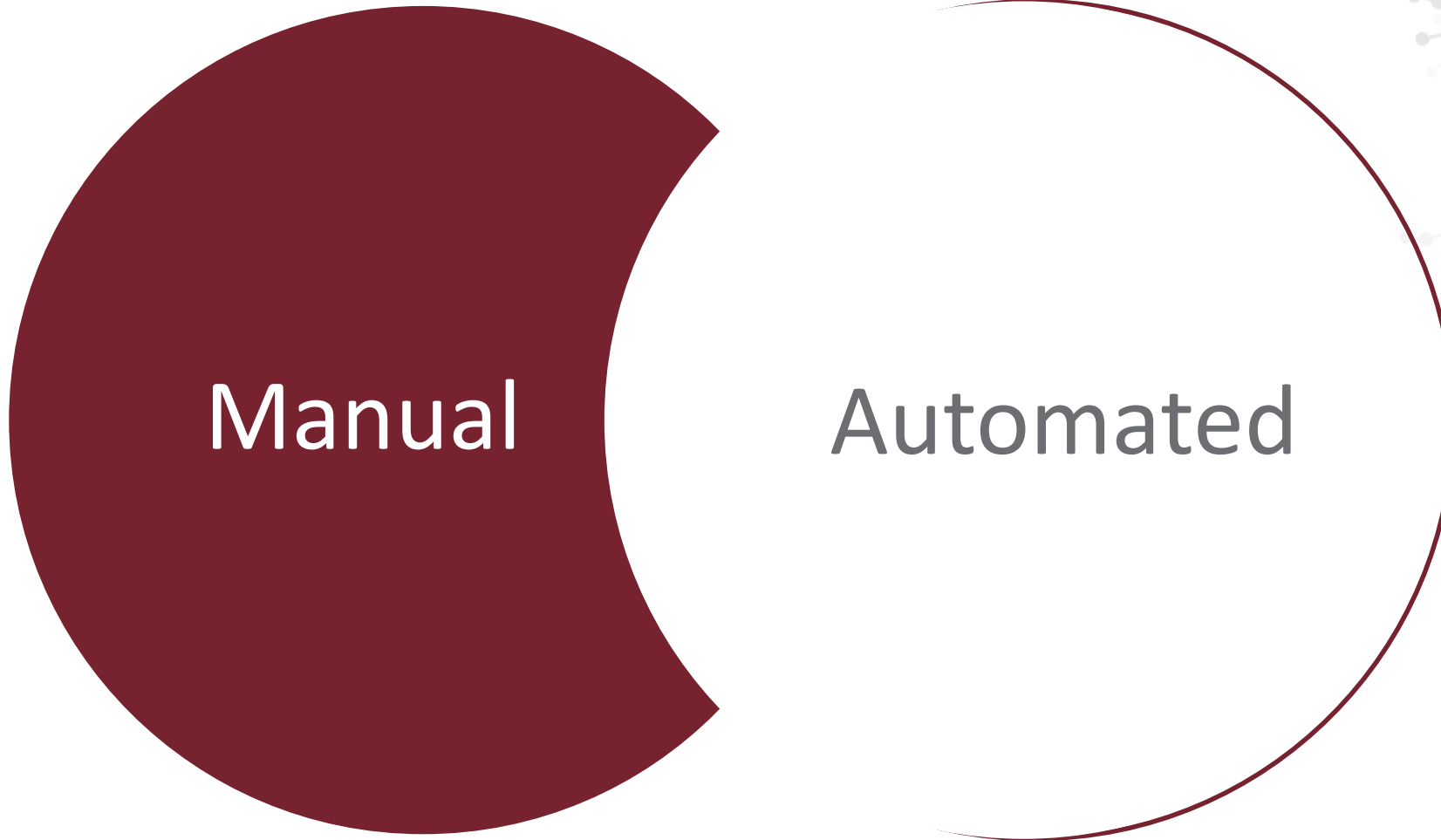
G+

The National Federation of the Blind claims Epic's software isn't suitable for blind and low-vision users, according to a lawsuit filed in Massachusetts and reported by the *Politico* Morning eHealth newsletter.

Here are four things to know:

1. The NFB brought the lawsuit under the state's disability protection law. The lawsuit alleges that because EHRs aren't easily accessible to the blind, the technology limits them from taking jobs in healthcare.
2. The federation argues Epic and other EHR vendors should be required to equip their products with text-to-speech features so that blind and low-vision people can use them. EHR vendors would likely need to spend thousands of hours and dollars reworking their systems to meet these accessibility standards.
3. Epic requested the case move from Massachusetts to federal court because of the expense of the claim and the fact that the parties are from different states, according to *Politico*.
4. Epic has until Feb. 1 to decide how to proceed.

