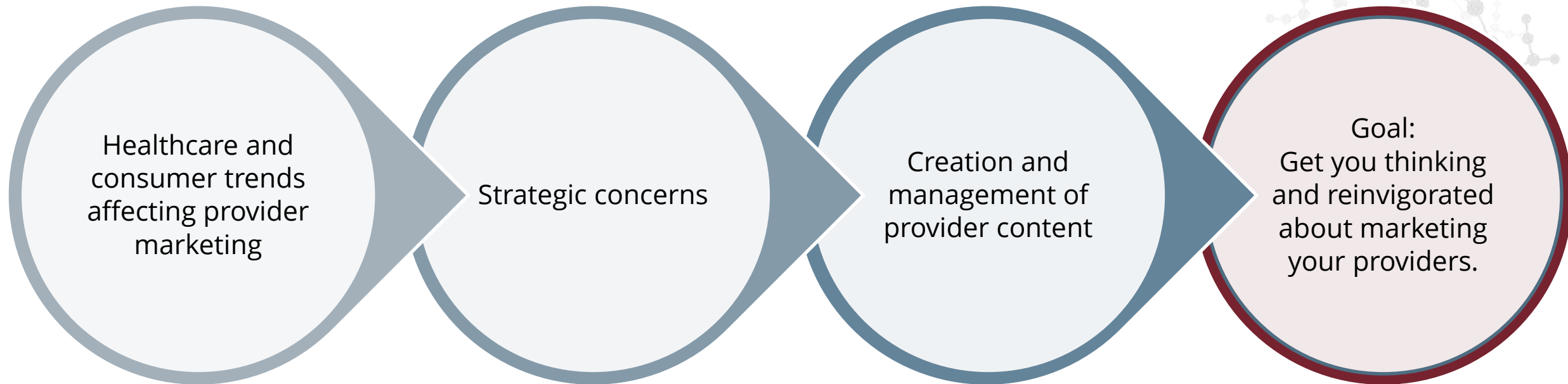


Physician Marketing

Align Your Digital Strategy with Consumer Trends

GEONETRIC®

What are we covering today?



An industry
in flux

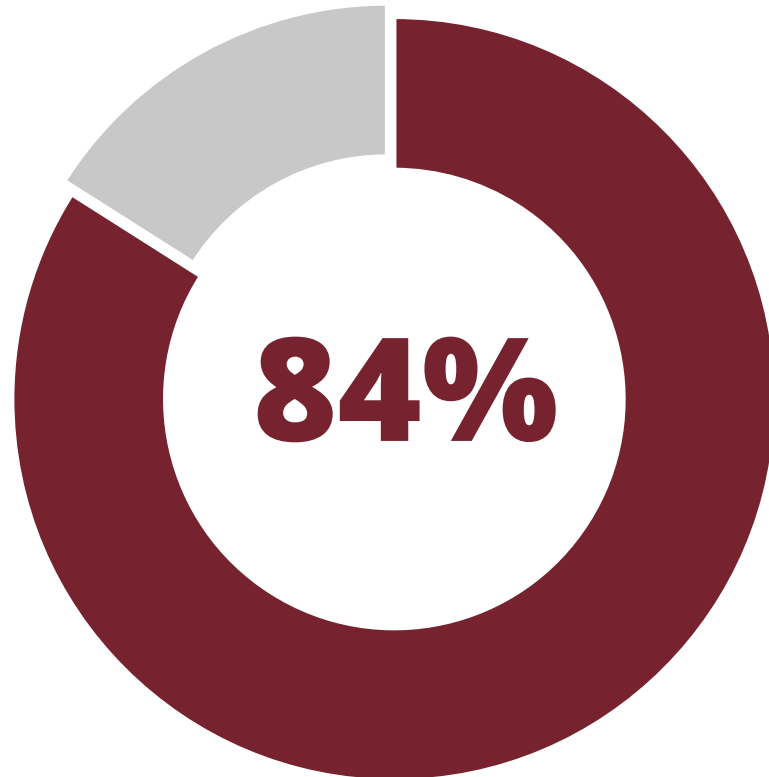




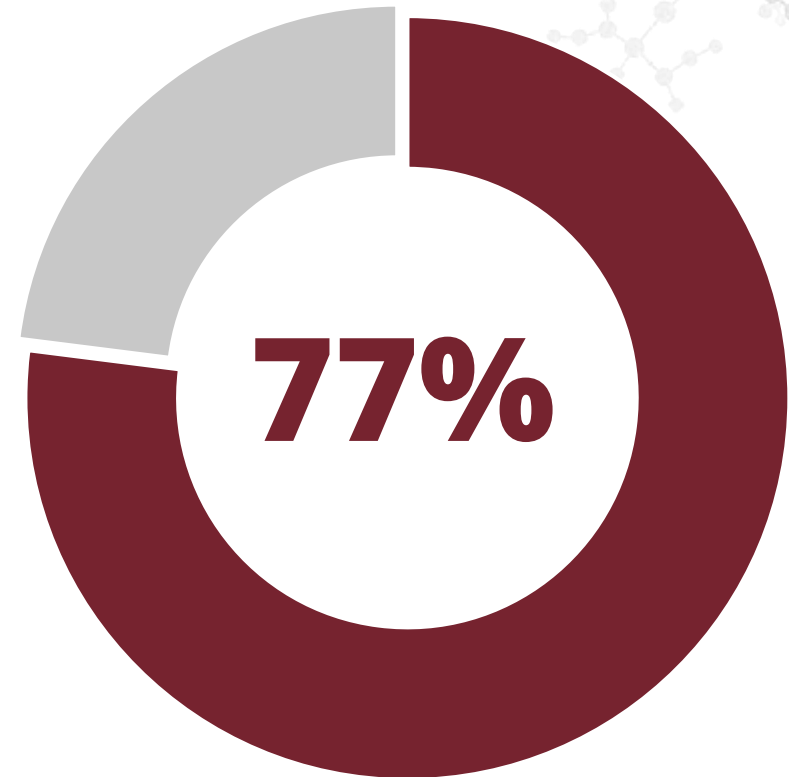
Consumer choice has the potential to impact **61%** of all healthcare spending.

