



# **Real Leaders, Real Redesigns:**

## Advice for Taking a Strategic Approach to Your Next Redesign

GEONETRIC®

Healthcare Redesign Trends

Preliminary Results

# Changes in digital marketing budgets

		Expected Change in Overall Marketing Budget			
		Decrease	Remain the same	Increase	Grand Total
Expected Change in Digital Marketing Budget	Decrease	45.83%	0.00%	0.00%	5.31%
	Remain the same	41.67%	42.73%	10.96%	31.40%
	Increase	12.50%	57.27%	89.04%	63.29%

# Redesign trends

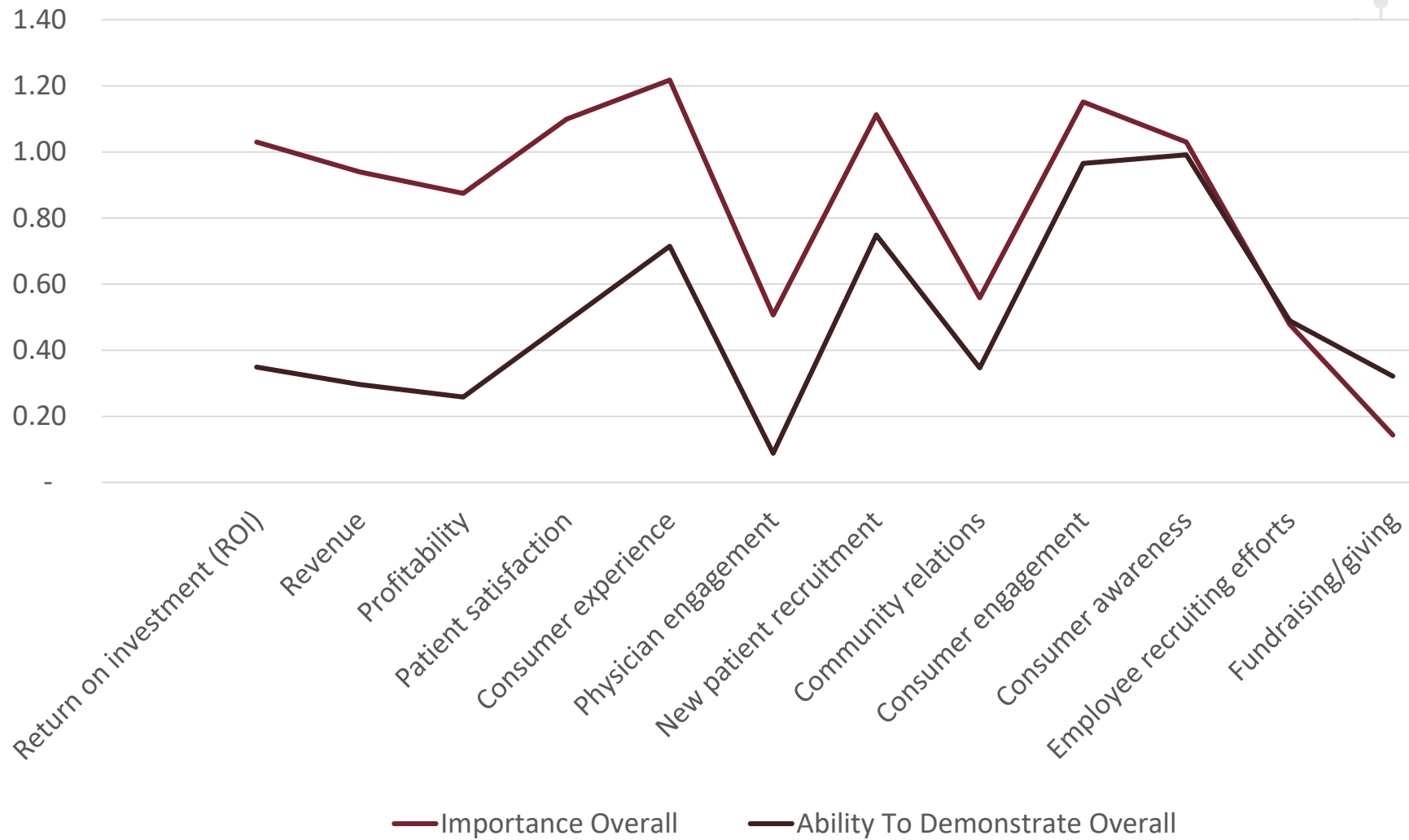
	Plans to redesign main site?			
	Laggard	Average	Leader	Grand Total
No plans to redesign	31.15%	26.47%	37.93%	31.55%
Planning	31.15%	29.41%	20.69%	27.27%
In progress	16.39%	20.59%	12.07%	16.58%
Recently completed	21.31%	23.53%	29.31%	24.60%