Build a Compliance Program



Consumerism



Consumer choice has the potential to impact **61%** of all healthcare spending.



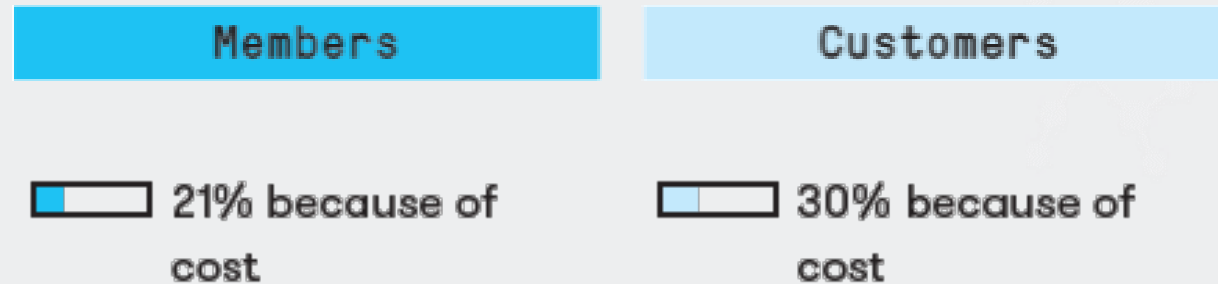
“Only 12 percent of adults had proficient health literacy...”

Note that 11 percent of US adults work in healthcare.

How do millennials choose health coverage?



How do millennials choose doctors?



Three Pillars of Transparency




A pending crisis of confidence?



Sruthi asks a question “why does it seem like Amazon has suddenly gotten a lot sketchier?”


"Listen. I will give you half of your money back right away, and the other half after you take down your bad review."

**Amazon review club**

+ Join

44K members · 10+ posts a day


Welcome please take a second to read the group rules and understand them. ...


**AMAZON REVIEWS U.S**

+ Join

24K members · 10+ posts a day


United States · This group is for amazon reviewers and sellers who offer their products for a big discount or for free, in exchange for a review fro...




**Shubam Rajora** If you want review on Ur product I can give 2 review from usa . But u have to pay me via PayPal If interested may contact me.

Like · Reply · 34w


1

**Maxwell Coble** how much per one?

Like · Reply · 5w



Write a reply...

**Mia Janes** Hi everyone Need review, US only. Refund 100% after shipment. And more other items are free in our stores. Say "yes" if you are interested

Pricing Transparency

New CMS Rules (for Jan 1, 2019)

“...effective January 1, 2019, we are updating our guidelines to require hospitals to **make available a list of their current standard charges via the internet in a machine readable format** and to update this information at least annually, or more often as appropriate. This could be in the form of the chargemaster itself or another form of the hospital’s choice, as long as the information is in machine readable format.”



Consumers
actually want to know
their out of pocket costs.

