

Web Content Management: Trends that Matter for Healthcare

70+ Healthcare Clients

500+ Websites

20 Years of Experience



Upcoming Webinar

Behind the Scenes of Successful Healthcare Content Marketing

Join us Wed, July 28, 2021 at 2 p.m. EDT / 11 a.m. PDT

Learn how to develop and share healthcare blog articles that attract clicks and further your organizational goals.

Register at: geonetric.com/webinars

You'll learn how to:

- Gain insight into the keyword research process to uncover popular queries and topics.
- Explore elements of effective healthcare blog articles.
- Learn how to promote your articles to attract more traffic.
- See examples of how healthcare organizations integrate content marketing into other digital marketing efforts.

Download

Is Your CMS Working for You?



WHITE PAPER

Is Your CMS Working for You?

Learn the 5 common pitfalls healthcare marketers find themselves in and how to escape.



A person wearing a red jacket and a backpack stands on a rocky cliff, looking out over a vast, misty landscape. In the distance, a lighthouse sits atop a hill. The scene is captured in a blue-tinted, atmospheric style.

2021 Healthcare Digital Marketing Trends Survey

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Webinar Best Practices

Speakerphone tip

Mute your microphone for best audio quality.

Have questions?

We'll try to answer as many as possible. Enter them in the Q&A field.

We love feedback

Please complete the survey at the end of the webinar.

We're recording

Video of today's webinar will be posted on geonetric.com in the Ideas section.