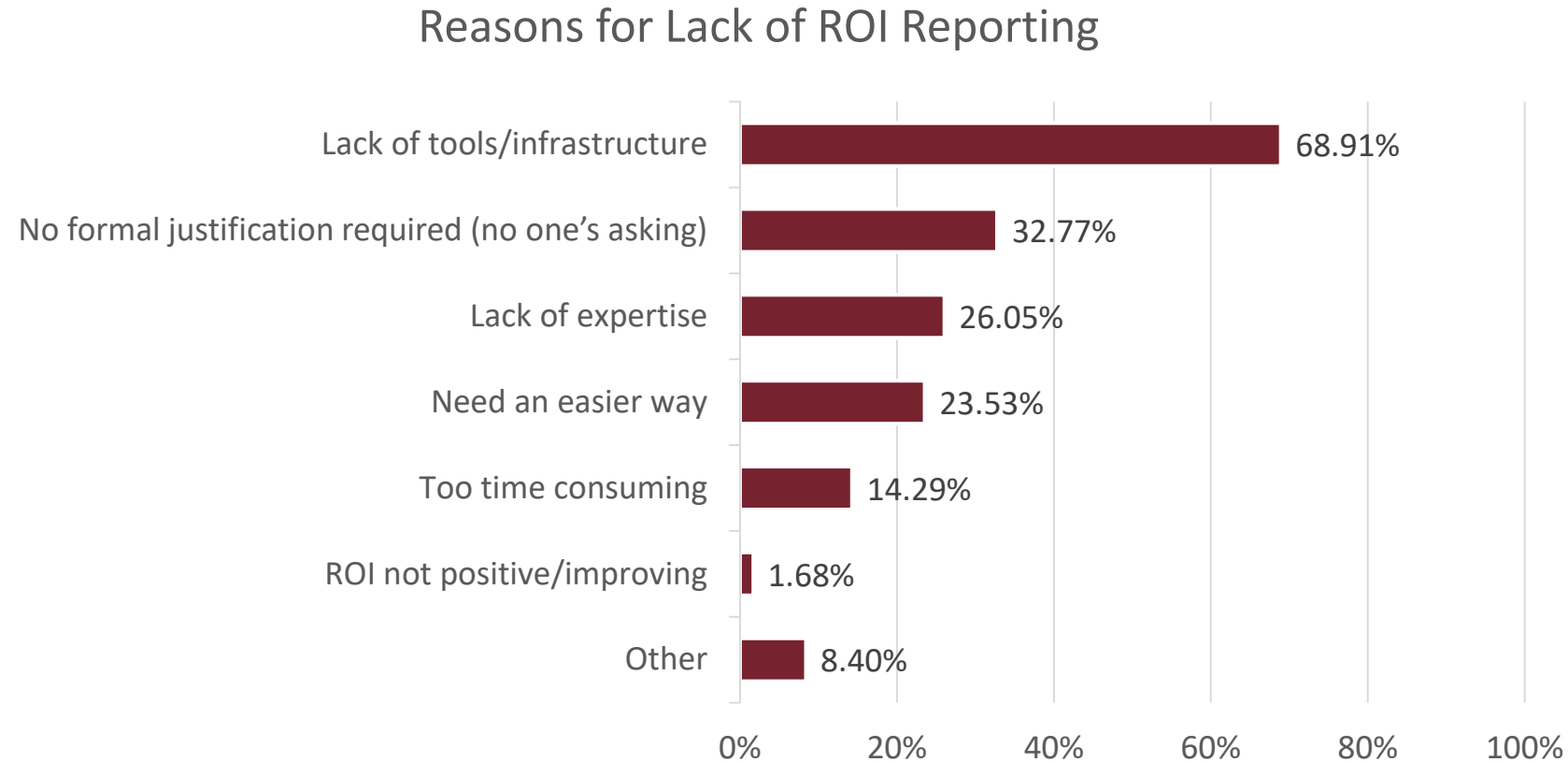
# Tracking success

	Importance to Digital Marketing Success			
	Laggard	Average	Leader	Grand Total
Consumer experience	1.12	1.19	1.35	1.22
Consumer engagement	1.06	1.13	1.27	1.15
New patient recruitment	1.11	1.01	1.23	1.11
Patient satisfaction	1.14	0.99	1.17	1.10
Consumer awareness	0.97	1.06	1.05	1.03
Return on investment (ROI)	0.94	1.04	1.12	1.03
Revenue	0.97	0.89	0.96	0.94
Profitability	0.87	0.81	0.95	0.87
Community relations	0.67	0.50	0.51	0.56
Physician engagement	0.48	0.39	0.65	0.51
Employee recruiting efforts	0.31	0.58	0.55	0.48
Fundraising/giving	0.09	0.24	0.09	0.14
(Average of scored responses: Not at all important = -2, Slightly important = -1, Neutral = 0, Very important = 1, Extremely important = 2)				

## Gap Analysis - Importance Vs. Ability To Demonstrate



# Barriers to ROI success



Where Leaders Outperform Laggards	
	L/L Delta
Digital strategy	1.86
Content marketing	1.75
Development	1.74
Content development	1.70
UX	1.67
General website management	1.65
Design	1.62
Social Media	1.61
SEO	1.58
Digital advertising	1.56
Mobile app development	1.49
Email or marketing automation	1.42
Local search or business listing management	1.40
Online reputation management (incl. ratings/reviews)	1.38
CRM	1.35
Accessibility	1.35
Analytics	1.26
Video production	1.23
Hosting	1.10
Project management	1.02



Real Leader: Patrick Kane  
Real Redesign: Cape Cod Healthcare



# Real Leaders, Real Redesigns



Patrick Kane

Senior VP, Marketing, Communications, and Business Development  
Cape Cod Healthcare