Healthcare consumerism continues to grow

View digital solutions as most effective way to search for a doctor

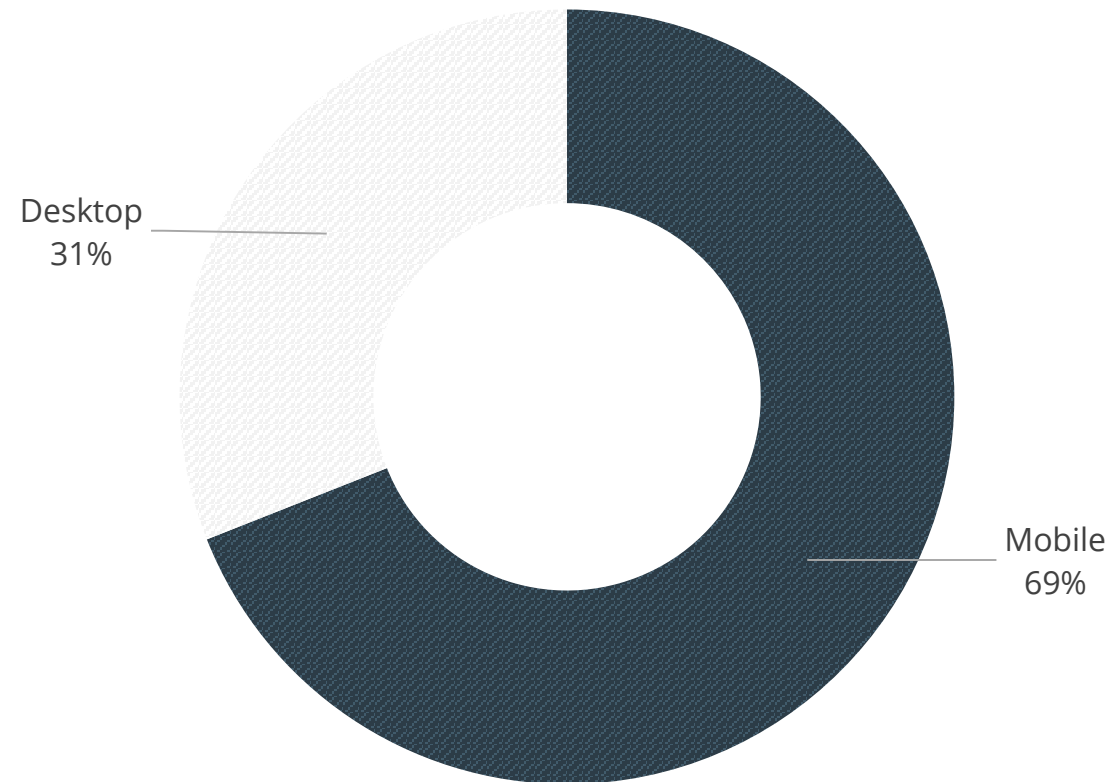


77% of patients search online before booking appointment



Mobile represents almost 7 in 10 digital media minutes

69% of digital time spent on mobile



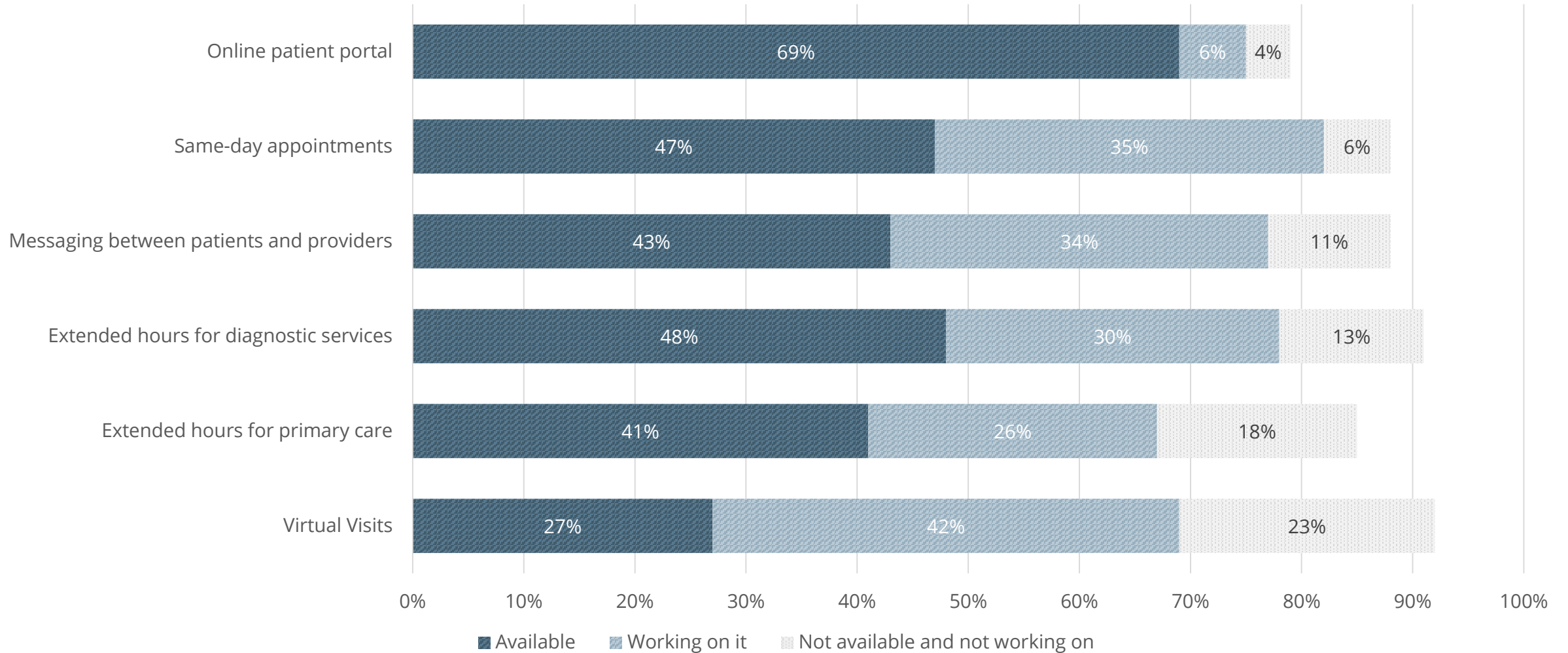
Consumer expectations vs. organizational strengths

Our Competitive Differentiators

What Our Consumers Want

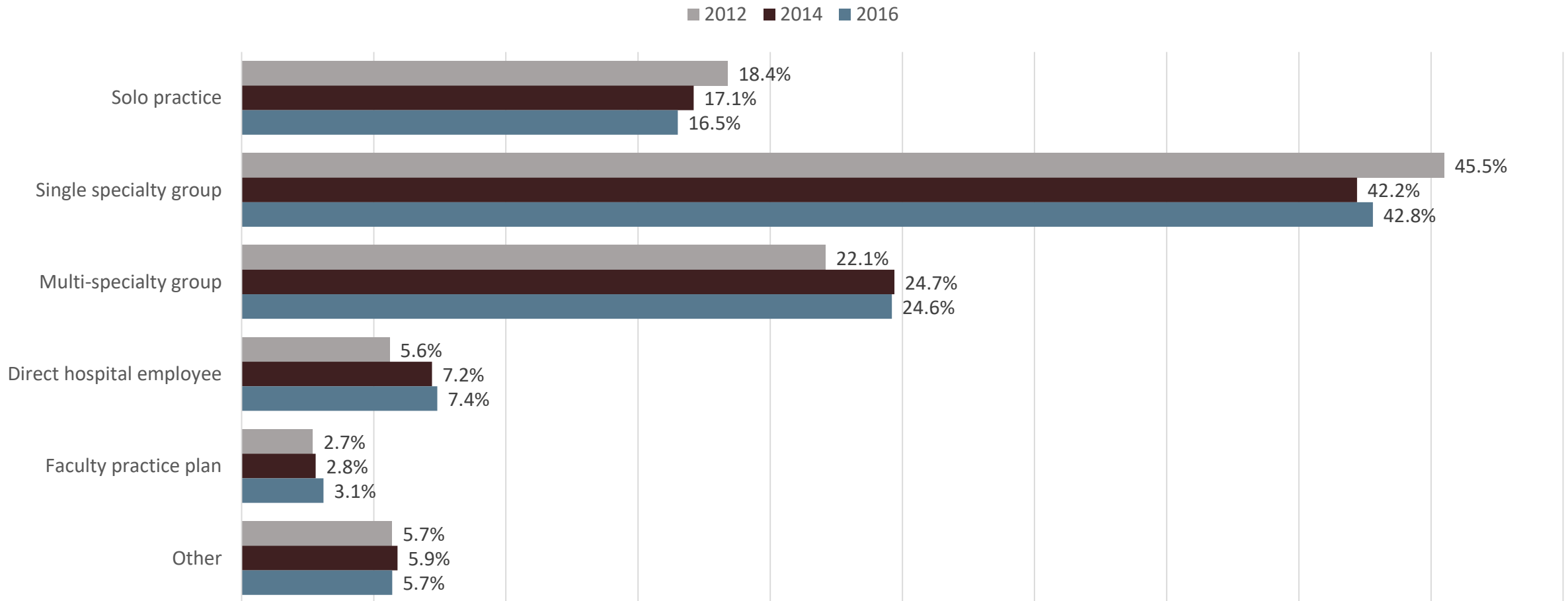
1	Quality of Clinical Outcomes	Accessibility of Care
2	Availability of Complex Care & Treatments	Consumer Experience
3	Accessibility of Care	Quality of Clinical Outcomes
4	Geographic Coverage	Value
5	Consumer Experience	Availability of Complex Care & Treatments