Today's Presenter



David Sturtz

Vice President, Marketing & Business Development

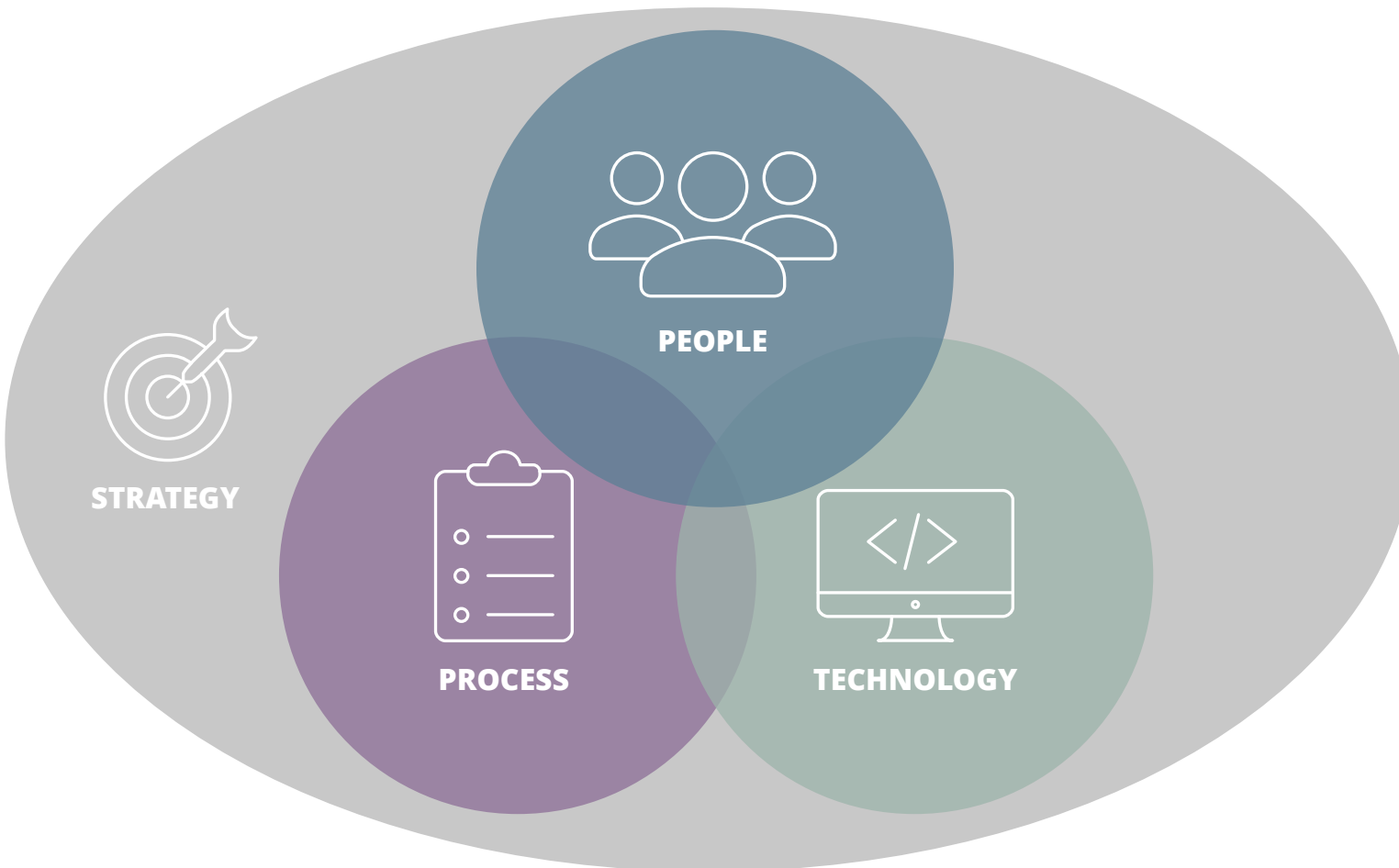


Web Content Management: Trends that Matter for Healthcare

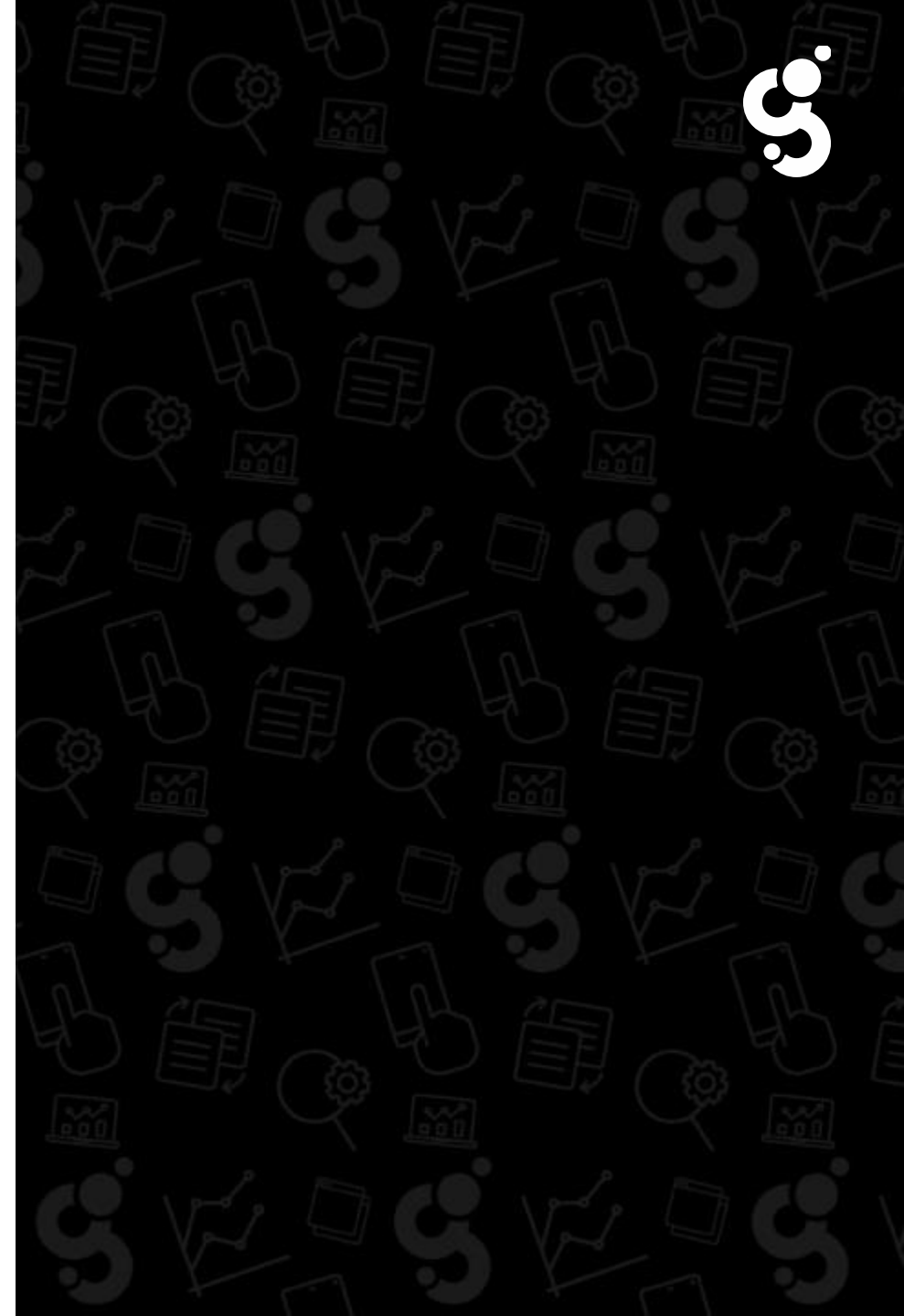
People, process and technology framework



*Also consider how **partners** align with your strategy and complement in-house capabilities across the other three areas.*



Trends that are influencing solutions and approaches



Tips for understanding your web platform needs





- ?

Full disclosure:
I work for Geonetric.



Strategy

Creating a digital front door for healthcare consumers

Digital transformation is the **integration** of digital technology into **key priority areas** of a business that fundamentally **changes how it operates and delivers value** to consumers.

It's also a **cultural change towards organizational agility** that enables those organizations to continually challenge the status quo, experiment and get comfortable with failure.