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# About Cape Cod Healthcare



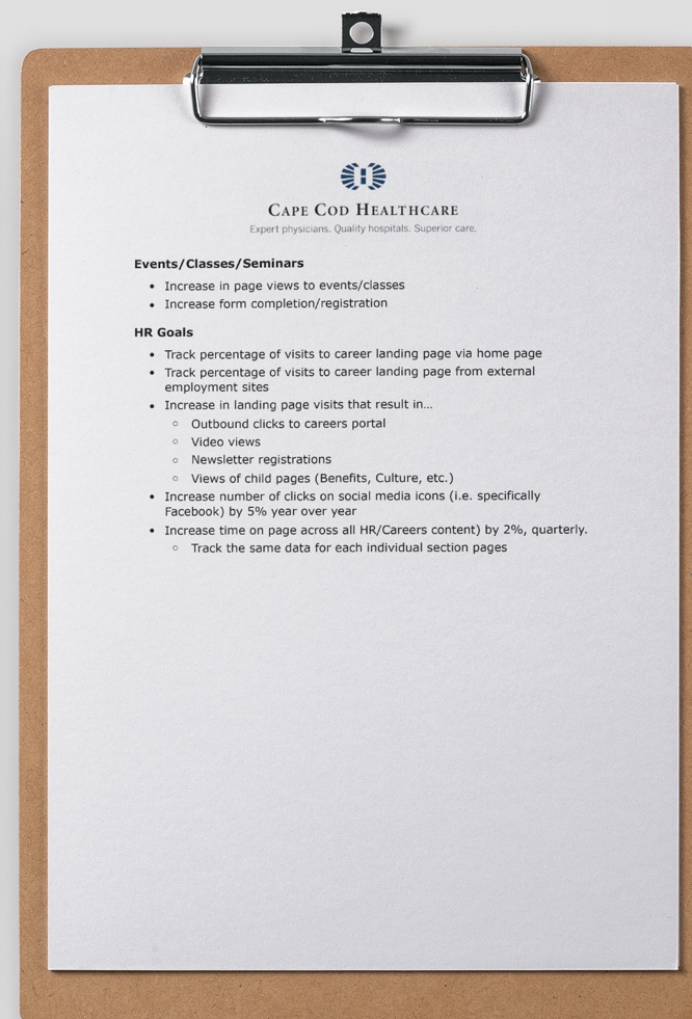
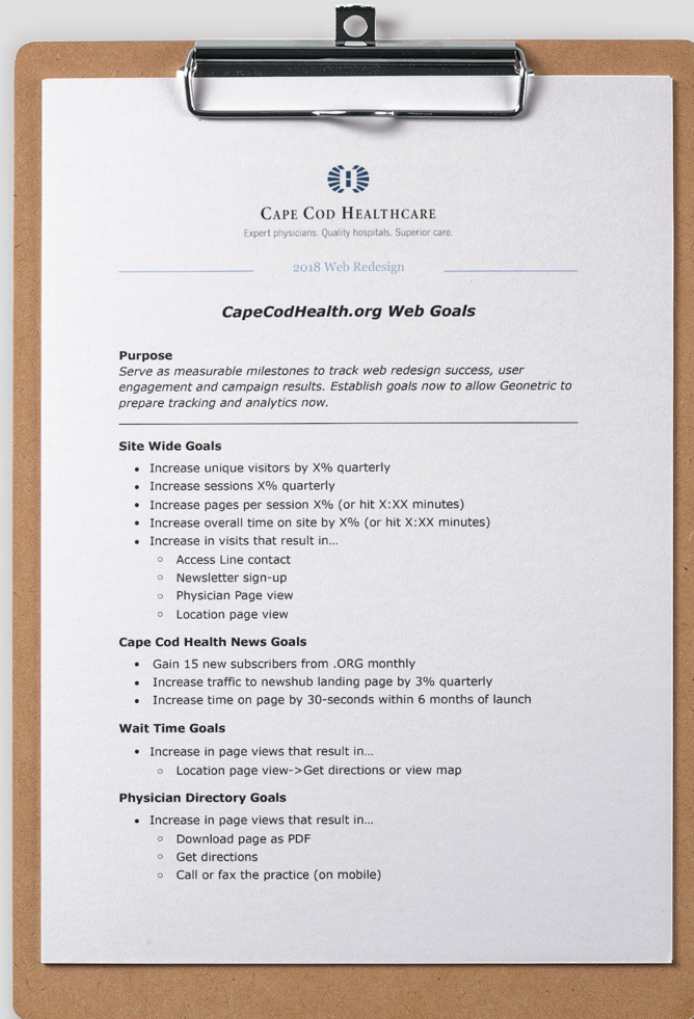




**It's all about**  
our doctors.



# Planning



# Research

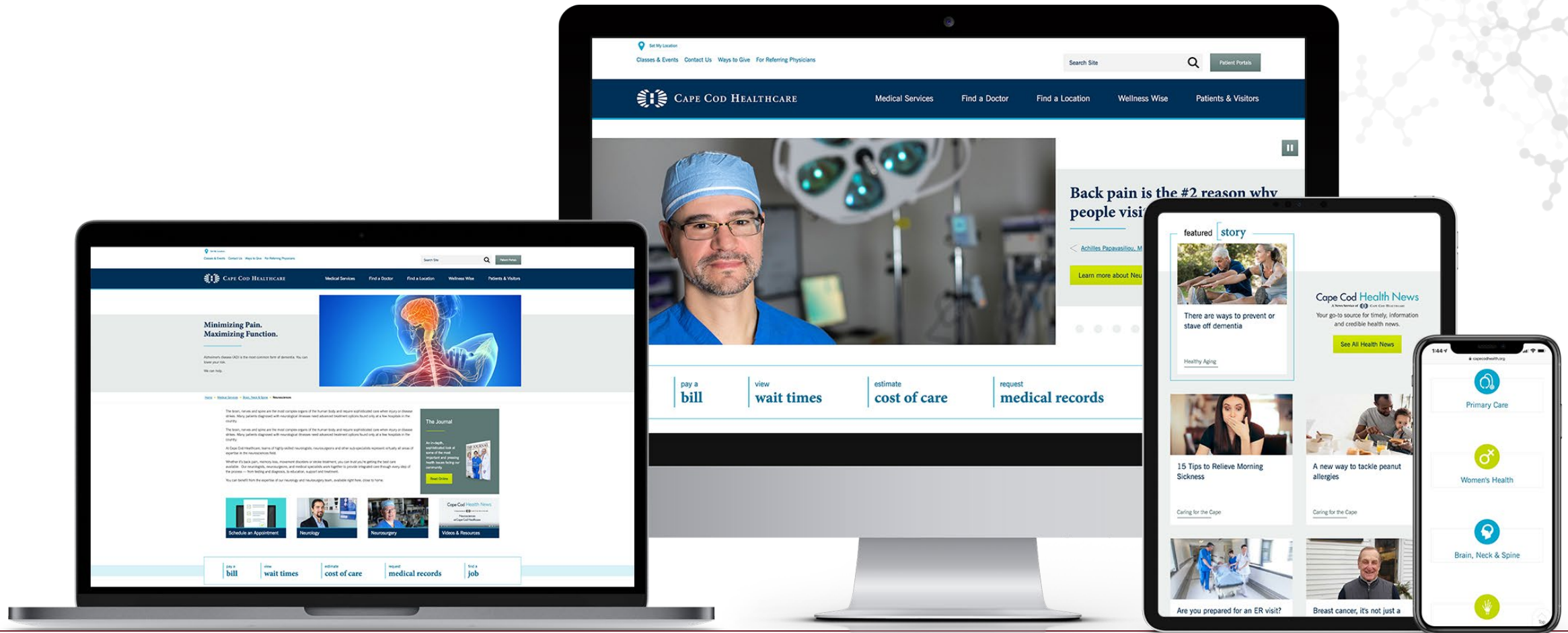
- Research and testing
  - Usability testing
  - User behavior data analysis
  - Heatmapping and Scollmapping
- More strategy
  - Content strategy
  - Location strategy
  - SEO strategy

