

# Small Teams, Big Web Goals

Aligning Your Website with Your Team Size and Skillset

**The landscape of  
healthcare has shifted.**



**Your competition is now  
in their pocket.**





How can a small team keep up?

What we'll cover today ...



Technology

Team

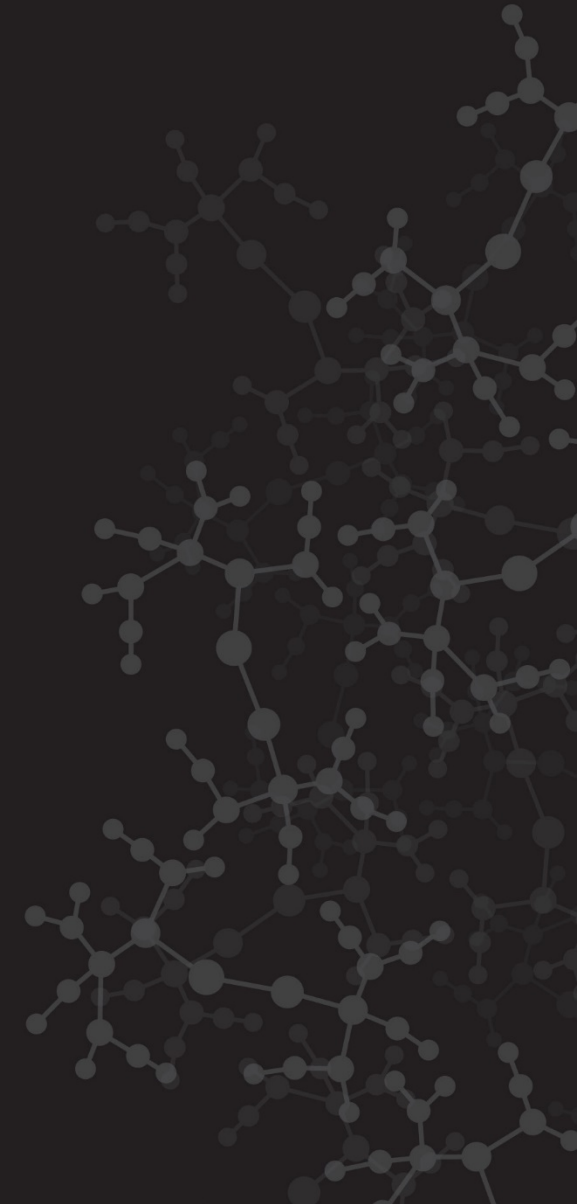
Strategy





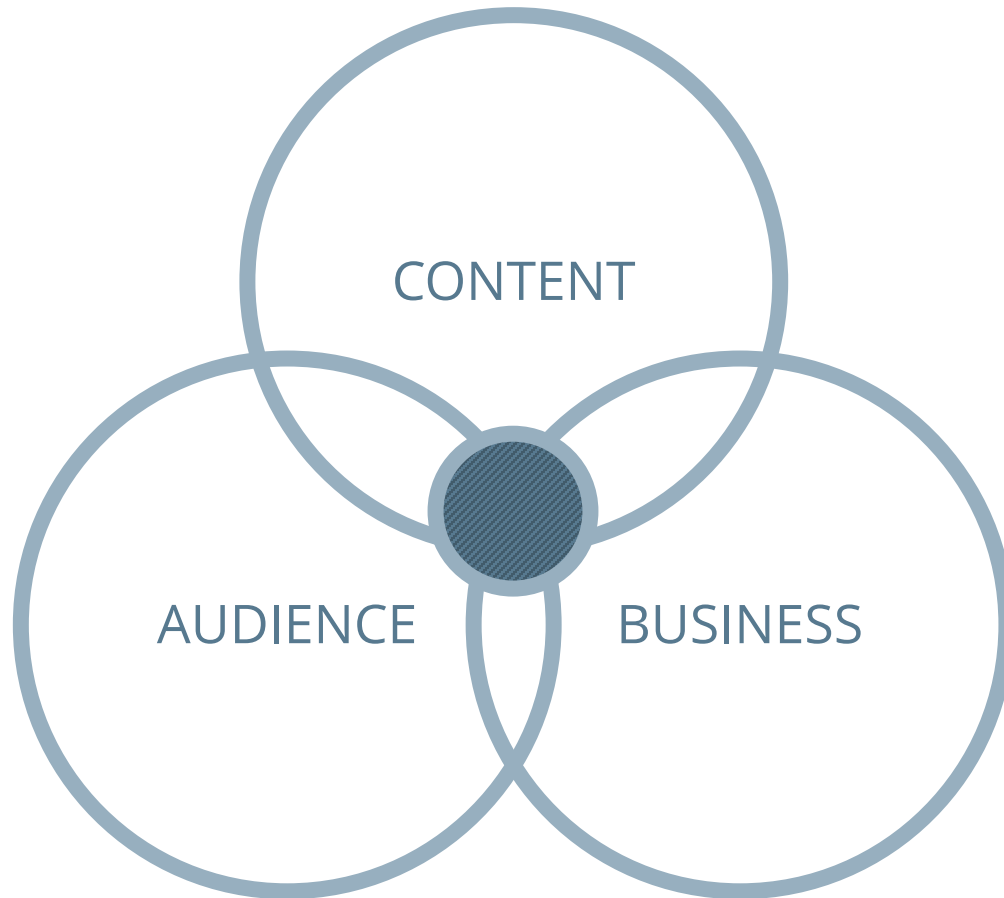
Strategy

*Finding focus for your web efforts.*





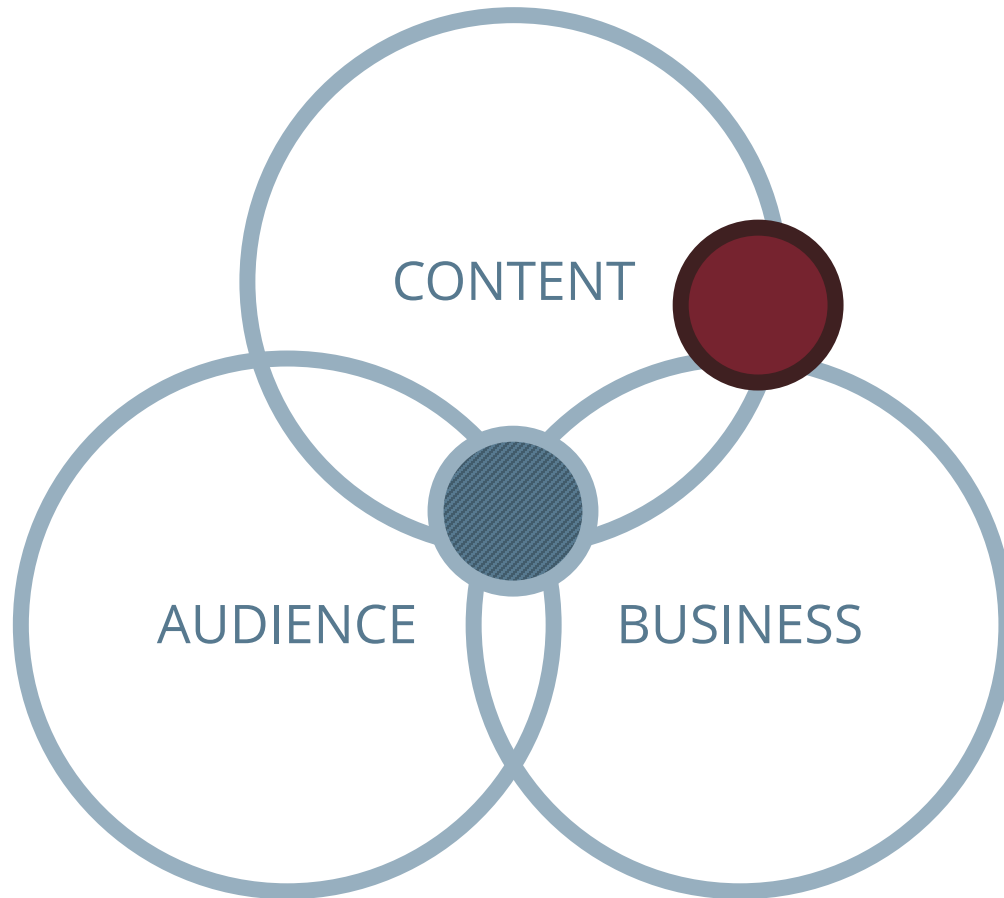
# The fundamental elements of a content strategy