Goals

Improve access to care by reducing friction

Increase self service capabilities

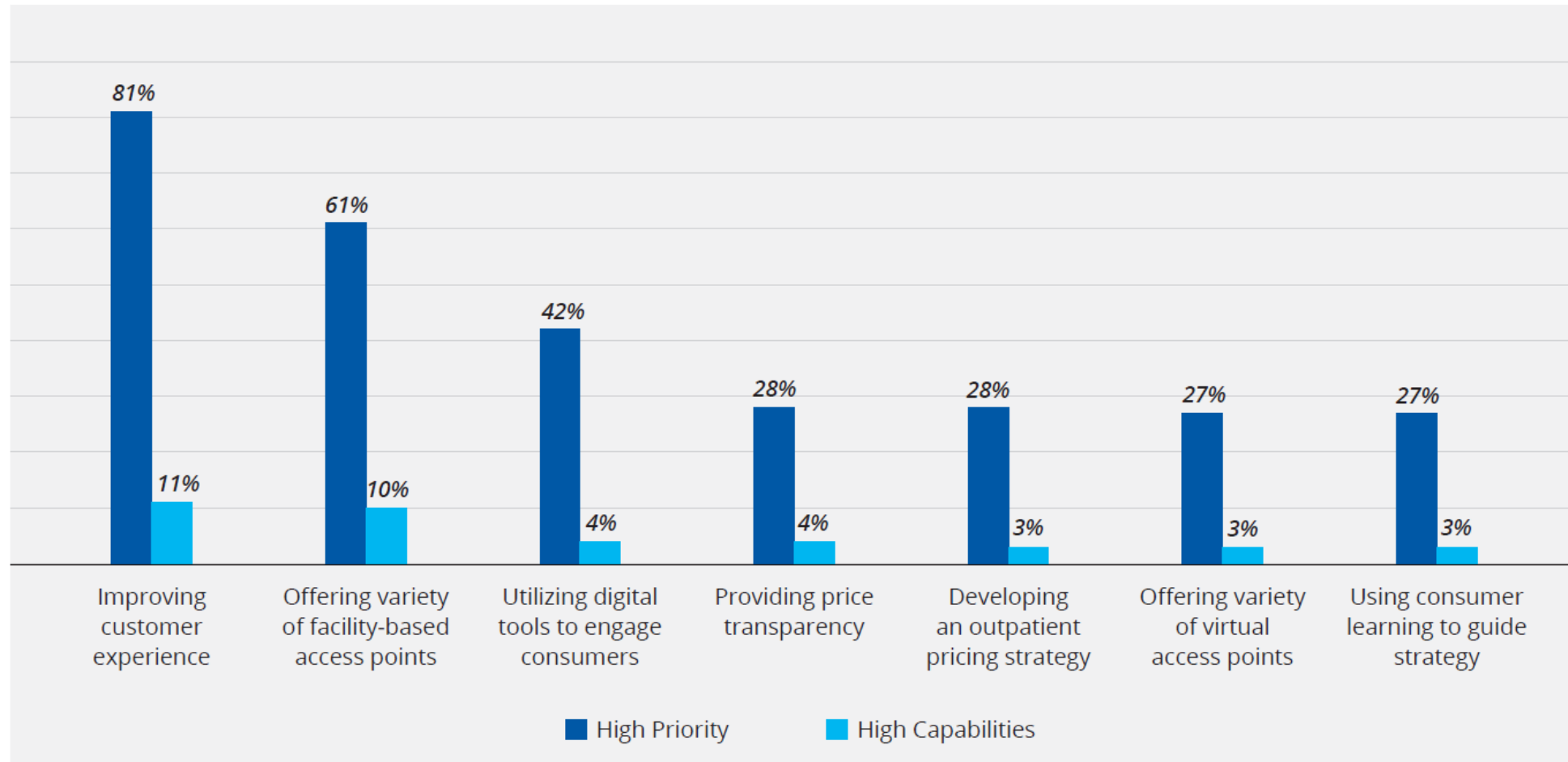
Engage and support patients throughout their journey

Use data strategically across the organization

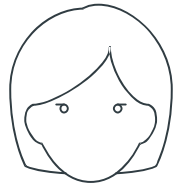


Health systems responding to consumerism

Figure 3. *Consumer-centric Priorities vs. Capabilities*



Digital transformation and the domain of content management



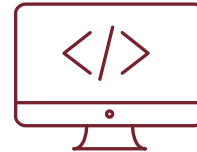
Digital Experience

Channels



Web analytics, transactional data, and customer data must connect to inform operations, insights and strategy.

"Content" will include real-time data from internal systems, orchestrated into a cohesive, personal journey guiding consumers across multiple transactions.



Content Management Systems

Digital Transformation



Operations

Analytics & Insights

Strategy

Understand your business strategy

- What is the vision for your organization?
- How does the organization plan to move toward that future state?
- Are there new or changing business models in play?
- Are there likely mergers or acquisitions?
- What is your data strategy?
- What is your marketing strategy?
- What is your brand strategy?





People

Increasing focus on the authoring experience

Content marketing, digital-first approaches and personalization put additional pressure on organizations to produce a constant stream of content.