*All of this = objective review*

# Before



# After





# Cape Cod Health News

A News Service of  CAPE COD HEALTHCARE

filter by

Topics



and/or

Services



or

## Highlights:

Search Health News   
Cape Cod Health News

featured | story



## Cape hospitals are ready for the next big storm

Hospitals continually prepare to serve community during major storms....

Caring for the Cape

Share 

Receive a weekly email of the latest news from Cape Cod Health News.

Subscribe

Submit a Story Idea



# Cross Promotion

## Cape Cod Healthcare





CAPE COD HEALTHCARE

[Medical Services](#)

[Find a Doctor](#)

[Find a Location](#)

[Wellness Wise](#)

[Patients & Visitors](#)

**Other highlights:**  
Location Profiles

[Home](#) → [Find a Location](#) → [Locations Profile](#)

[New Search](#)



Cape Cod Hospital

[Pablo](#)

[Directions](#)

[Our Services](#)

[For Patients & Families](#)



27 Park Street  
Hyannis, MA 02601

Main: 508-771-1800

**Get Directions.** Easily make your way to the Cape Cod Hospital Medical Campus with driving directions from your unique starting

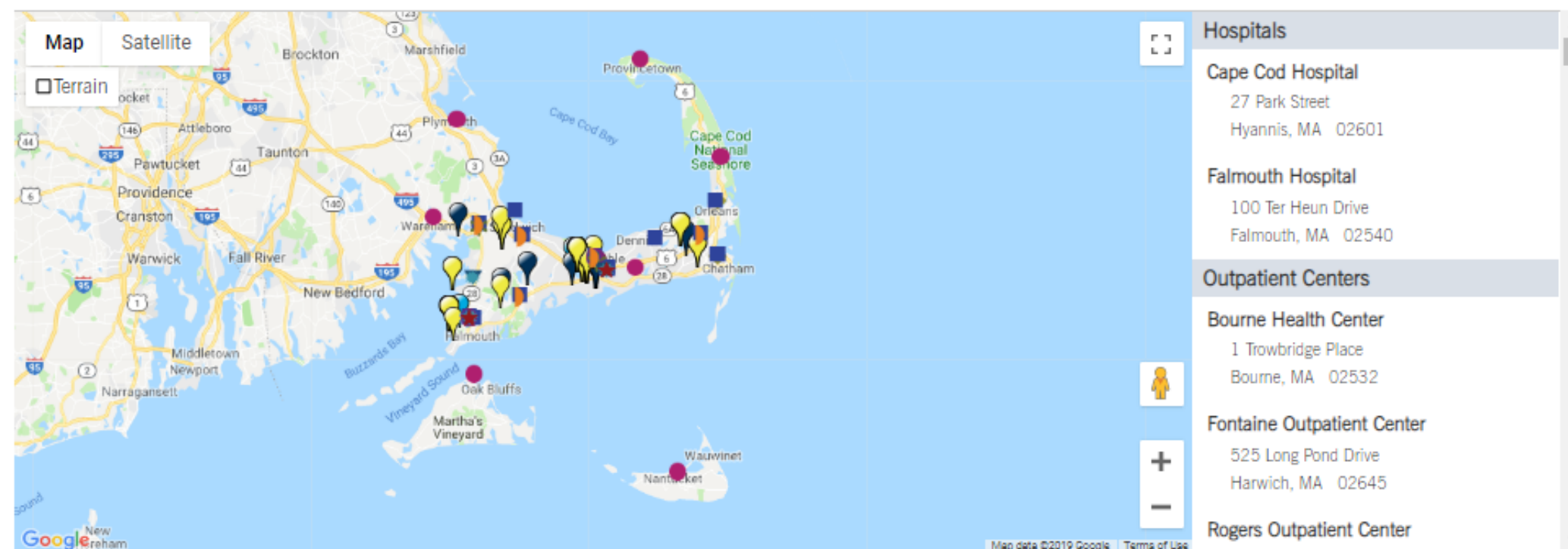




# Other highlights: Interactive Map

[Home](#) → [Contact Us](#) → [Map of Locations](#)