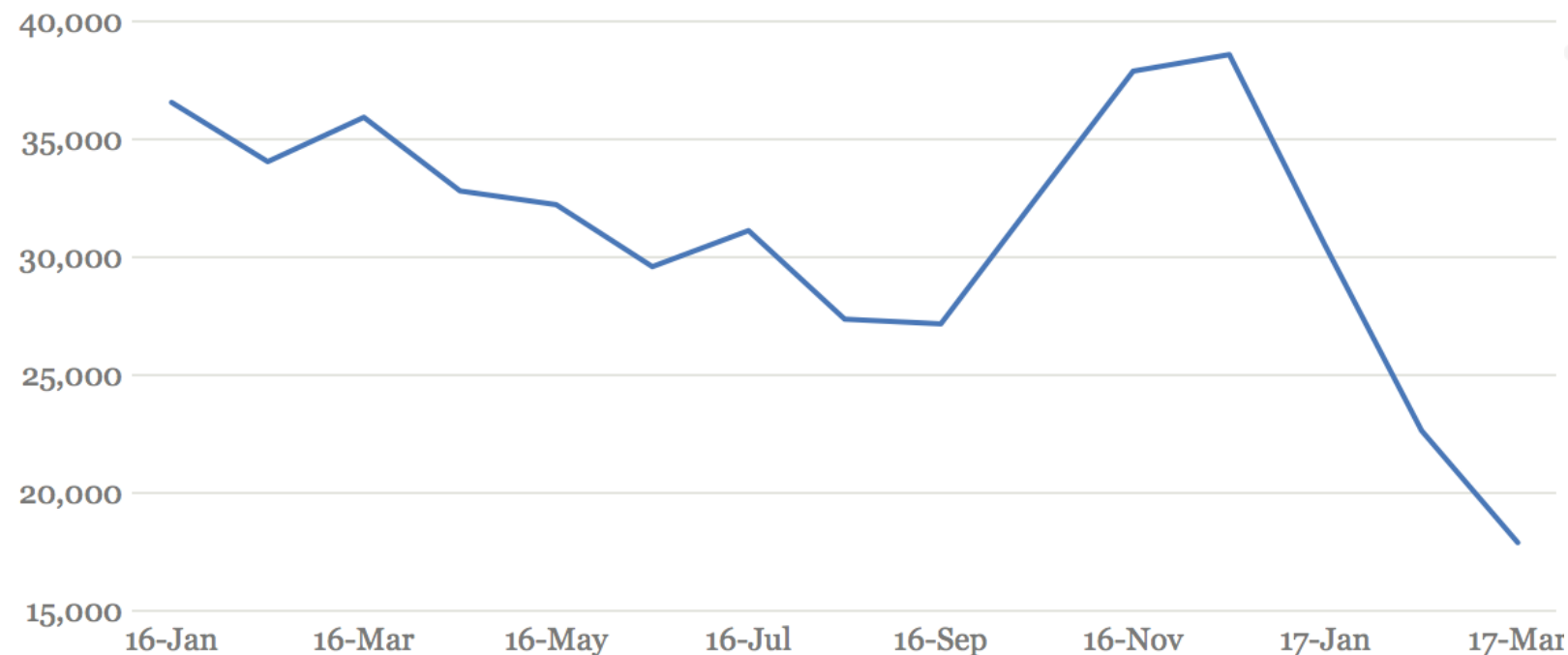
Rethinking Findability/ Building Your Audience



Facebook Organic Loss

Median Facebook organic post reach

Expressed by month, January 2016 to March 2017.



SOURCE: FACEBOOK INSIGHTS

Chicago Tribune

Drew Curtis (Fark) On growth:

“...a lot of publishers have grown rapidly because they’ve gotten huge on Facebook. But Facebook hasn’t always been the best ally.

I said the same thing about Google, which was more benevolent than Facebook. If you hand your engagement channel over to a third party, that's dangerous. Over 90 percent of our traffic is organic, which means that no third-party can come in and make a tweak and wipe out half our audience. Building an audience that way is a lot harder and a lot slower, it’s a lot safer. I’m thinking more long-term.”

On-SERP SEO

The Infuriating Reality of Search's Future

Rand Fishkin | Founder & CEO

SparkToro



Where are the organic results?

Google Mayo clinic

All News Maps Images Books More Settings Tools

About 262,000,000 results (0.71 seconds)

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
Comprehensive guides on hundreds of diseases and ...

Health Information
Patient Care and Health Information. Diseases and ...

Mayo Clinic's Campus in ...
A guide to services and amenities at Mayo Clinic's Campus in ...

Symptoms
Explore possible causes for your medical symptoms.

About Mayo Clinic
About Mayo Clinic: Overview of Mayo Clinic, a worldwide leader ...

Patient and Visitor Guide
Billing - Why Choose Mayo Clinic - Mayo Clinic app - ...

Mayo Clinic (@MayoClinic) · Twitter
<https://twitter.com/MayoClinic>

#Ependymoma is a rare, cancerous #tumor that often develops in young children. When 3-year-old Reese Buntenbach was diagnosed with ependymoma, her family immediately rallied around her to help her fight it. [mayocl.in/2Ek6hCs](https://pic.twitter.com/ZIKGMpK...)
1 hour ago · Twitter

Join us as @GFarrugiaMD, our new CEO, shares insight on the need for innovation, future of health care and what's ahead in 2019, LIVE from the World Economic Forum in Davos, Switzerland. bit.ly/2sDWbp7
4 hours ago · Twitter

Did you miss the program? Catch up with #MayoClinicRadio on the 1/19/19 #MayoClinicRadio podcast: mayocl.in/2sDr7FO. pic.twitter.com/4X2Dadw...
15 hours ago · Twitter

→ View on Twitter

Education and Research at Mayo Clinic
<https://www.mayo.edu/>
Explore education and research opportunities and resources at Mayo Clinic, where academic leaders, faculty members, and scientists work together to improve ...