This increases the focus on:

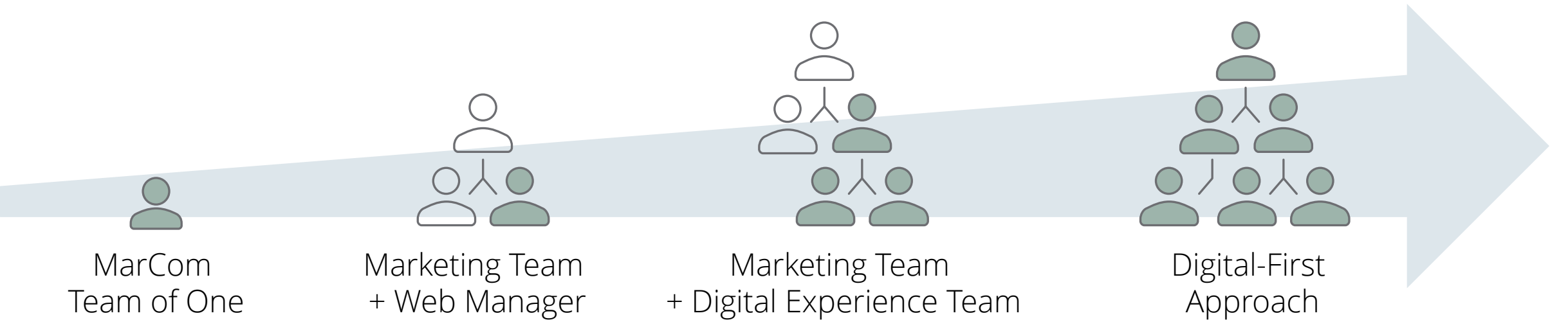
- Efficient content authoring
- Content creation workflows
- Content project management
- Content distribution

*In the past year,
27% of content marketing teams increased in size,
while 60% stayed the same.*

– B2C Content Marketing Benchmarks, Insights for 2021. Content Marketing Institute/MarketingProfs, July 2020.



Team structure and focus impacts web platform needs





Anti-pattern

Avoid the solo developer

Identify your team's core competency

- What is the breadth of skills needed to accomplish your goals?
- What are the few areas where you need to own deep expertise?
- How can you partner to complement your broad and shallow areas?

"a defining capability or advantage that distinguishes an enterprise from its competitors."





Process

Recognizing the need for digital governance

“Digital governance is a framework for establishing accountability, roles and decision-making authority for an organization’s digital presence... [by addressing] three topics: strategy, policy and standards.”

— Lisa Welchman, author, *Managing Chaos*



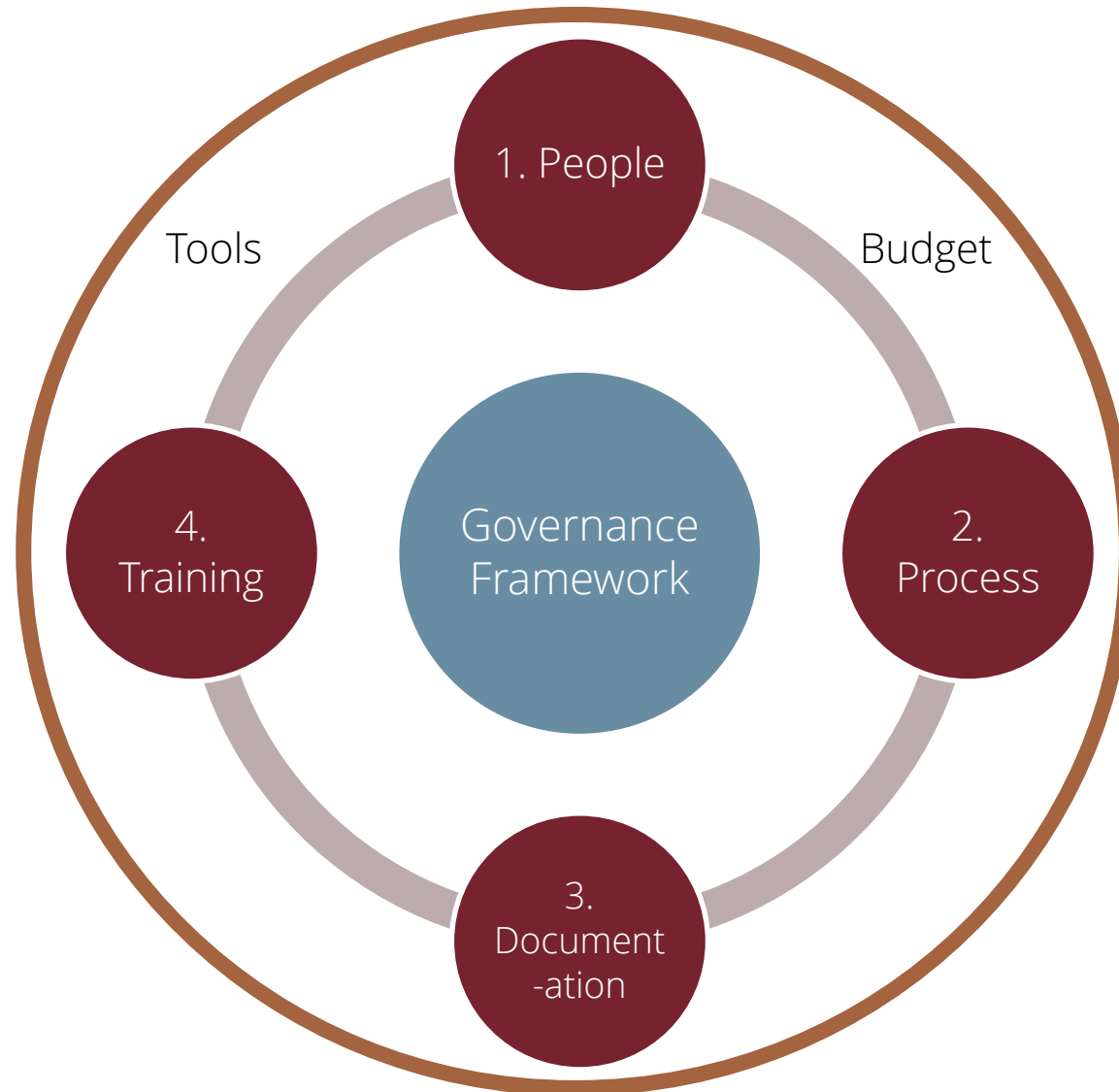
Governance connects your strategy to a repeatable, sustainable process.