New opportunities for patient access



Physicians shifting away from solo and single-specialty practice

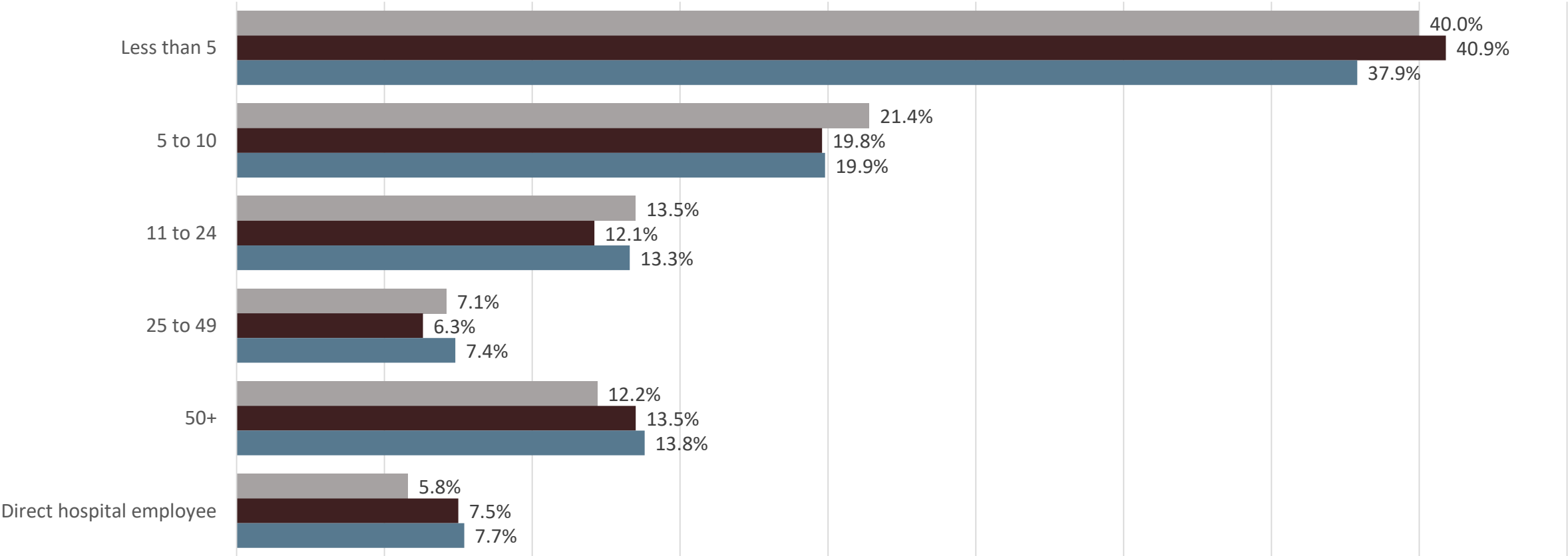
Physicians by type of practice



Physicians moving toward larger practices and direct employment

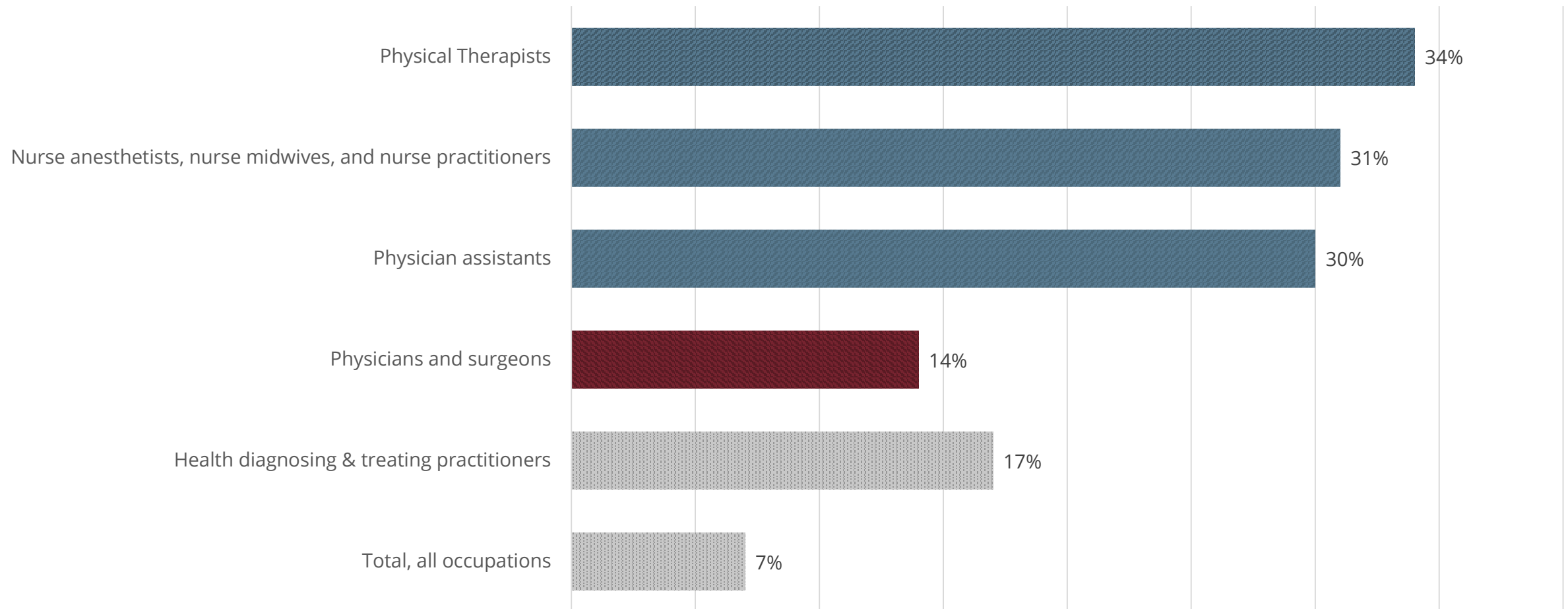
Physicians by practice size

■ 2012 ■ 2014 ■ 2016



Significant growth expected for other types of clinicians

Percent change in employment, projected 2014-24



Knowing Where to Start
Checking in on your strategy.