People also ask

What is Mayo Clinic ranked? ▾

Do you need a referral to go to the Mayo Clinic? ▾

What cities have Mayo Clinics? ▾

What insurances does Mayo Clinic accept? ▾

Feedback

Mayo Clinic - Wikipedia
https://en.wikipedia.org/wiki/Mayo_Clinic
Coordinates: 44°12′0″N 92°28′0″W﻿ / ﻿44.02222°N 92.46667°W﻿ / 44.02222; -92.46667. The Mayo Clinic is a nonprofit academic medical center based in ...
Key people: John H. Norquist (CEO); Sam ... Revenue: US\$10.00 billion (2016)

Mayo Clinic
Health care company

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

The Mayo Clinic is a nonprofit academic medical center based in Rochester, Minnesota, focused on integrated clinical practice, education, and research. It employs more than 4,500 physicians and scientists and 58,400 administrative and allied health staff. Wikipedia

Founded: September 30, 1889, Rochester, MN
CEO: Gianrico Farrugia
Chairperson: Samuel DiPiazza
Headquarters: Rochester, MN
Number of employees: 63,000
Founders: Charles Horace Mayo, William Worrall Mayo, MORE

Mayo Clinic
on Google

DEAR MAYO CLINIC: What's the difference between bipolar 1 disorder and bipolar 2 disorder? How are they diagnosed?... [more](#)
7 hours ago Share

Take a peek at your fingernails: they have ridges or chips, or are they discolored? Dr. Rachel Mie a Mayo Clinic dermatologist, sa...
1 day ago Sha

Profiles

Facebook YouTube Instagram LinkedIn Pinterest

People also search for View 15+ more

American Heart Association American Cancer Society Kaiser Permanente Memorial Sloan Kettering... Crossref

Disclaimer Feedback

The Shift is On Mobile

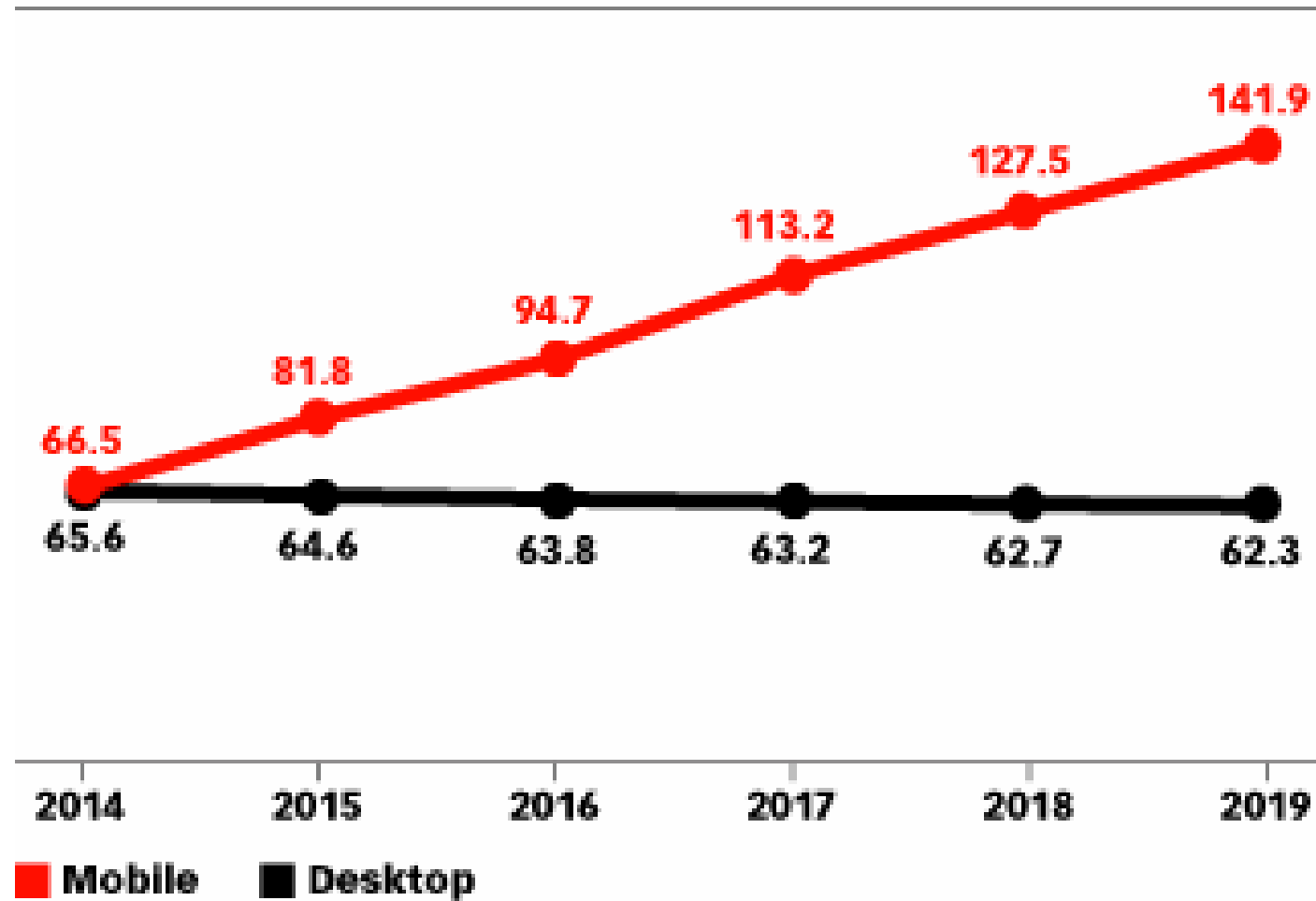
	Feb 2018 vs. Feb 2016	
	Organic	No Clicks
Desktop 2016	65.56%	34.44%
Desktop 2018	65.72%	34.28%
Mobile 2016	58.43%	41.57%
Mobile 2018	38.97%	61.03%