*Content strategy guides the creation, delivery, and governance of useful, usable content.*



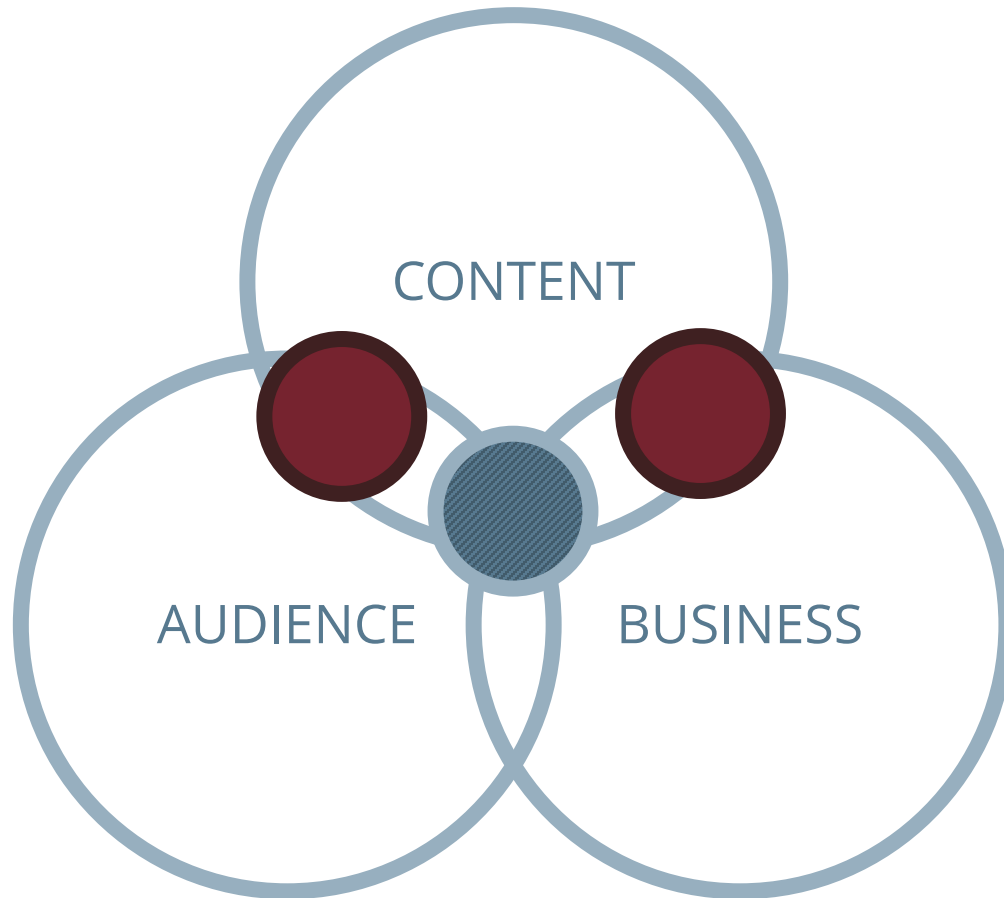
# Is it time to reassess your content strategy?



*Changes to your audience and business context require a change in content strategy.*



# Scope creep happens



*Over time internal pressures and changing perspectives can cause efforts to expand.*



**“The difference between successful people and very successful people is that very successful people say ‘no’ to almost everything.”**