Understand your physician strategy.

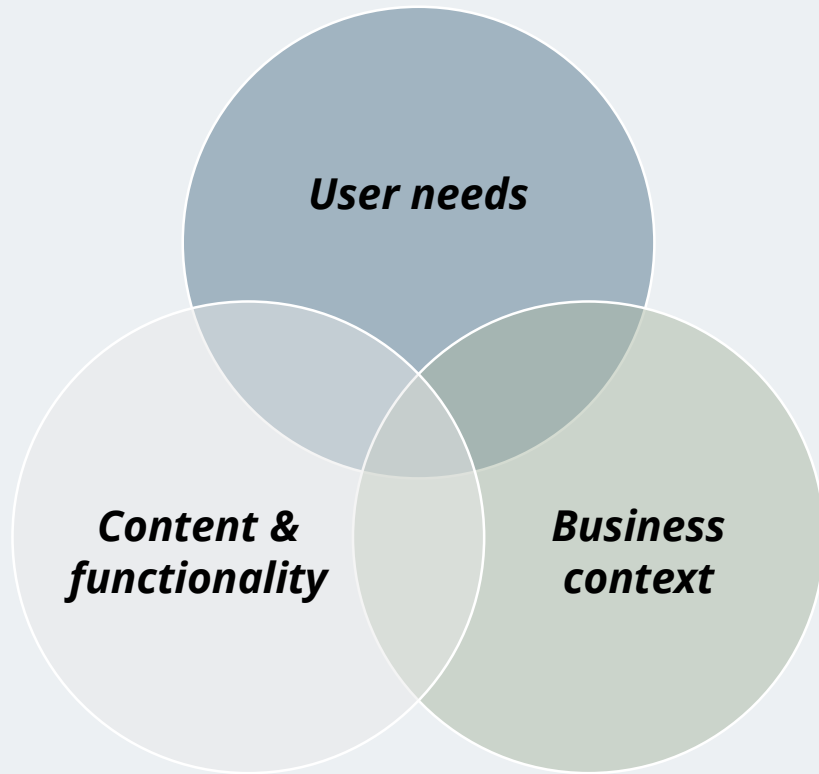


Independent physicians

Employed physicians

Seek guidance from your brand strategy.





Find a balance.



The goal?

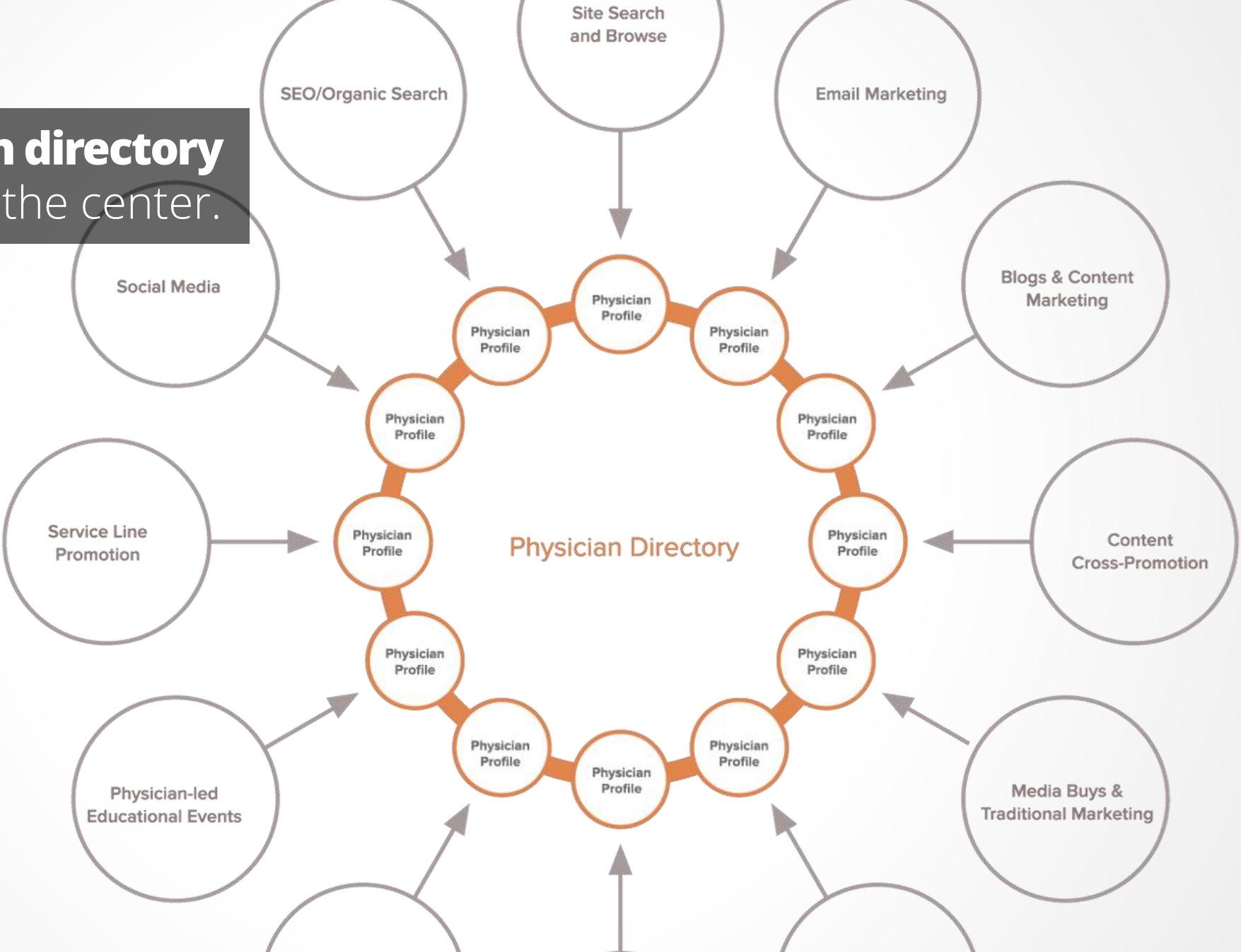
Cut through the clutter.

Creating & Managing Provider Content

A hub for your marketing efforts.