## Map of Locations




- ☒ ★ Hospitals
- ☒ ▼ Pain Centers
- ☒ ■ Lab Services Centers
- ☒ ★ Transitional Care Center
- ☒ 📍 Emerald Physicians
- ☒ 📍 Outpatient Centers
- ☒ ✱ Wound Care Centers
- ☒ ◆ Rehab Centers
- ☒ ● VNA Centers
- ☒ 📍 Urgent Centers
- ☒ 📍 Cancer Centers
- ☒ 📍 Women's Health Centers
- ☒ ✱ Assisted Living Facilities
- ☒ 📍 MACC Offices
- ☒ 📍 Pharmacies



Set My Location

Classes & Events



Home + Medical Services

www.capecodhealth.org wants to

Know your location

Allow

Block

Medical Services

Find a Doctor

**Other highlights:**  
Find a Location   Wellness Wise   Patients & Visitors  
Geographic Targeting

## Medical Services

Cape Cod Healthcare offers a comprehensive array of medical services delivered by top-notch teams of healthcare providers. Our physicians, working in partnership with our hospitals, provide the best, evidence-based and proven medicine at our state-of-the-art facilities. Our medical teams are committed to providing quality, safe and compassionate care to you and your family.



Heart & Vascular Care



Cancer Care



Orthopedics



Brain, Neck & Spine



Women's Health



Primary Care

# Results

**35%**

New users YoY

**37%**

Increase in sessions YoY

**332**

New keyword rankings  
on SERPs

**10%**

Decrease in bounce rate

# Tips for Keeping the Focus on Strategy

- As you make day in and day out decisions, run everything through to your strategic goal.
- Don't overthink it.
- No plan? Default to your visitors.



# Wish I'd known...

- It's going to take more time than you think.
- The ER used to be the front door of your hospital – now it's the website.



Real Leader: Matt McKinney  
Real Redesign: Cone Health



# Real Leaders, Real Redesigns



Matt McKinney

Assistant Director of Communications, Cone Health

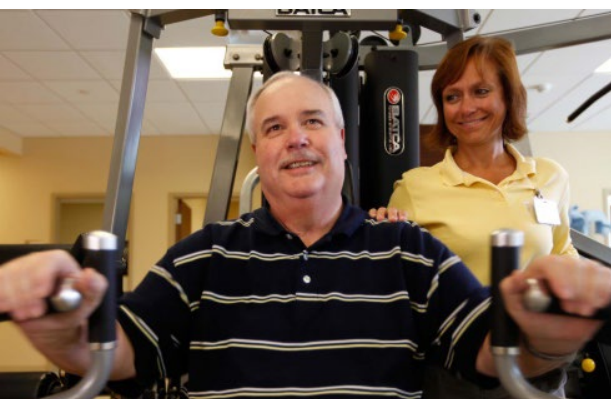
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# About Cone Health



## Strategic priorities

We are right here with you.