Signs you may need digital governance

- **Confusing decision authority (and structure)** — who can say YES or NO hasn't been established or isn't clear
- **Competing interests** cause content to be added to site without consideration — or understanding — of overall user experience and site strategy
- **Internal buy-in and alignment** regarding web strategy and copy is difficult
- **Documentation for standards, processes, and policies** aren't complete, don't exist or are difficult to follow
- **Keeping content up-to-date** is difficult

Governance framework





Strengthen governance

- What pieces of governance do you have in place today?
- What growth opportunities do you see?
- What would make long-term website management easier?
- What would make internal conversations easier?
- What other concerns do you want to address?



Technology

38.0

Slow, constant evolution of web platforms

Web content management systems continue to evolve with trends toward more **structured content, managed delivery** models and more expansive **experience management**.

Categories:

- CMS / WCMS
- DXP
- Agile CMS

Delivery models:

- Installed
- Hosted
- SaaS

Software license:

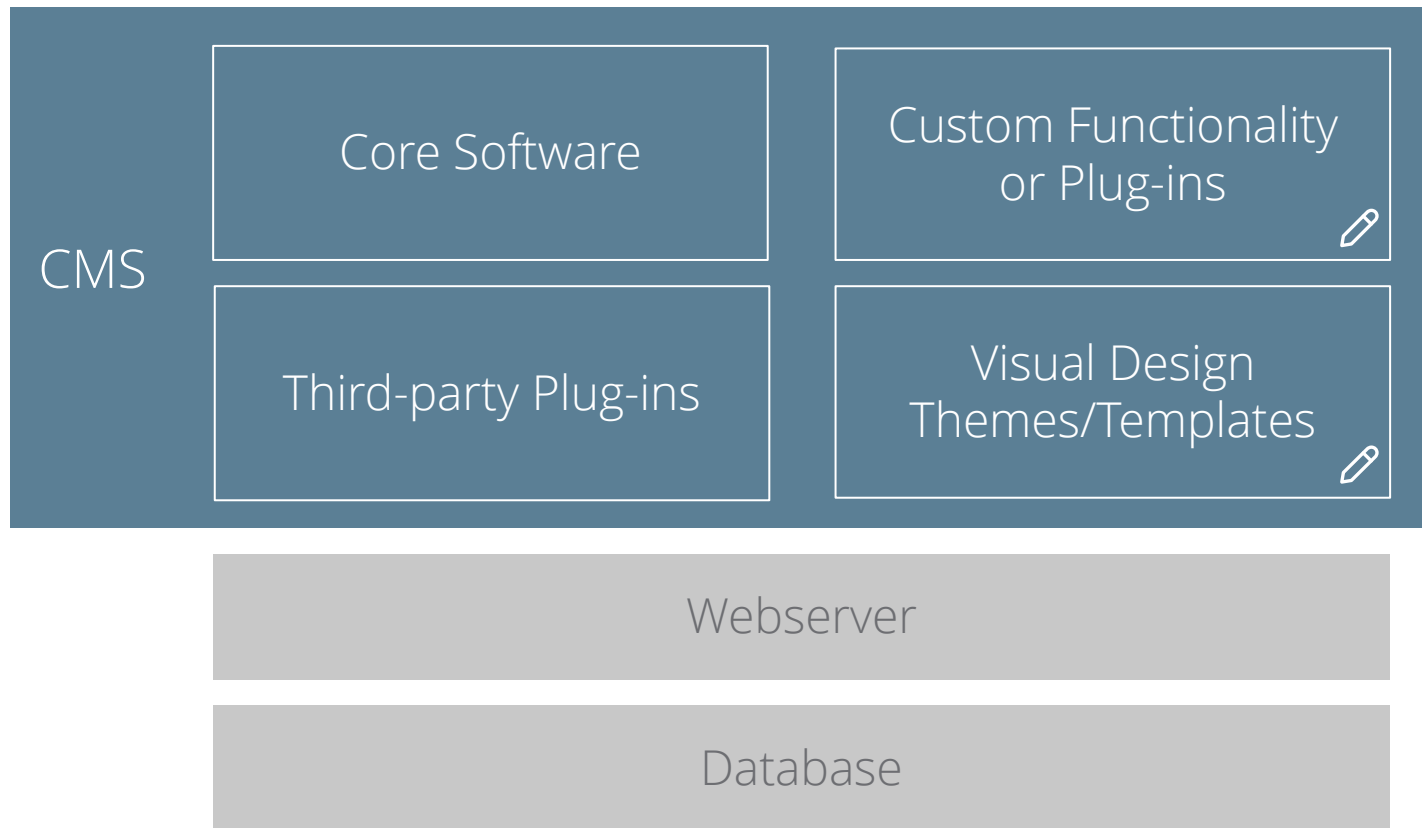
- Open source
- Proprietary

While many of the names are the same, the way content management is delivered and used continues to evolve.





What's inside? The (general) structure of a web CMS



Content Structures & Configuration

Core software, plug-ins, custom code, or database?

Digital Assets

Webserver, CDN, database, or external DAM?

Content

Database, APIs, or ... ?

About those analysts' charts ...

Figure 1: Magic Quadrant for Digital Experience Platforms



Source: Gartner (January 2021)

FORRESTER

THE FORRESTER WAVE™

Agile Content Management Systems (CMSes)

Q1 2021





What makes a strong fit for healthcare?

Security & Reliability

- Most platforms *can* meet the needs, but may require specific effort in hosting, configuration and development.

Simple, Efficient Content Authoring

- Healthcare marketing runs lean — teams need user friendly tools.

Support for Structured (Healthcare) Content

- Healthcare requires some specific content types (e.g., providers) that require structure as well as strong support for reuse and findability.

Low Maintenance

- Platforms that require frequent technical maintenance and upgrades can present challenges for teams with fewer technical resources.

2020 Healthcare Digital Marketing Trends Survey

Which CMS does your main site use?

WordPress

VitalSite

Sitecore

Drupal

Scorpion

Sitefinity

Adobe
Experience
Manager

CareWorks

Crownpeak

CommonSpot

Sharepoint

Other

Security & Reliability

Simple, Efficient Content
Authoring

Support for Structured
(Healthcare) Content

Low Maintenance



Assess what you have

Create a site inventory:

- Domains & marketing URLs
- Site traffic
- Site size:
 - Number of content types
 - Number of content items
- Number of contributors
- Personalization
- Rate of change

New approaches to technical architecture

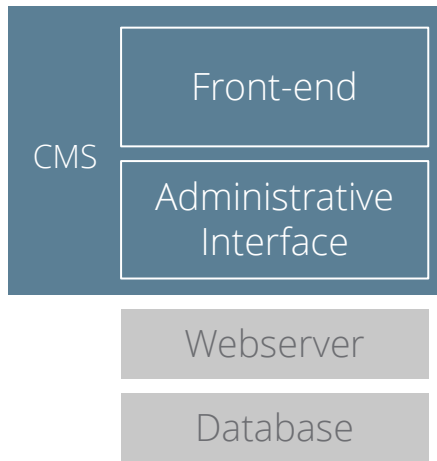
The need for a single content source to fuel **multiple digital experiences** and an increasing focus on **rapid iteration** combined with the capabilities of **cloud-based hosting** have led to evolution in the overall technical architecture of websites.





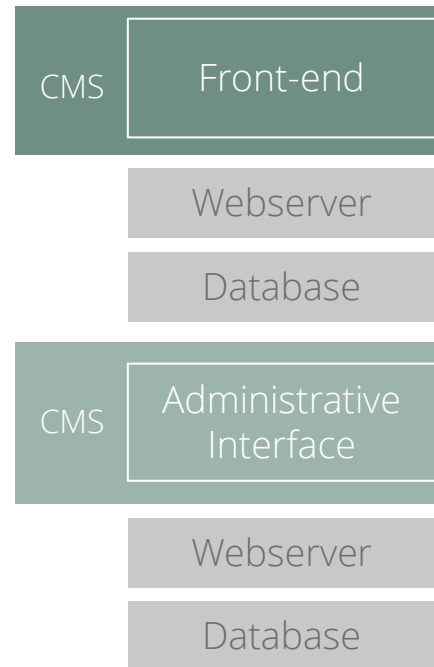
Evolving website technical architectures