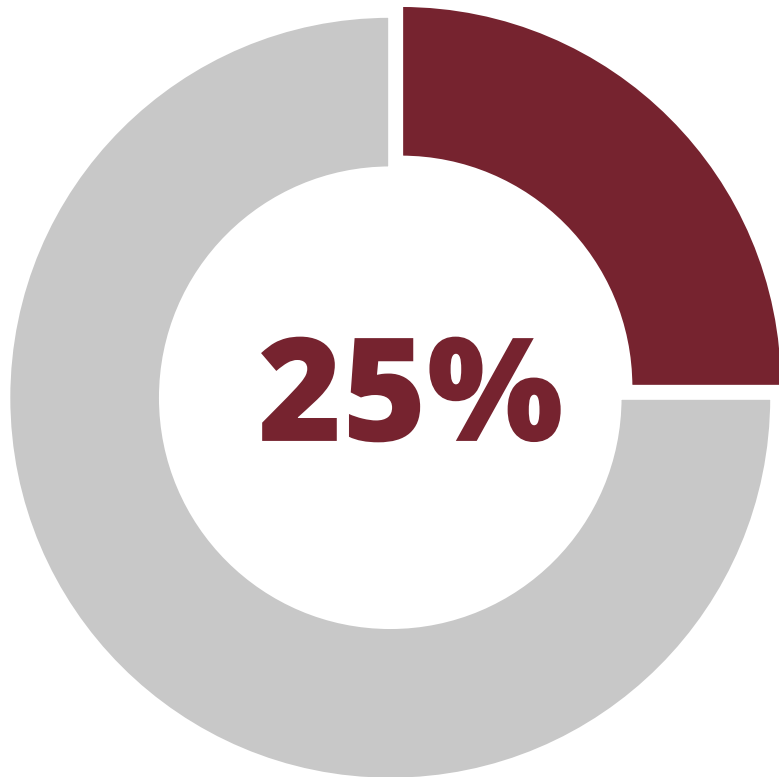


Physician directory
at the center.

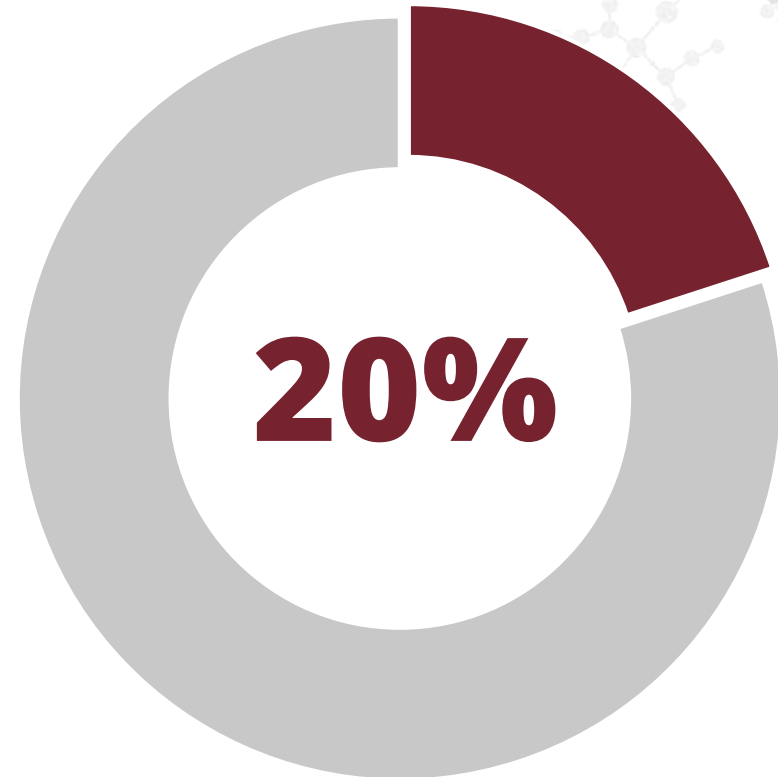


Provider directory impacts site performance

25% of overall page views



20% of inbound traffic



Most important factors for healthcare consumers

High-Quality Doctor

Poor-Quality Doctor

1	Listens/attentive	Doesn't listen/inattentive
2	Accurate diagnosis/competence	Lack of time with patients
3	Caring	Misdiagnoses/incompetence
4	Bedside manner/relationship with patient	Not accessible/overbooked
5	Knowledgeable	Bad personality traits

How healthcare consumers evaluate providers



Qualification Criteria

- Pass/fail criteria
- Filters providers in/out of consideration
- *Do they accept my insurance?*
- *Can I get to them?*
- *Are they accepting new patients?*
- *Can they treat my conditions?*

Selection Criteria

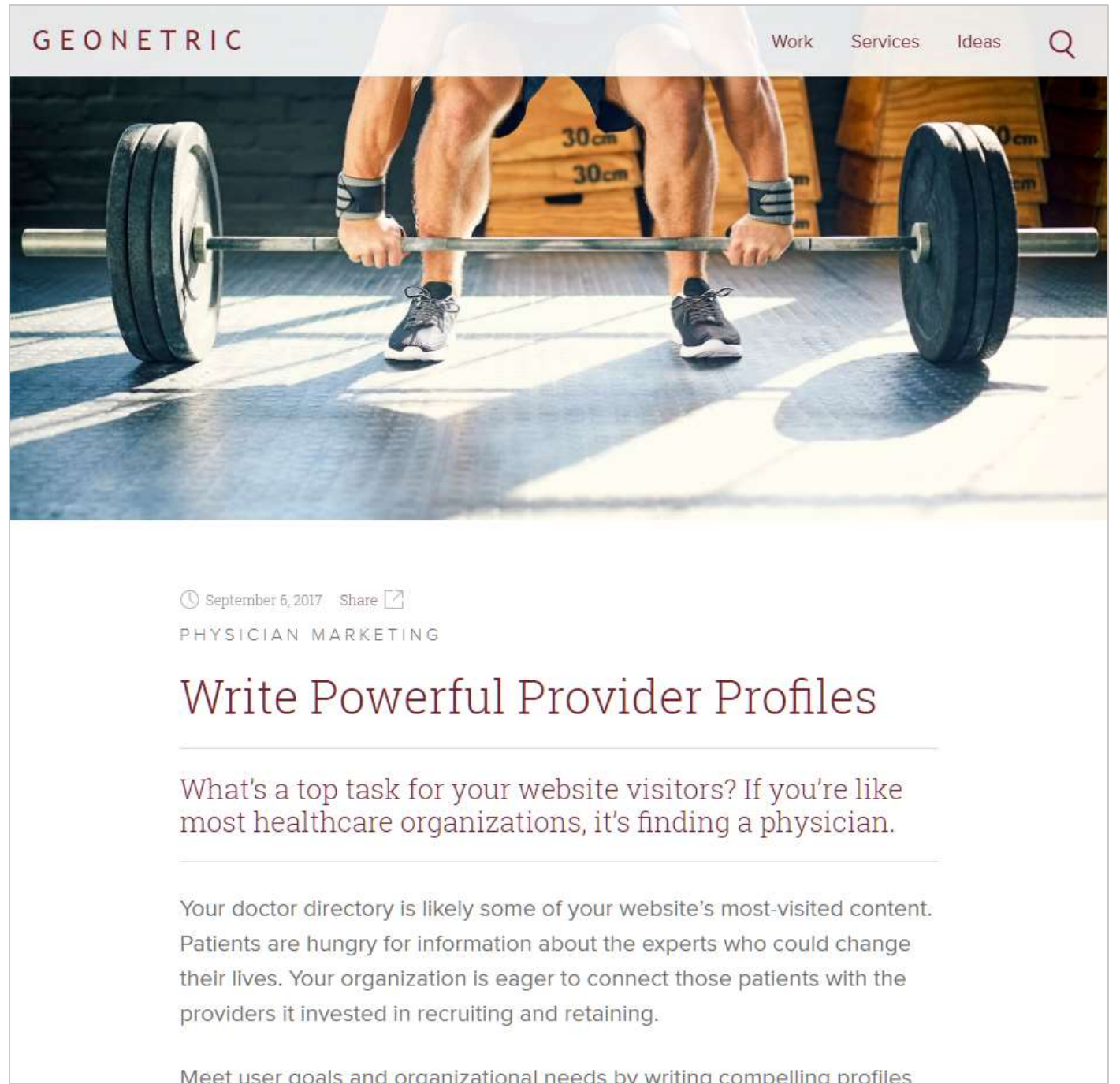
- More nuanced evaluation
- Ranks providers according to preferences
- *Will I like them?*
- *Do others trust them?*
- *Are they good?*
- *Are they convenient?*