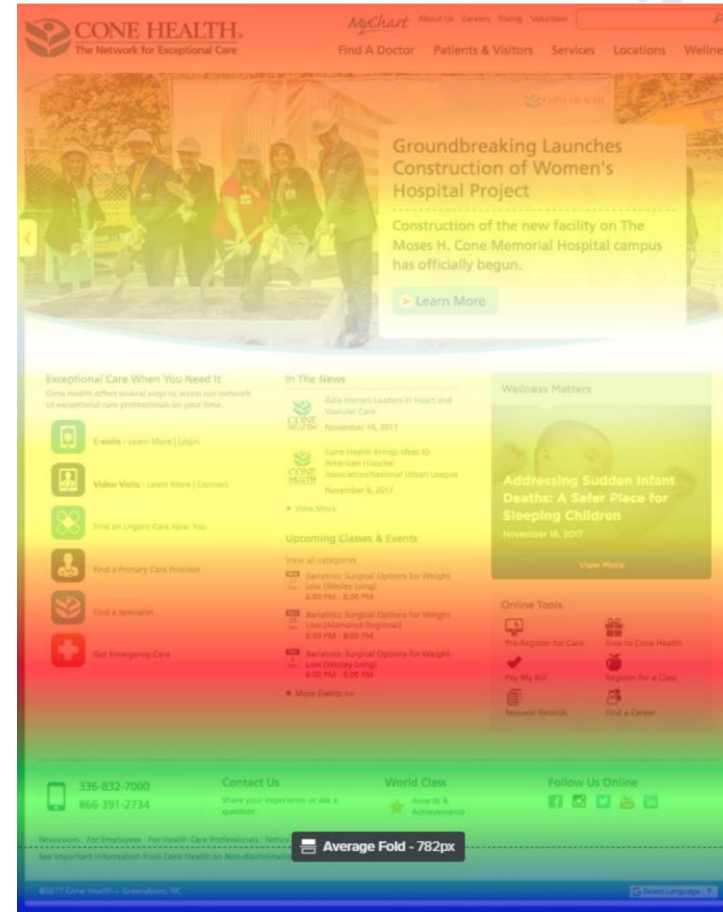
### Our Commitments



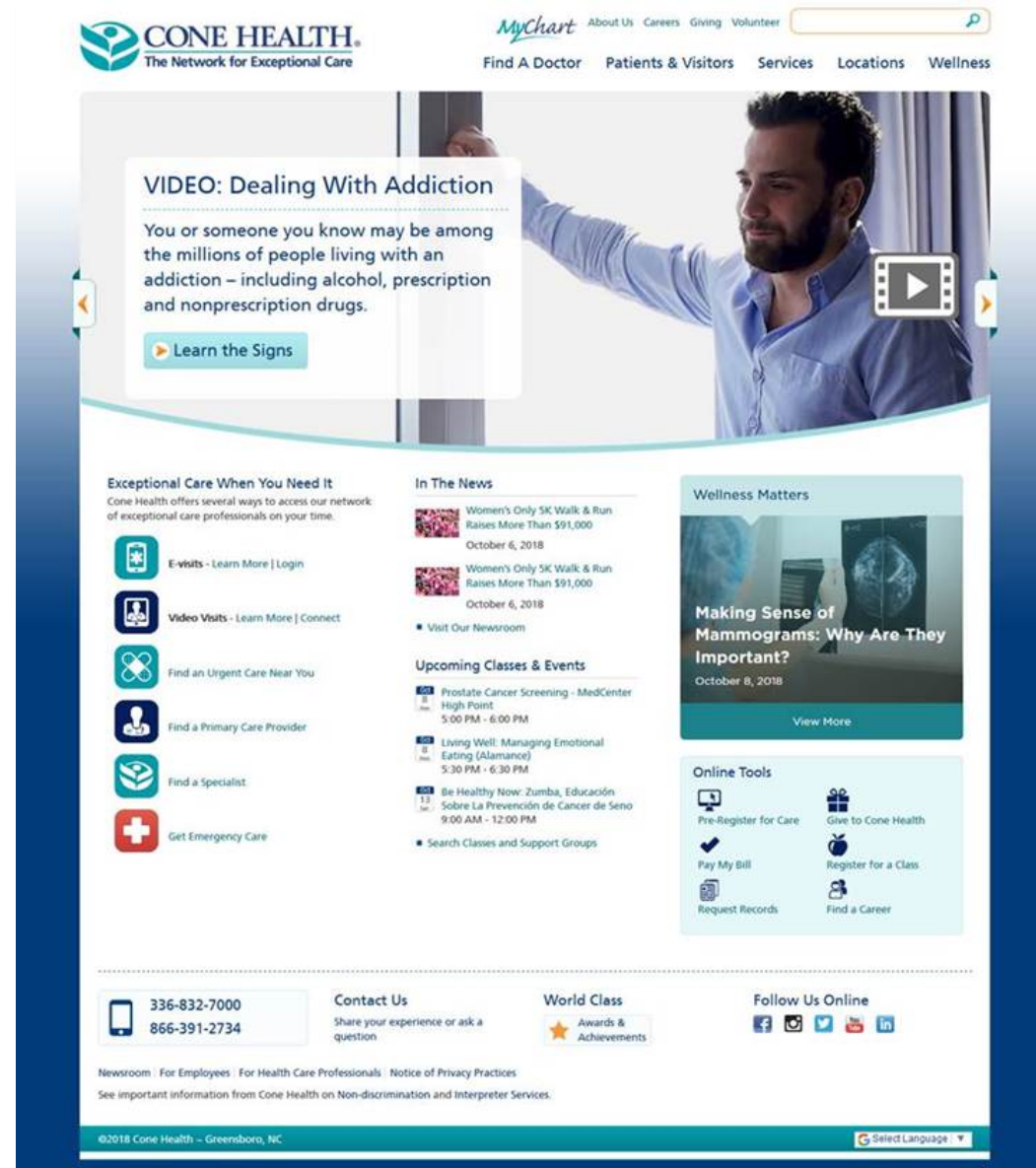


# Planning and research

- Stakeholder surveys
- In-person interviews
- Heatmapping and scrollmapping
- User testing



# Before



# After





[I want to ⊕](#)

# Right care, right place

InstaCare Cone Health

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

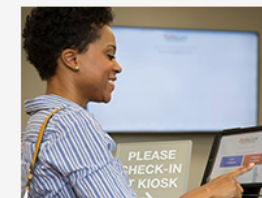
**Time:** 15 minutes

**Cost:** Around \$70

## Examples of Conditions Treated



- Annual screenings
- Flu shots and vaccines
- Flu
- Accidents/falls
- Eye infections
- Migraines
- Minor burns, cuts and rashes
- Simple removal of foreign objects from eye, ear, nose and skin
- Sprains and strains
- Stomachaches
- Urinary tract infections





Your Well-Being ▾

Care &amp; Treatment ▾

Find A Doctor ▾

Find a Location ▾

Patient &amp; Family Resources ▾



Cone Health wants to help you get well and stay well. This section provides tools and information to achieve good health, and maintain your well-being.

### Healthy Habits



Learn what community resources are available to help you get well and stay well.

[Learn More](#)

### Stories and Videos

View health and wellness news you can use from Cone Health providers on

**Wellness**matters

### Resources

[Classes and Support Groups](#)[Community Partners](#)[Diabetes Education & Prevention](#)[Health Library](#)[Screenings](#)[Smoking Cessation Programs](#)

## Strategic priorities

# We are right here with you.

## and how you need it.

[Compare Your Options](#)