— WARREN BUFFETT



“

Focus means saying no to the hundred

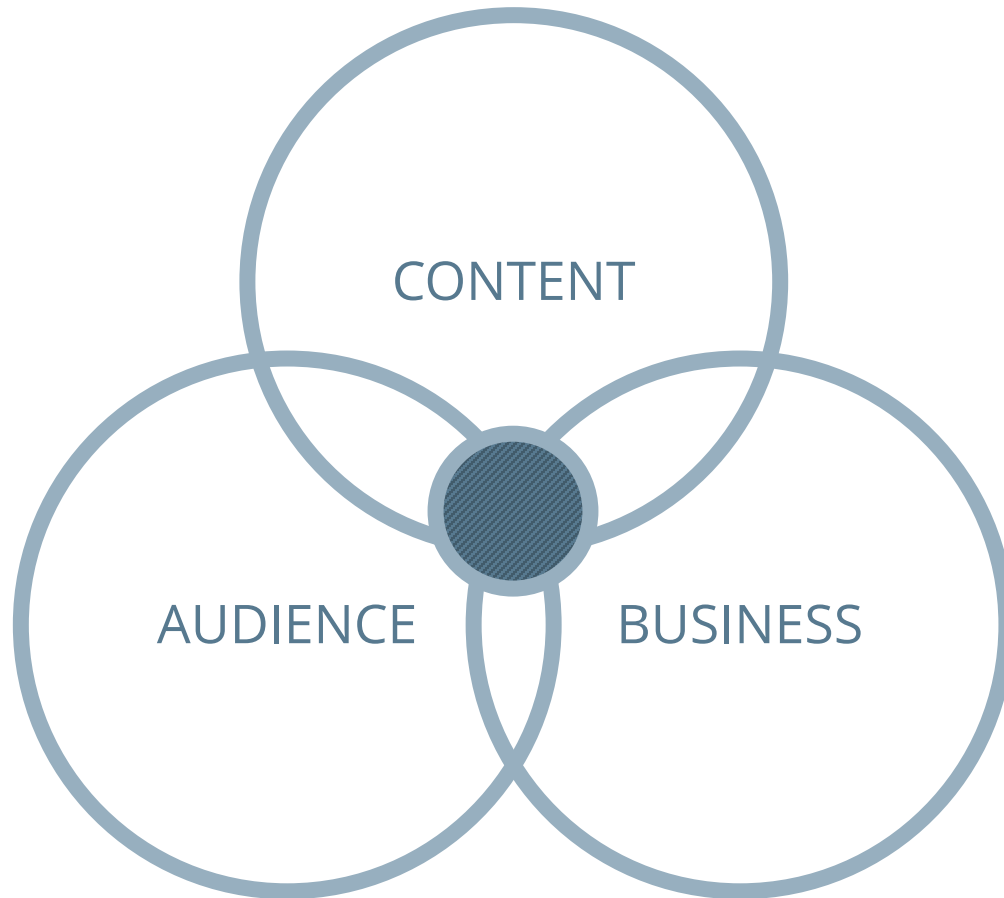
**Strategy is choice.**  
Strategy means saying no to certain kinds of things.

Michael Porter

quote fancy



# (Re)focusing your efforts



*Small teams need to stay laser focused on the content that is going to resonate with our audience and produce business results.*



A core strategy statement  
frees you to focus on  
the *right* content,  
not just *more content*.



## A core strategy statement is ...

- A brief statement (~30 words) answering key questions about who we're creating the site for, why, and how
- Based on organizational goals, brand, and messaging
- Guides teams through ongoing digital development, maintenance, site redesigns, etc.
- Helps our organization and colleagues help us maintain a quality digital presence
- Helps teams determine responses to regular and/or ad hoc requests for digital services, especially content

Format: User story

**In order to** [outcomes],  
[website.com]  
**enables** [audiences]  
**to** [benefits]



Example: User story

**In order to** grow top-line revenue,  
increase patient satisfaction,  
and maintain a top-tier workforce,  
BenefitHealth.org  
**enables** patients, referring providers, and job  
seekers  
**to** become part of the Benefit Health family.



# Example: Expanding the statement

**In order to grow top-line revenue,**

Target for FY2020 is 8% increase primarily from new CV service offerings

**increase patient satisfaction,**

Raise HCAHPS scores above current levels (65<sup>th</sup> percentile)

**and maintain a top-tier workforce,**

Maintain Magnet designation, timely and optimal filling of vacancies ...

**BenefitHealth.org**

Our core web presence

**enables patients,**

Those seeking care, predominantly in our five county service area

**referring providers,**

Employed and community providers of primary and specialty care

**and job seekers**

Priority for key specialty positions, nursing positions, top graduates of regional institutions,

**to become part**

Receiving care, attending events and educational programs, accepting a position, ...