Create a narrative

- Humanize the professional
- Display a sense of commitment to their work
- Help to begin a relationship with the patient

Use web writing best practices:

- Focus on the user
- Keep it simple
- Make it easy to take action



The screenshot shows a webpage from Geonetric. At the top, the logo 'GEONETRIC' is on the left, and navigation links 'Work', 'Services', 'Ideas', and a search icon are on the right. Below the navigation is a large image of a person in athletic wear lifting a barbell in a gym. The main content area features a date 'September 6, 2017' and a 'Share' button. The category 'PHYSICIAN MARKETING' is displayed above the article title 'Write Powerful Provider Profiles'. The article text begins with 'What's a top task for your website visitors? If you're like most healthcare organizations, it's finding a physician.' and continues with 'Your doctor directory is likely some of your website's most-visited content. Patients are hungry for information about the experts who could change their lives. Your organization is eager to connect those patients with the providers it invested in recruiting and retaining.'

Write powerful provider profiles

Interviewing

- How they approach care (Are they efficient and straightforward? Do they want to make patients feel comfortable and secure?)
- How and why they decided to enter medicine and a particular specialty
- What they find rewarding about their career
- What patients can expect during an appointment
- How the providers spend free time (e.g., with family, hobbies or community involvement, especially any activities that tie into health, wellness, or medical care)

Address patients' needs

- Conditions
- Expertise
- Likability
- Convenience
- Endorsement
- Accessible

The screenshot shows a physician profile for Ashwin P. Ashok MD. The page layout includes a header with the PIH Health logo and navigation links (About PIH Health, Support PIH Health, Careers, Blog, Site Search). Below the header is a breadcrumb trail: HOME > FIND A DOCTOR > PHYSICIAN PROFILE ADVANCED. The profile section features a photo of Dr. Ashok, his name, a 4.8/5 star rating based on 306 reviews, and a 'MAKE AN APPOINTMENT' button with a phone number (562.698.0306). A bio section describes his medical background and interests. A map shows the office location in Whittier, California. The 'OFFICE INFORMATION' section provides the address (12291 Washington Blvd #201, Whittier, CA 90606) and contact numbers. The 'HOSPITAL/GROUP AFFILIATION' section lists PIH Health Physicians and PIH Health Hospital - Whittier.

PIH HEALTH

About PIH Health | Support PIH Health | Careers | Blog | Site Search

my PIH Health

HOME > FIND A DOCTOR > PHYSICIAN PROFILE ADVANCED

Ashwin P. Ashok MD

★★★★★
4.8 / 5 (based on 306 Reviews)
View 63 Comments

MAKE AN APPOINTMENT
Online scheduling is available - Sign up now

562.698.0306

PIH Physicians

View my video

Dr. Ashok calls medicine "a family tradition." With a father who's a surgeon and grandfather who's a physician, Dr. Ashok developed his keen interest in medical practice at a young age. He derives the most satisfaction from caring for patients with digestive and liver disorders. Trained in endoscopic treatments, he manages cirrhosis, chronic liver disease, hepatitis, inflammatory bowel disease, irritable bowel syndrome, celiac disease, GERD, and other general GI issues. Patients may be interested to know that Dr. Ashok is a lifelong UCLA Bruins and Los Angeles Lakers fan.

OFFICE INFORMATION

12291 Washington Blvd #201
Whittier, California 90606

Main: 562.698.0306
Fax: 562.789.5458

Locate on Map

HOSPITAL/GROUP AFFILIATION

PIH Health Physicians
PIH Health Hospital - Whittier

PROFIE

Think beyond the bio.

Avera Balance articles featuring Sally Williams

[Natural Tools Can Stop New Aches, Chronic Pain](#)

by Sally Williams, DO - September 14, 2017

If you've got a new ache or a chronic pain, there are many natural tools that you can try. With our...

[Shelve the Pain](#)

by Sally Williams

The holidays often come with...

[View More](#)

Patient Stories

"Every step was just as expected if not better"

I wanted to give my feedback for the hip replacement surgery I received. I received outstanding care, and I just don't know how it could have gone any better.

[Read this story](#)

"I was treated with remarkable kindness during every hour of my stay"

From snow skiing to mountain biking, Mark Wrench has always had a passion for sports. He put on his ski boots when he started to experience hip pain. Mark spent over two weeks in the hospital before he could be discharged.

[Read this story](#)

"I would certainly recommend this team of experts to everyone"