Urgent Care

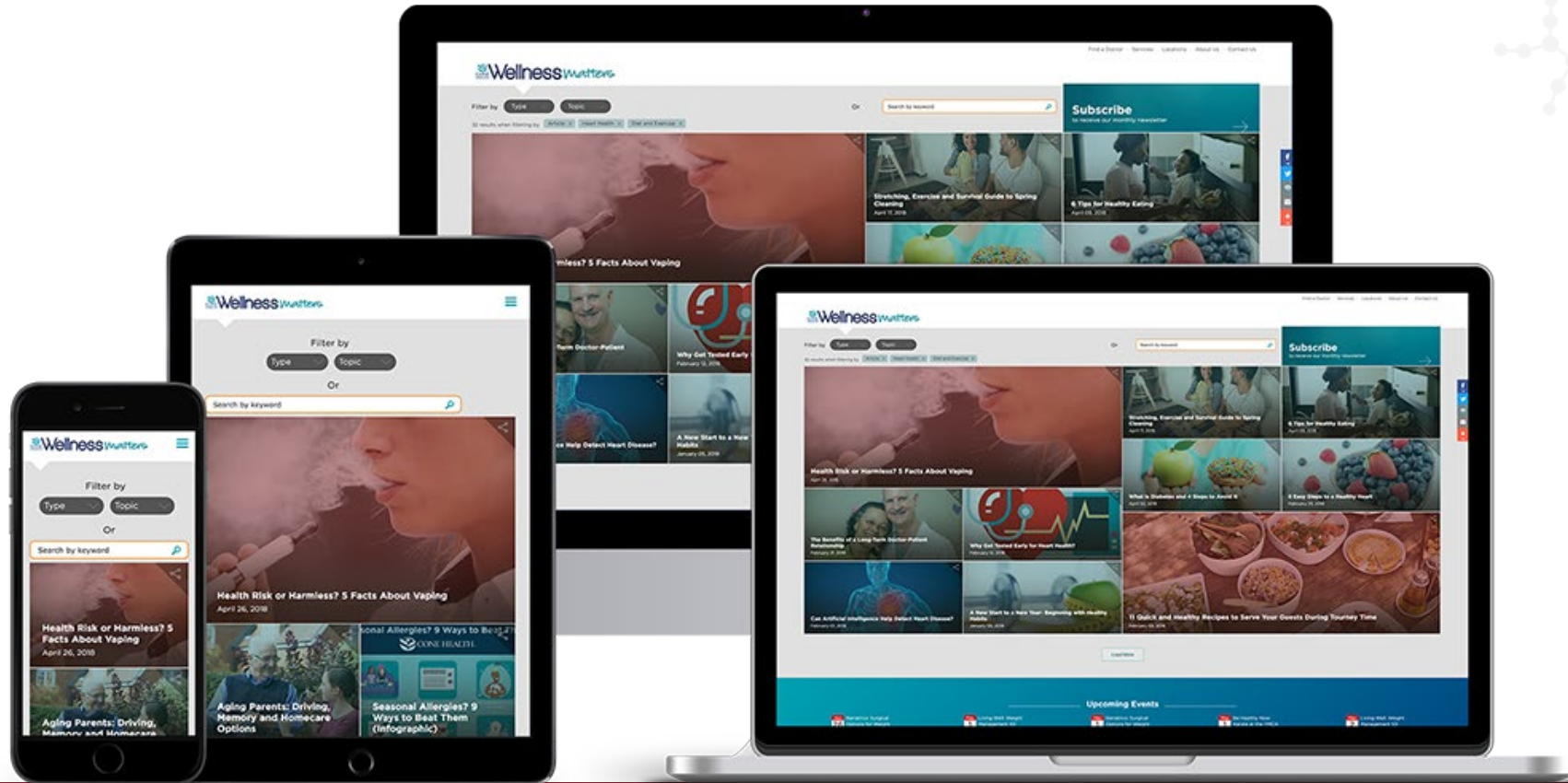
Primary Care

Specialty Care

Emergency Care

## I want to

# Wellness Matters



[I want to](#)

# Bariatric Service Line

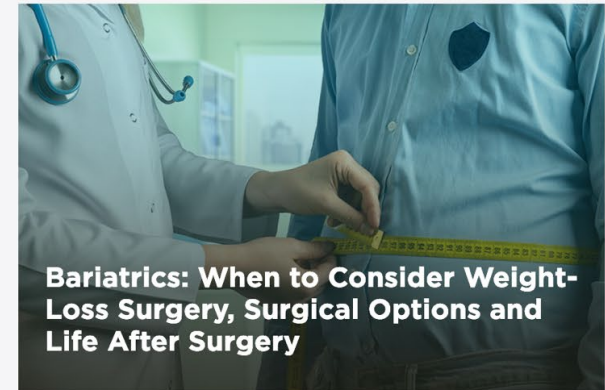
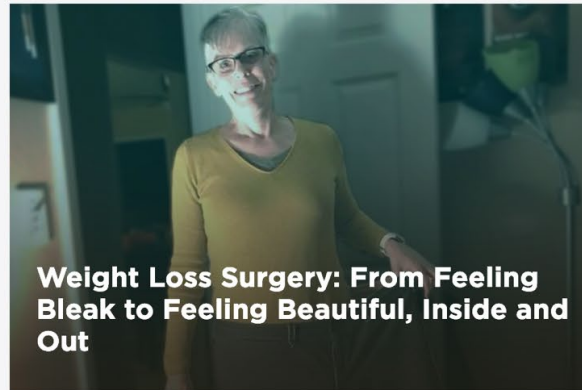
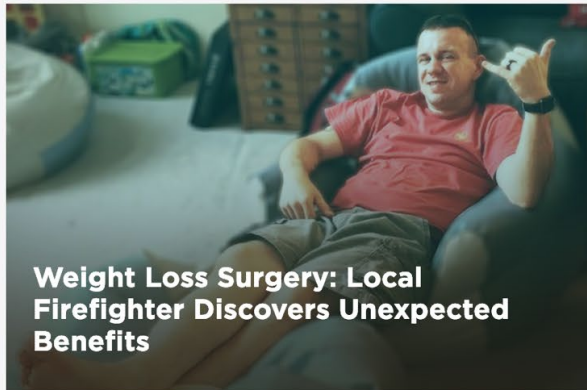
## Cone Health

- Aetna Institute of Quality (IOQ) for Bariatric Surgery
- American Society for Metabolic and Bariatric Surgery (ASMBS) Distinction Center Plus (+) for Bariatric Surgery
- Cigna Designated Facility for Bariatric Surgery
- UnitedHealthcare Center of Excellence for Bariatric Surgery



Together with our [surgical partners](#), we've helped thousands of North Carolinians lose excess weight and improve their health. Trust Cone Health for safe, effective bariatric surgery and follow-up care that helps you conquer obesity.