**of the Benefit Health family.**

In keeping with our mission to provide highly personal care, benefitting the health of our community.





# Sample core strategy statement

To support Benefit Health System's goal of **creating an exceptional user experience** for **our current and prospective patients, families, caregivers, and loved ones**, our website will offer an **accessible, easy-to-use, and appealing way for people to find our services and take action to get the care they need.**

*Turn your key statement components into questions to help determine responses to website requests.*



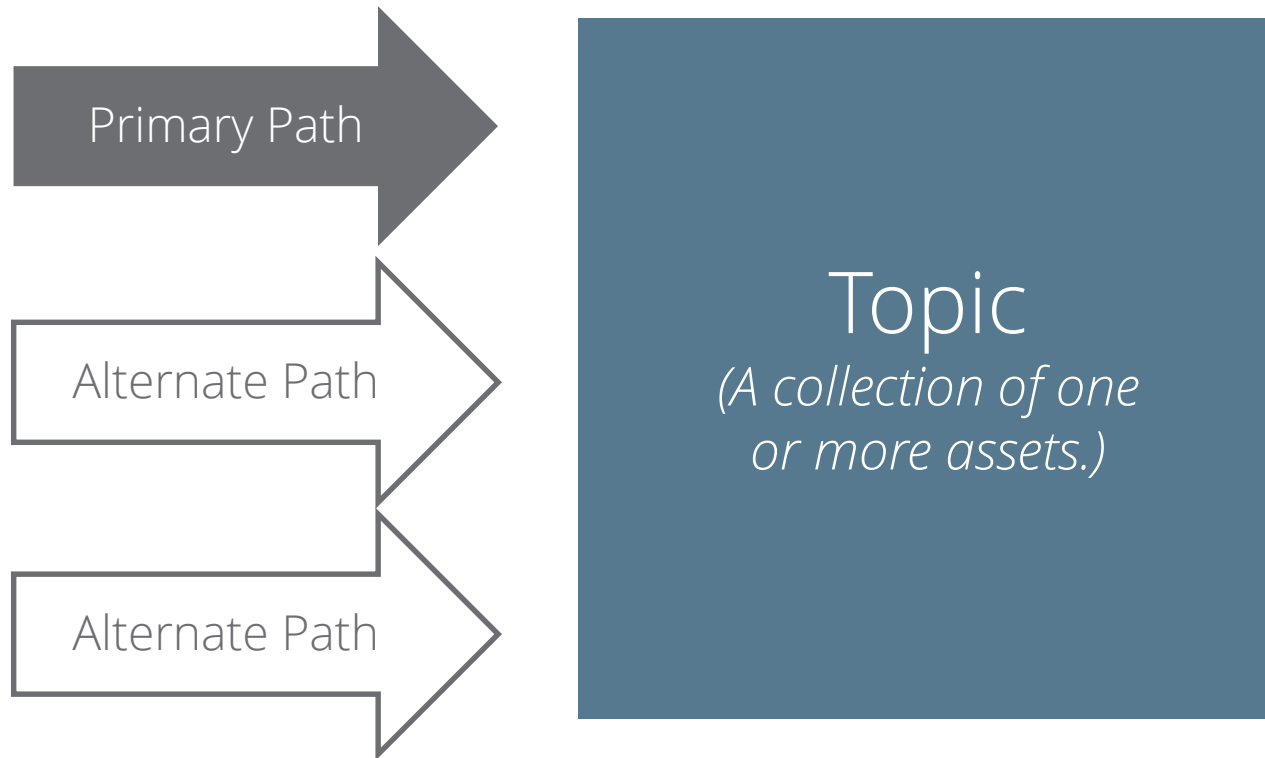
It's very difficult to get users to  
take the action you want  
if you don't ask them.