From weeks before my left knee surgery by Dr. David Christ I received t

PODCASTS



Wrist Injuries
3/11/2017



Common Hand Injuries
10/8/2016



March Madness: Basketball
3/5/2016



Videos



Anterior Approach to Hip Replacement



Do You Have Joint Pain? Radio Chat with Dr. David Christ



Mark - Anterior Hip Replacement Testimonial



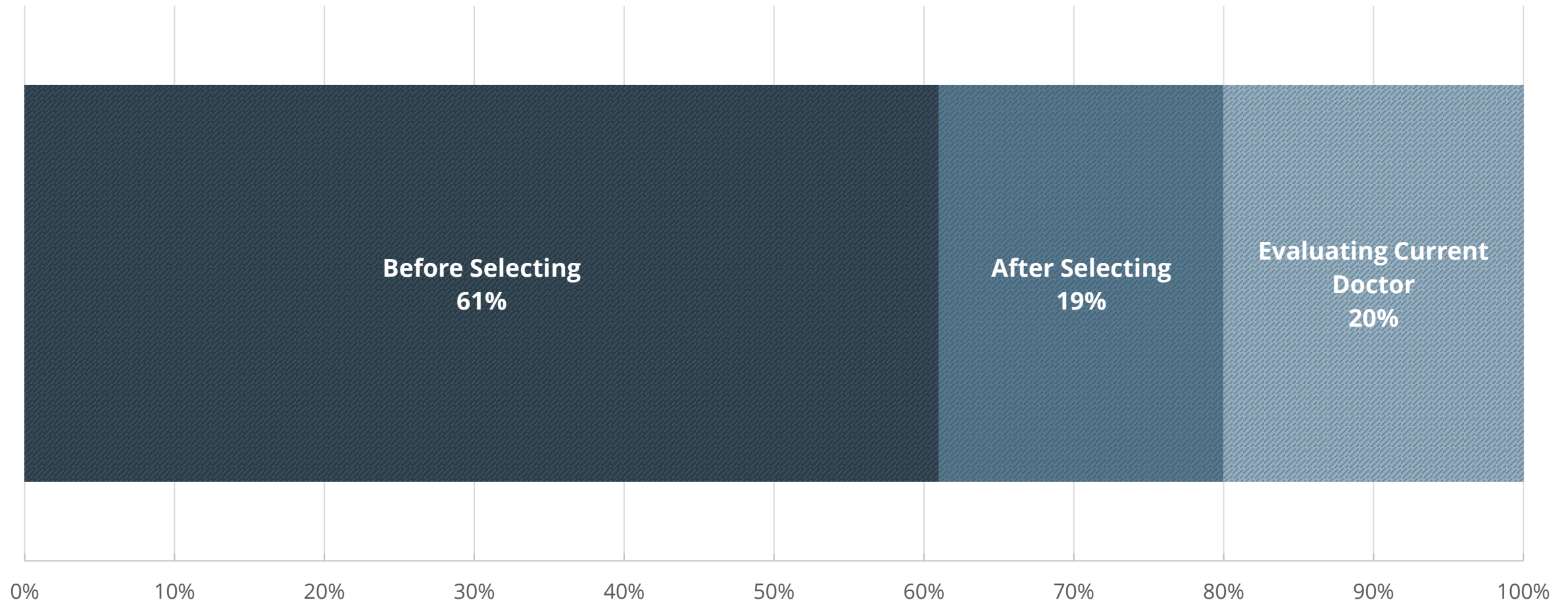
Anterior Hip Replacement Surgery Radio Chat with Dr. David Christ

Ratings and reviews

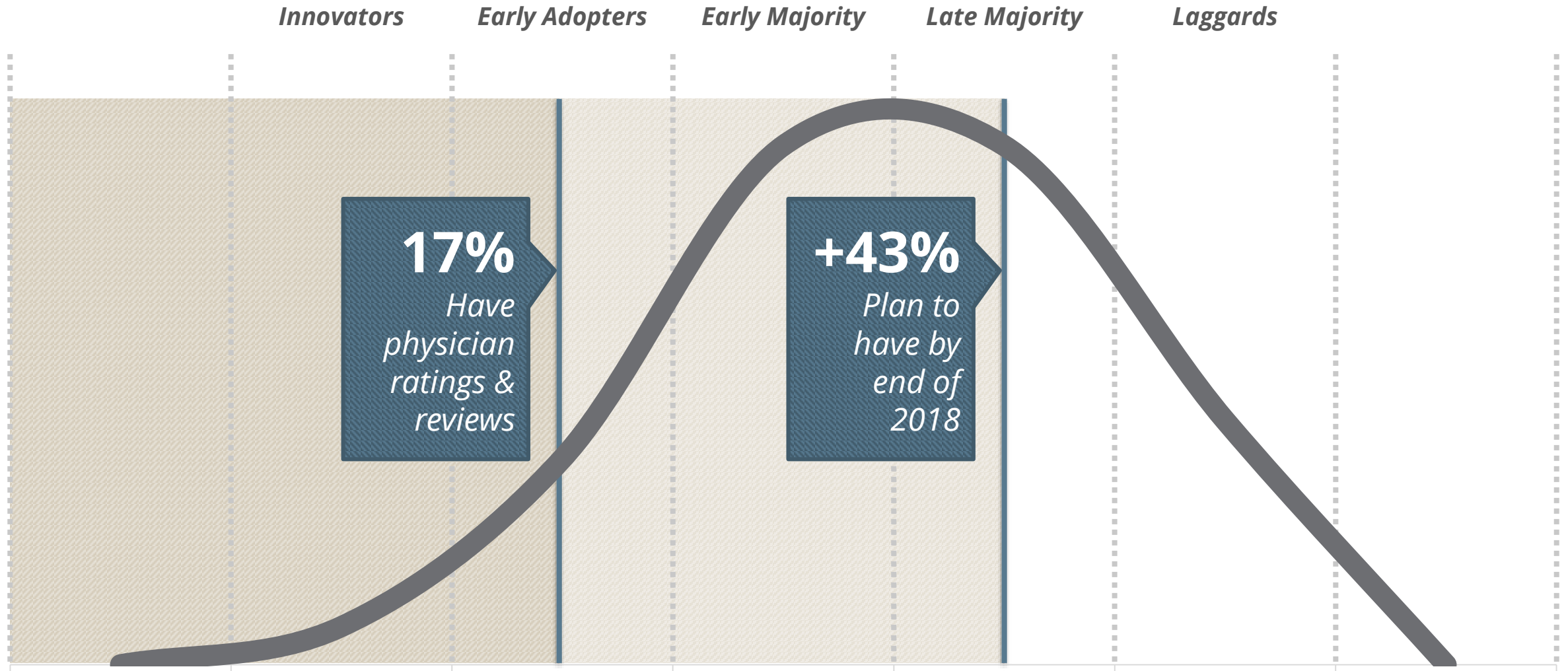


Patients use reviews both before and after decision making

When Patients Use Online Reviews



We are approaching “late majority” for adoption of ratings



The results...

- Rank improvements
- Increased organic traffic
- More appointment requests

Why?

- Larger quantity of reviews
- Expanded page content
- More 'clickable' listings

[Bruce Berry - Wheaton Franciscan Healthcare](#)

[www.mywheaton.org/...doctor/.../bruce-b...](#) ▾ Wheaton Franciscan Healthcare ▾

★★★★★ Rating: 4.8 - 179 votes

Dr. Bruce Berry was recognized as one of The Business Journal of Milwaukee's Best Doctors for 2011 and has been recognized by M Magazine as one of the ...

[Dr. Bruce Berry, MD - Healthgrades](#)

[www.healthgrades.com](#) ▸ ... ▸ Wisconsin (WI) ▸ Milwaukee ▾

★★★★★ Rating: 3.4 - 14 votes

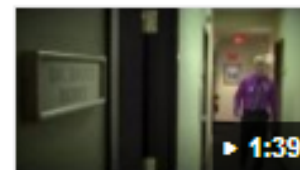
Visit Healthgrades for information on Dr. Bruce Berry, MD. Find Phone & Address information, medical practice history, affiliated hospitals and more.

[Dr. Bruce Berry, MD Internal Medicine - Healthgrades](#)

[www.healthgrades.com](#) ▸ ... ▸ Wisconsin (WI) ▸ Milwaukee ▾

Dr. Bruce Berry, MD, Appointments, Milwaukee, WI, Internal Medicine.

[Meet Dr. Bruce Berry, Internal Medicine - YouTube](#)



<https://www.youtube.com/watch?v=ykGET77wYLU>

Oct 13, 2014 - Uploaded by Wheaton Franciscan Healthcare

Dr. Bruce Berry is an Internal Medicine physician with Wheaton Franciscan Medical Group in Milwaukee ...