Monolithic



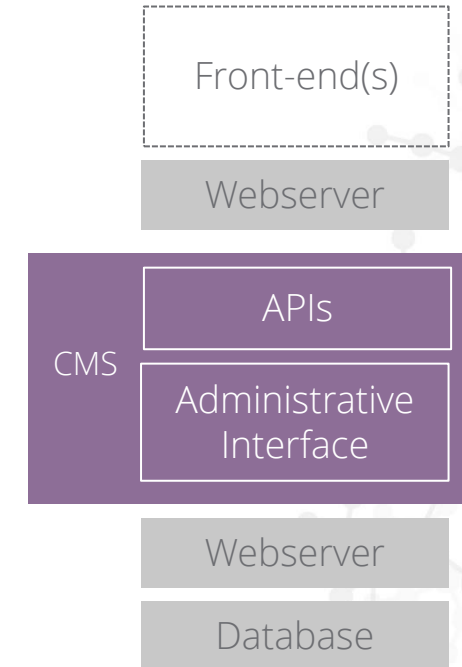
- Simple to develop, test and deploy.
- Many pre-existing solutions (e.g., plug-ins, widgets, themes) are designed for this model.

Decoupled



- More options for scaling the front-end and securing the back-end
- Make changes to front-end without affecting back-end (or vice versa)

Headless



- Easily supports multiple front-ends, wider array of options for front-end technical approaches
- Lends itself to combining content / data from multiple sources

Focus first on the user experience

- Identify the key transactions and pathways that support your organizational goals
- Understand what is needed to support a user along that journey
- Choose the simplest approach that supports the user experience



Shift to a product mindset

A product mindset focuses on building long-term business value through intense customer focus, data-driven decision making, and frequent, iterative improvements.

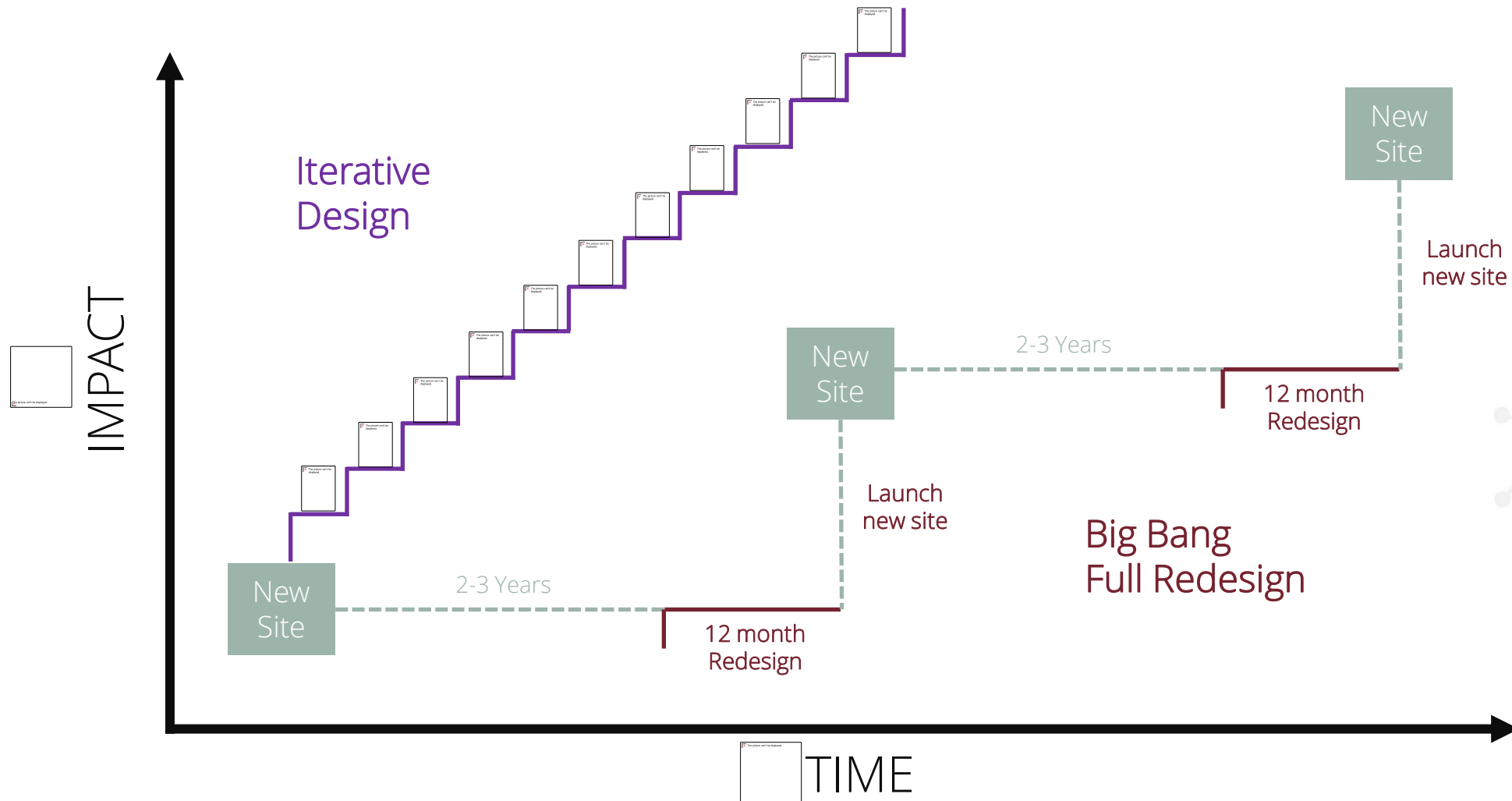
Launch it & forget it -----> *Continuous improvement*

Internal focus -----> *Customer focus*

Output -----> *Outcome*



A continuous cycle of research, design, and testing improves impact over time more rapidly





Have a long-term plan

Think beyond launch to plan for building long-term business value.