*(And it's very difficult to ask if you don't know what you want.)*



# A simplified journey map can connect the dots

*How do users find this?*



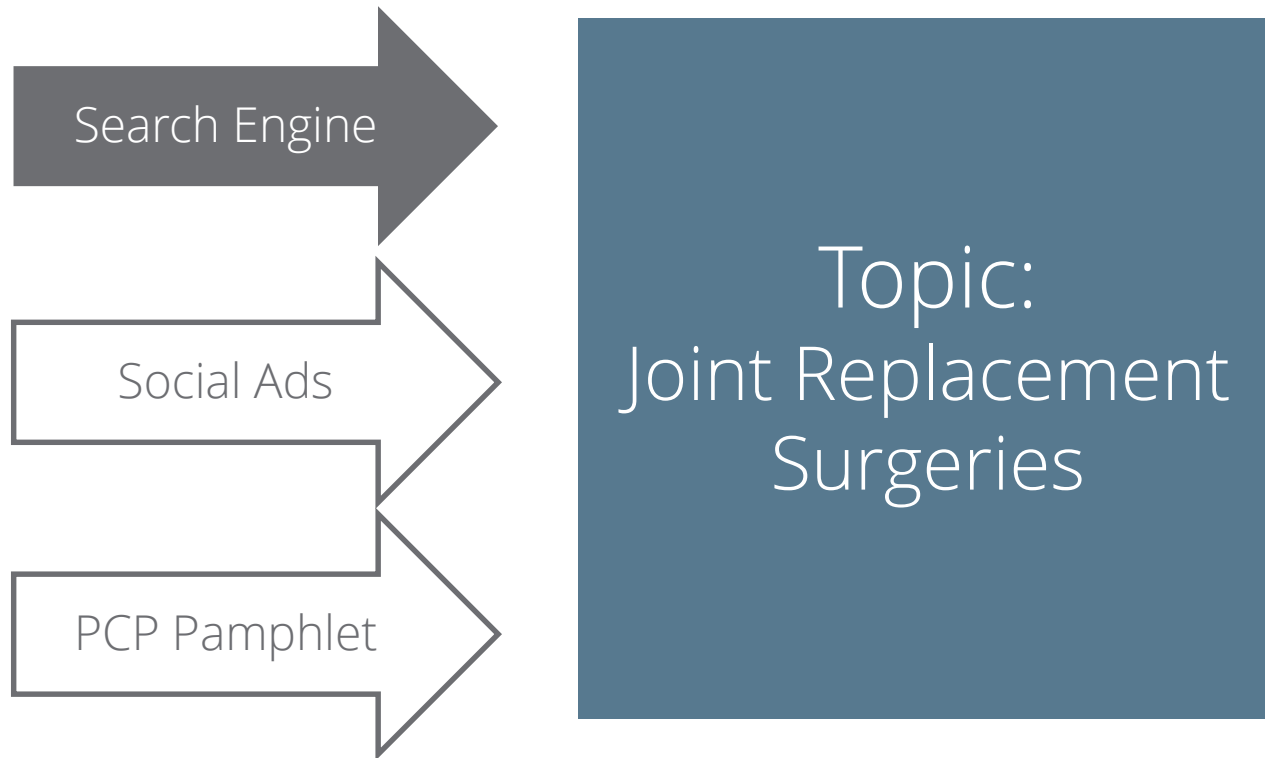
*What action do we want them to take?*





# Example: Simplified journey map

*How do users find this?*