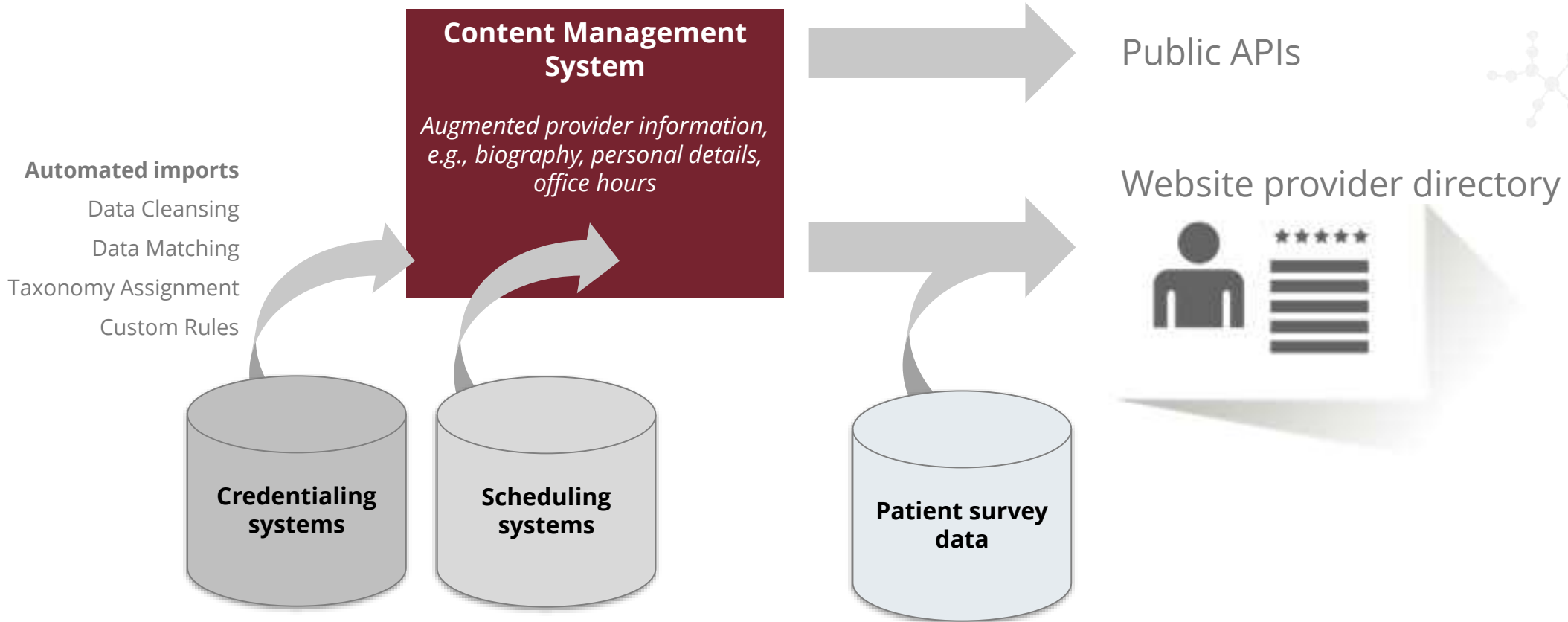
[Dr. Bruce Berry MD - US News Health - US News & World ...](#)

[health.usnews.com](#) ▸ Doctors ▾ U.S. News & World Report ▾

Dr. Bruce Berry is a Internist in Milwaukee, WI. Dr. Berry admits patients at Wheaton Franciscan Healthcare-St. Francis.

[Dr. Bruce Berry, MD - Internist in Milwaukee, WI - Vitals](#)

Behind the scenes: A single, complete source of data



Center stage: A clear, consistent user experience



Search & browse

First Name Last Name

Specialties

City

ZIP Code

Gender

Show only physicians who are accepting new patients

Results & refinement

Filter by Specialty

Filter by Location

Filter by Gender
 Male
 Female
 Both

Jian Feng, MD, FACC, FACS, FCCP
319-221-1667
Accepting new patients
Make an appointment
Cardiology, Nuclear Cardiology,
Cardiothoracic Surgery
Benefit Health West - Cedar
Rapids, IA

Elizabeth Galvin, MD
Accepting new patients
Make an appointment
Cardiology, Nuclear Cardiology
Benefit Health East - Cedar
Rapids, IA

Jian Feng, MD, FACC, FACS, FCCP
• Director, Benefit Heart Center

Schedule an Appointment

To schedule an appointment with Jian Feng please call **800-221-1667** or use our online form.

Accepting new patients. A referral is required.

- Cedar Valley Top 100
- Benefit Medical Group

Benefit Heart Center

Benefit Heart Center
450 4th Ave SE
Cedar Rapids, IA 52401
Get Driving Directions
Send an Email

Main: 319-221-1667
Alternate: 800-589-1171
Fax: 319-221-1450
Find a Physician at this Location

About Benefit Heart Center

Benefit Heart Center offers comprehensive, nationally recognized

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- Conditions
- Expertise
- Likability
- Convenience
- Endorsement
- Accessible

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[Medical Staff Directories](#)

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Need more help? Contact Bronson HealthAnswers, our free doctor referral service. Call (269) 341-7723 or (800) 451-6310 or email answers@bronsonhg.org, Monday through Friday, 8 a.m. to 5 p.m.

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Specialty

City

ZIP Code

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Address patients' needs

- Conditions
- Expertise
- Likability
- Convenience
- Endorsement
- Accessible

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Doctor Search Results

New Search

Print Results

Showing 1-10 of 12

Sorted By: **A-Z** | Z-A

Jennifer M. Buck, PA-C
Neurosurgery and Physician Assistant
(608) 775-9000
★★★★★
4.2 out of 5
30 Patient Experience Ratings
13 Comments

La Crosse Campus
La Crosse, WI

Polly A. Davenport-Fortune, MSN, NP, RNC
Nurse Practitioner and Neurosurgery
(608) 775-9000
★★★★★
4.8 out of 5
30 Patient Experience Ratings
8 Comments

La Crosse Campus
La Crosse, WI

Jerry A. Davis, MD
Neurosurgery
(608) 775-9000
★★★★★
4.8 out of 5

La Crosse Campus

I Want To

Key Takeaways



An industry in flux

Considerations

- Are your offerings aligned with consumer expectations?
- How is your organization addressing patient access?
- Are those benefits and values presented clearly?
- Does your directory contain all of the clinicians it should? Could patients benefit from more information on NPs, PAs, etc.?
- Are you prepared for a search-driven, mobile consumer experience?

Checking in on strategy

Considerations

- Where are your organization's physician strategy headed?
- What brands are you supporting? Are they aligned with that strategy?
- How does that fit with how you are promoting physicians and clinics today?
- Are you placing too much burden on the user?
- Can the experience be simplified, made more clear?

Creating & managing content

Considerations

- Are you ready to move beyond the bio?
- Is there content already in development that can be connected to providers?
- Is it time for ratings and reviews?
- Does your entire user experience—from search to profile—address healthcare consumers' decision making criteria?
- Do you have the systems and processes in place to make this simple and sustainable?