- Percent of No Click searches on mobile up 50%!!!
- On mobile, for every 2 organic click searches, there are 3 no click searches

Source: Rand Fishkin <https://youtu.be/fFFdMQq6Tkl>

US Local Search Query Volume, Mobile vs. Desktop, 2014-2019

billions



Source: BIA/Kelsey as cited in company blog, May 14, 2015

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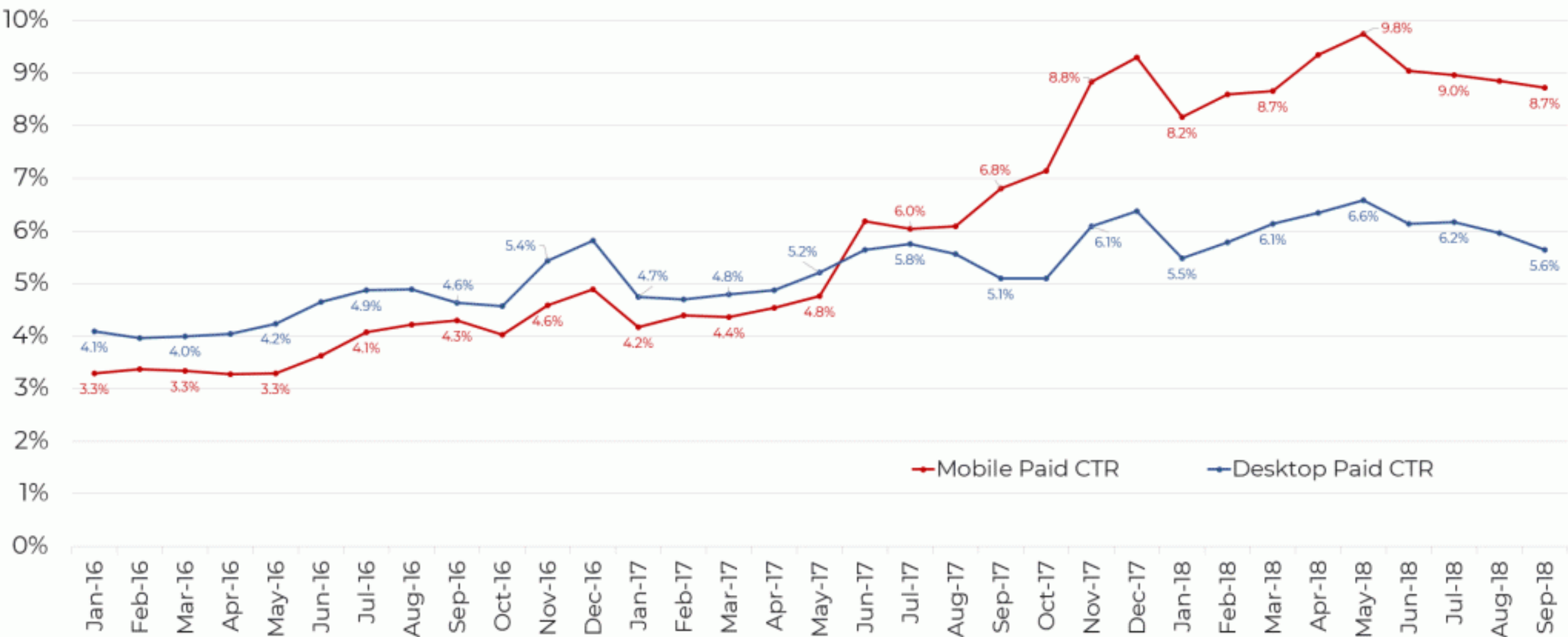
www.eMarketer.com