## Wellness Matters

[View More](#)

16



# Ratings and Reviews Cone Health



[Return to Provider Search Results](#)

**Evan Corey, MD**  
Family Medicine, Sports Medicine

[336-992-1770](#)

★★★★★ 4.7/5 (Based on 124 Reviews)  
[Read Comments](#) | [Learn More](#)

**Biography**  
Board certified in family medicine with an added qualification in sports medicine, Evan Corey, MD, specializes in sports medicine and primary care.

Health-minded, pragmatic and patient-centered, Dr. Corey partners with his patients to come up with evidence-based treatment plans. He focuses on offering reasonable treatment options, and if possible, he tries to avoid costly and invasive tests or treatments. He enjoys forming long-term relationships with his patients.

*"I enjoy forming lifelong relationships with my patients. I feel that we get to know each other very well after a few years and a few health scares. It becomes a friendship in a partnership." Evan Corey, MD*

## Education

**Medical School**  
University of North Carolina at Chapel Hill

**Residency**  
Cone Health Family Medicine

**Fellowship**  
Cone Health Sports Medicine Fellowship Program

## Board Certifications

■ Family Medicine with added qualification for Sports Medicine

## Wellness Matters content featuring Evan Corey



**Battling the Flu: See a Health Care Provider in the First 48 Hours**  
February 20, 2019  
Call your doctor as soon as you have symptoms of the flu (such as muscle aches, body aches, cough, sore...



**Exercise Wellness: In the Cold, During Pregnancy and Weight Lifting Safety**  
February 26, 2018  
In this series, Evan Corey, MD, explains how to exercise in the cold safely. Jennifer Ozan, DO, describes the importance...

[View More](#)

[Cone Health Primary Care & Sports Medicine at MedCenter Kernersville](#)



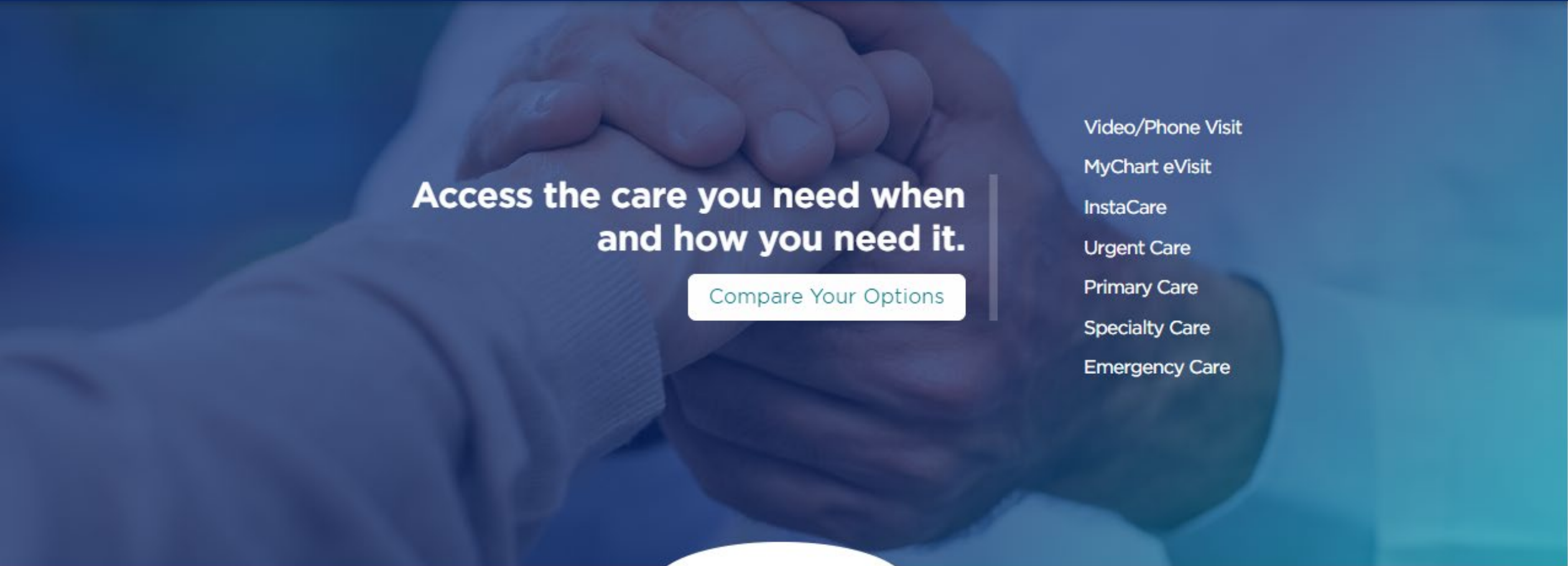
Set Your Location to See Relevant Information

Set My Location

[Use My Current Location](#)

Setting your location helps us to show you nearby providers and locations based on your healthcare needs.

**Other highlights:**  
Geographic Targeting



**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

# Results

**88%**

Increase in pageviews for  
/rightcare YoY

**44%**

Increase in pageviews  
/services YoY

**1,121%**

Increase in keywords  
in the top 100

**60%**

of Wellness Matters traffic  
comes from organic search

# Tips for Keeping the Focus on Strategy

- Get buy-in early
- Decide who needs to be at the table



# Wish I'd known...

- Don't try to take on too much yourself.

