Physician Marketing
Align Your Digital Strategy with Consumer Trends
What are we covering today?

Goal: Get you thinking and reinvigorated about marketing your providers.

- Healthcare and consumer trends affecting provider marketing
- Strategic concerns
- Creation and management of provider content
An industry in flux
Consumer choice has the potential to impact 61% of all healthcare spending.

Source: 2016 McKinsey Consumer Health Insights Survey
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

Sources: 2016 McKinsey Consumer Health Insights Survey; 2012 Google/Compete Hospital Study
Mobile represents almost 7 in 10 digital media minutes

69% of digital time spent on mobile
## Consumer expectations vs. organizational strengths

<table>
<thead>
<tr>
<th>Our Competitive Differentiators</th>
<th>What Our Consumers Want</th>
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<tbody>
<tr>
<td>1</td>
<td>Quality of Clinical Outcomes</td>
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<tr>
<td>2</td>
<td>Availability of Complex Care &amp; Treatments</td>
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<td>3</td>
<td>Accessibility of Care</td>
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<tr>
<td>4</td>
<td>Geographic Coverage</td>
</tr>
<tr>
<td>5</td>
<td>Consumer Experience</td>
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New opportunities for patient access

- Online patient portal: 69% Available, 6% Working on it, 4% Not available and not working on
- Same-day appointments: 47% Available, 35% Working on it, 6% Not available and not working on
- Messaging between patients and providers: 43% Available, 34% Working on it, 11% Not available and not working on
- Extended hours for diagnostic services: 48% Available, 30% Working on it, 13% Not available and not working on
- Extended hours for primary care: 41% Available, 26% Working on it, 18% Not available and not working on
- Virtual Visits: 27% Available, 42% Working on it, 23% Not available and not working on

Kaufman Hall 2017 Healthcare Consumerism Survey
Physicians shifting away from solo and single-specialty practice

Physicians by type of practice

- Solo practice: 2012 - 18.4%, 2014 - 17.1%, 2016 - 16.5%
- Single specialty group: 2012 - 45.5%, 2014 - 42.2%, 2016 - 42.8%
- Multi-specialty group: 2012 - 22.1%, 2014 - 24.7%, 2016 - 24.6%
- Direct hospital employee: 2012 - 5.6%, 2014 - 7.2%, 2016 - 7.4%
- Faculty practice plan: 2012 - 2.7%, 2014 - 2.8%, 2016 - 3.1%
- Other: 2012 - 5.7%, 2014 - 5.9%, 2016 - 5.7%

AMA 2016 Physician Practice Benchmark Survey
Physicians moving toward larger practices and direct employment

Physicians by practice size

- **Less than 5**: 40.0% (2012), 40.9% (2016)
- **5 to 10**: 21.4% (2012), 19.8% (2014), 19.9% (2016)
- **11 to 24**: 13.5% (2012), 12.1% (2014), 13.3% (2016)
- **25 to 49**: 7.1% (2012), 6.3% (2014), 7.4% (2016)
- **50+**: 12.2% (2012), 13.5% (2014), 13.8% (2016)
- **Direct hospital employee**: 5.8% (2012), 7.5% (2014), 7.7% (2016)

AMA 2016 Physician Practice Benchmark Survey
Significant growth expected for other types of clinicians

Percent change in employment, projected 2014-24

- Physical Therapists: 34%
- Nurse anesthetists, nurse midwives, and nurse practitioners: 31%
- Physician assistants: 30%
- Physicians and surgeons: 14%
- Health diagnosing & treating practitioners: 17%
- Total, all occupations: 7%
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.

User needs

Content & functionality

Business context
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

<table>
<thead>
<tr>
<th>1</th>
<th>Listens/attentive</th>
<th>Doesn’t listen/inattentive</th>
</tr>
</thead>
<tbody>
<tr>
<td>2</td>
<td>Accurate diagnosis/competence</td>
<td>Lack of time with patients</td>
</tr>
<tr>
<td>3</td>
<td>Caring</td>
<td>Misdiagnoses/incompetence</td>
</tr>
<tr>
<td>4</td>
<td>Bedside manner/relationship with patient</td>
<td>Not accessible/overbooked</td>
</tr>
<tr>
<td>5</td>
<td>Knowledgeable</td>
<td>Bad personality traits</td>
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</table>
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

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
Think beyond the bio.
Ratings and reviews
Patients use reviews both before and after decision making

*When Patients Use Online Reviews*

- Before Selecting: 61%
- After Selecting: 19%
- Evaluating Current Doctor: 20%

We are approaching “late majority” for adoption of ratings

- **Innovators:**
  - 17% have physician ratings & reviews
- **Early Adopters:**
  - +43% plan to have by end of 2018
The results...

- Rank improvements
- Increased organic traffic
- More appointment requests

Why?
- Larger quantity of reviews
- Expanded page content
- More ‘clickable’ listings
Behind the scenes: A single, complete source of data

Automated imports
- Data Cleansing
- Data Matching
- Taxonomy Assignment
- Custom Rules

Content Management System
- Augmented provider information, e.g., biography, personal details, office hours

Credentialing systems
Scheduling systems
Patient survey data

Public APIs
Website provider directory
Center stage: A clear, consistent user experience

Search & browse
- First Name
- Last Name
- Specialties
- Any Specialties
- City
- Any City
- ZIP Code
- Gender
- Any Gender
- Show only physicians who are accepting new patients
- Search

Results & refinement
- Filter by Specialty
  - Any Provider Specialty
- Filter by Location
  - Any Location
- Filter by Gender
  - Male
  - Female
  - Both

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

About Benefit Heart Center
- Benefit Heart Center offers comprehensive, compassionate care.
Address patients’ needs

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- Expertise
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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?