***Projected search volumes

GEONETRIC®

Google Paid Ads Click-Through Rate (CTR) Desktop vs. Mobile

Jan. 2016 - Sep. 2018



Clickstream data via **jumpshot**

Assembled by Rand Fishkin from **SparkToro**

Is SEO Dead?

- No...not yet, anyway
- It's still very important
- But these changes mean that it's time to reassess it's role in our toolkit

Use the Full Range of Available Tools





Are you optimizing
to the right target?

Micro-Moments: Customer Journey Focus



I-want-to-know moments:

When someone is exploring or researching, but is not necessarily in purchase mode.



I-want-to-go moments:

When someone is looking for a local business or is considering buying a product at a nearby store.



I-want-to-do moments:

When someone wants help completing a task or trying something new.



I-want-to-buy moments:

When someone is ready to make a purchase and may need help deciding what to buy or how to buy it.

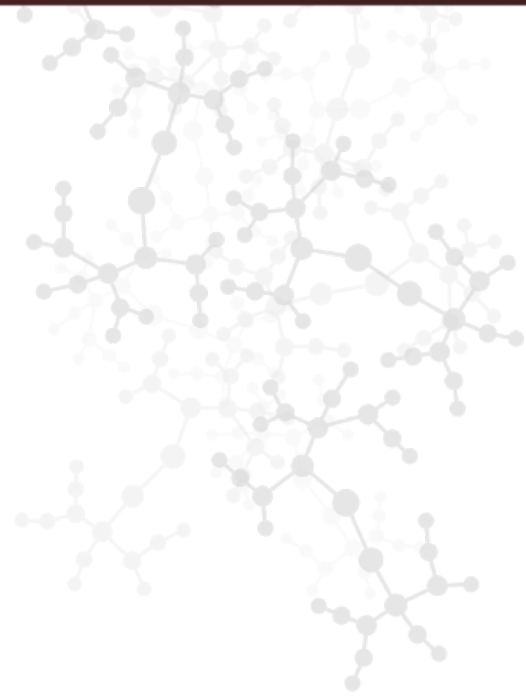
Micro-Moments



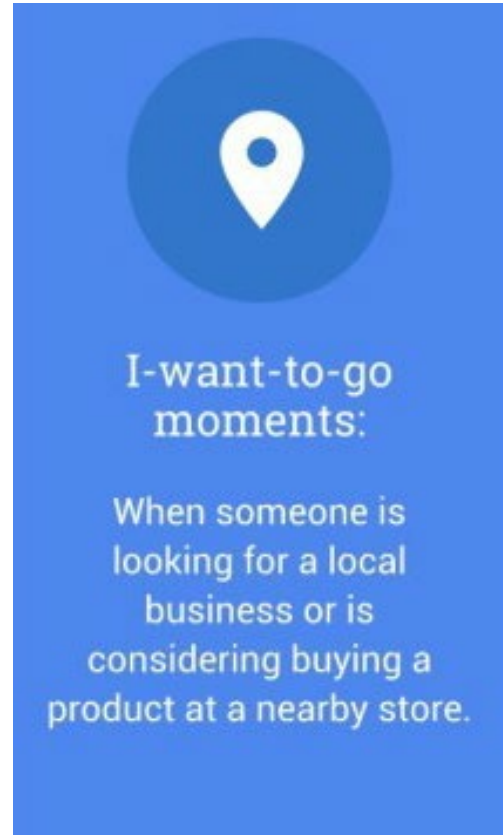
I-want-to-know
moments:

When someone is
exploring or
researching, but is not
necessarily in
purchase mode.