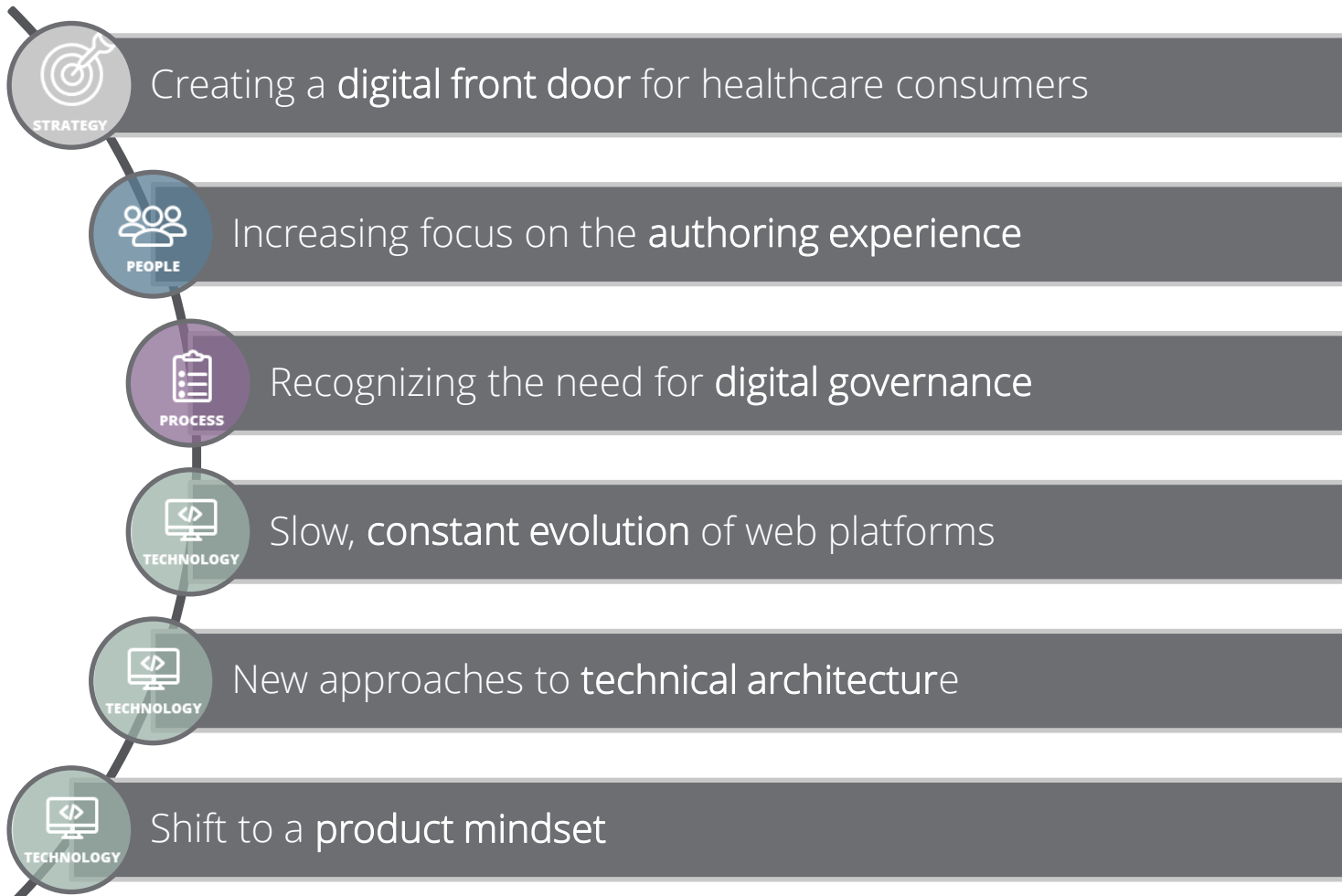
- Understand your ongoing responsibility for updates, upgrades, maintenance and testing of all parts of your web platform.
- Looks for solutions that allow you to adopt a product mindset, applying customer-focused data to frequent, iterative improvements.

When thinking long-term, be realistic about your team's true capabilities and capacity.



In Summary ...

Trends that are influencing solutions and approaches



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Questions?

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White Paper

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Questions?



Thanks for attending today's webinar!