- I want to know moments
 - Content marketing hub
 - Brand journalist
 - Newsjacking



Micro-Moments



- I want to go moments
 - Locations strategy
 - Business listings management
 - Wait times
 - Geo-fenced ads on your campus (and competitors)

Micro-Moments

- I want to do moments
 - Find a physician
 - Make an appointment
 - Get directions
 - Pay my bill
 - Wellness content
 - Recipes
 - Fitness tips



Micro-Moments

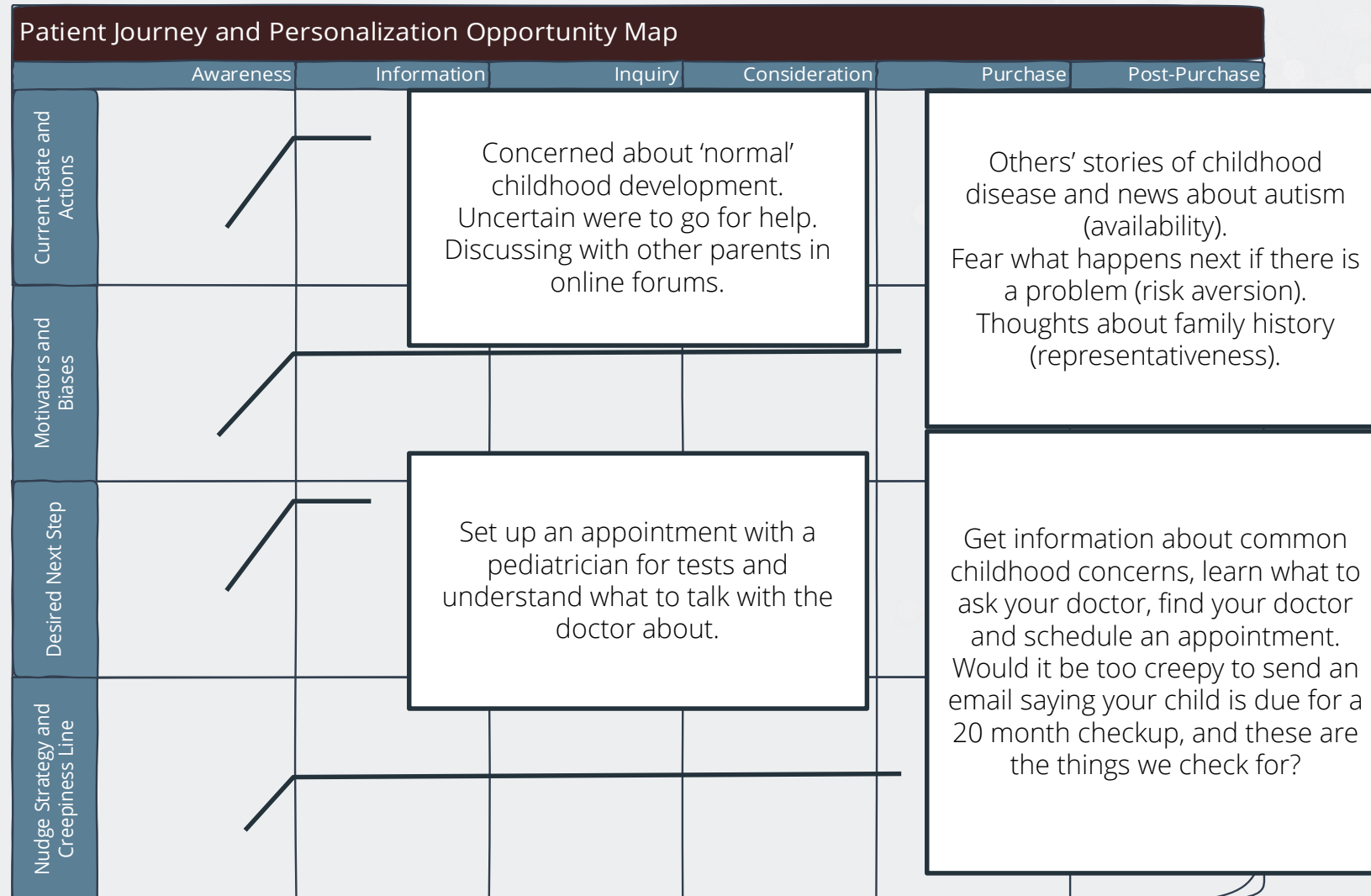
- I want to buy moments
 - Create effective transaction streams online
 - More opportunities to conduct business on their own terms – online, by phone or in person. 24x7x365.
 - Appointment navigator



**I-want-to-buy
moments:**

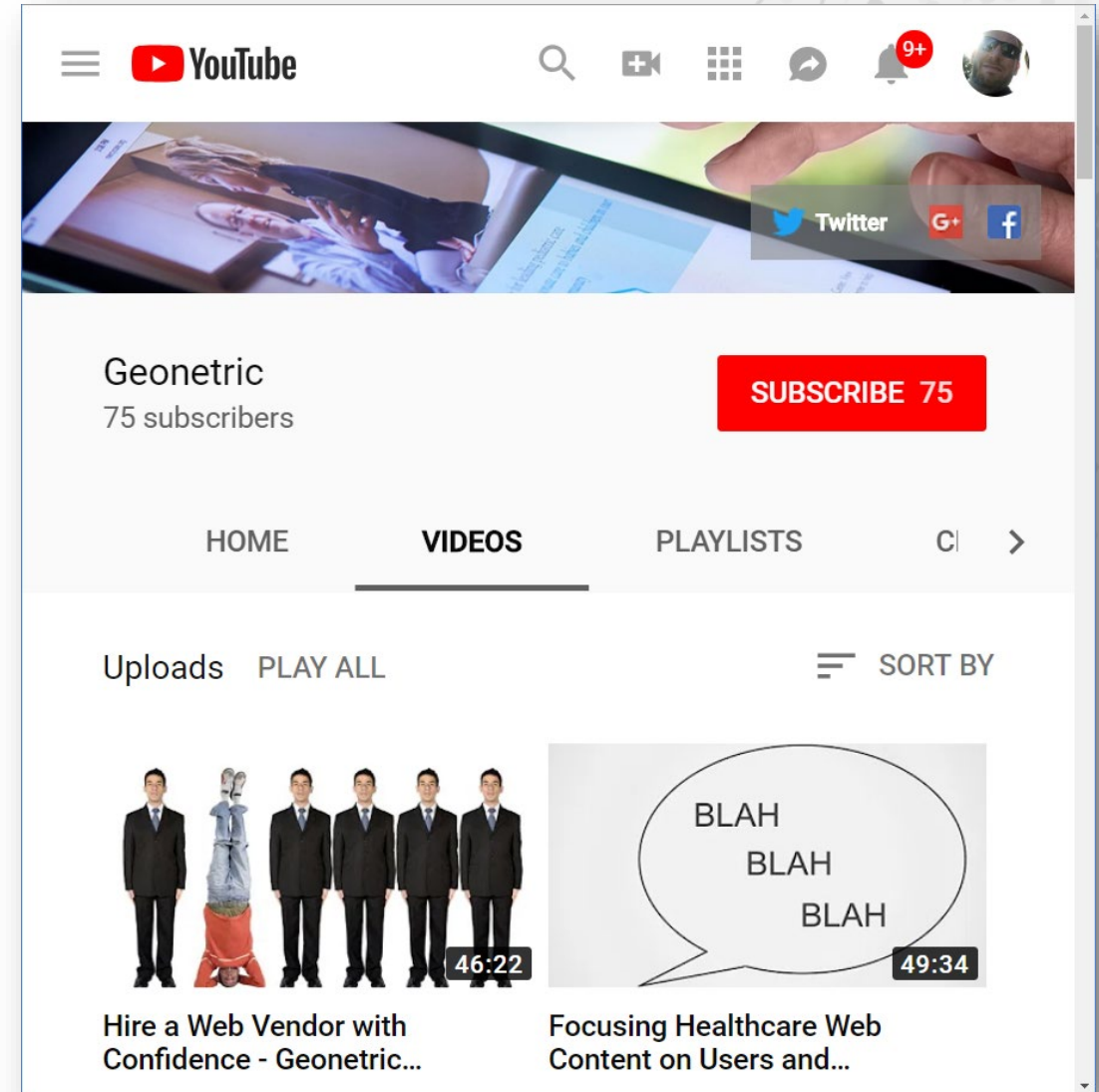
When someone is ready
to make a purchase
and may need help
deciding what to buy
or how to buy it.

Find Micro-Moments Through Journey Mapping



Play the Google Game

- Google has a bias for it's own services – use them
 - Directory management
 - Local search optimization
 - Schema
 - Manage Google Site Links
 - YouTube
 - Google Maps



Thank you!

hello@geonetric.com

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