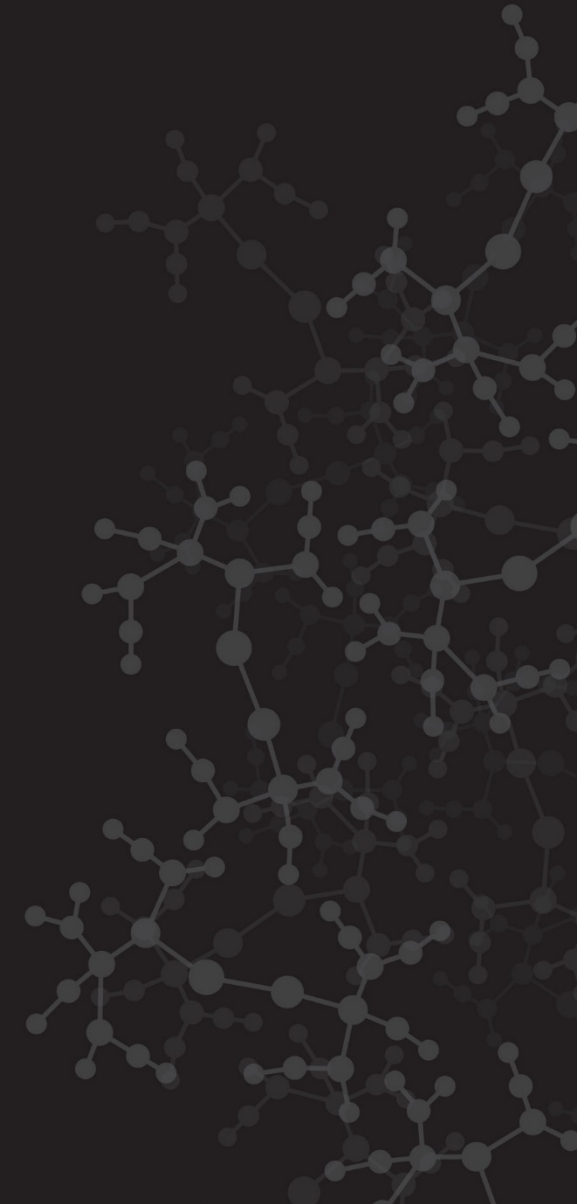
*What action do we want them to take?*





## Team

*Creating a high-performing  
healthcare marketing team.*



GEONETRIC®

eHealthcare  
STRATEGY & TRENDS

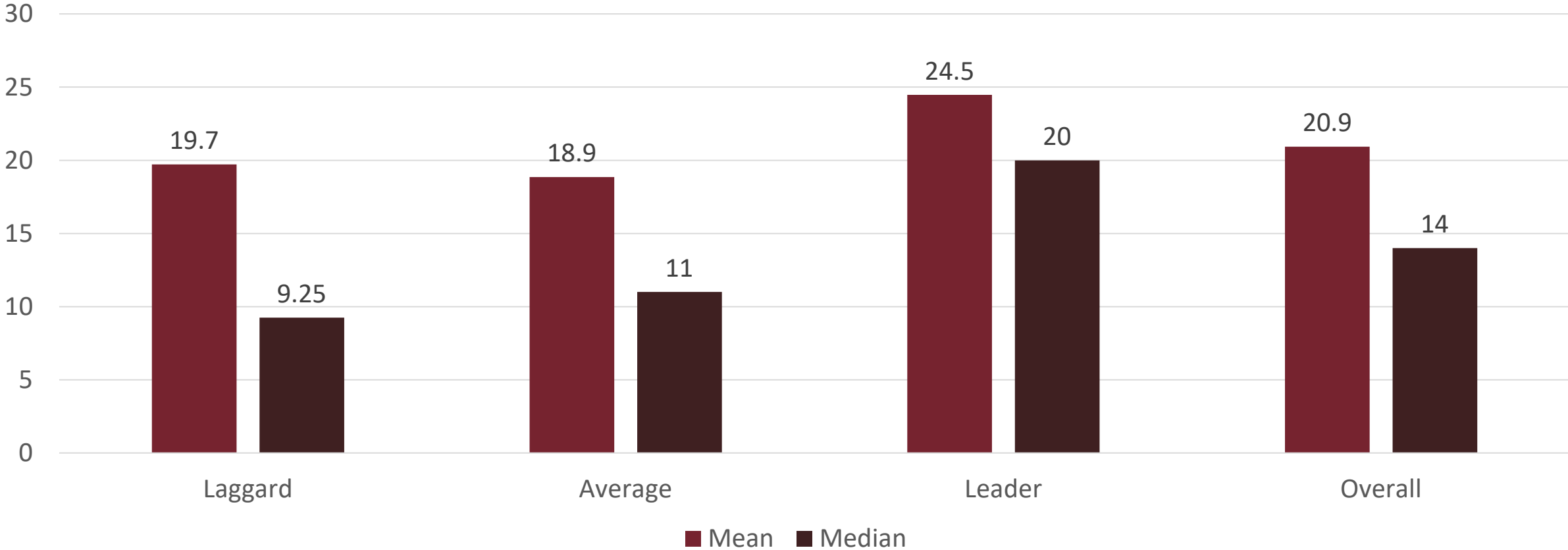
2019

HEALTHCARE  
DIGITAL MARKETING TRENDS  
SURVEY

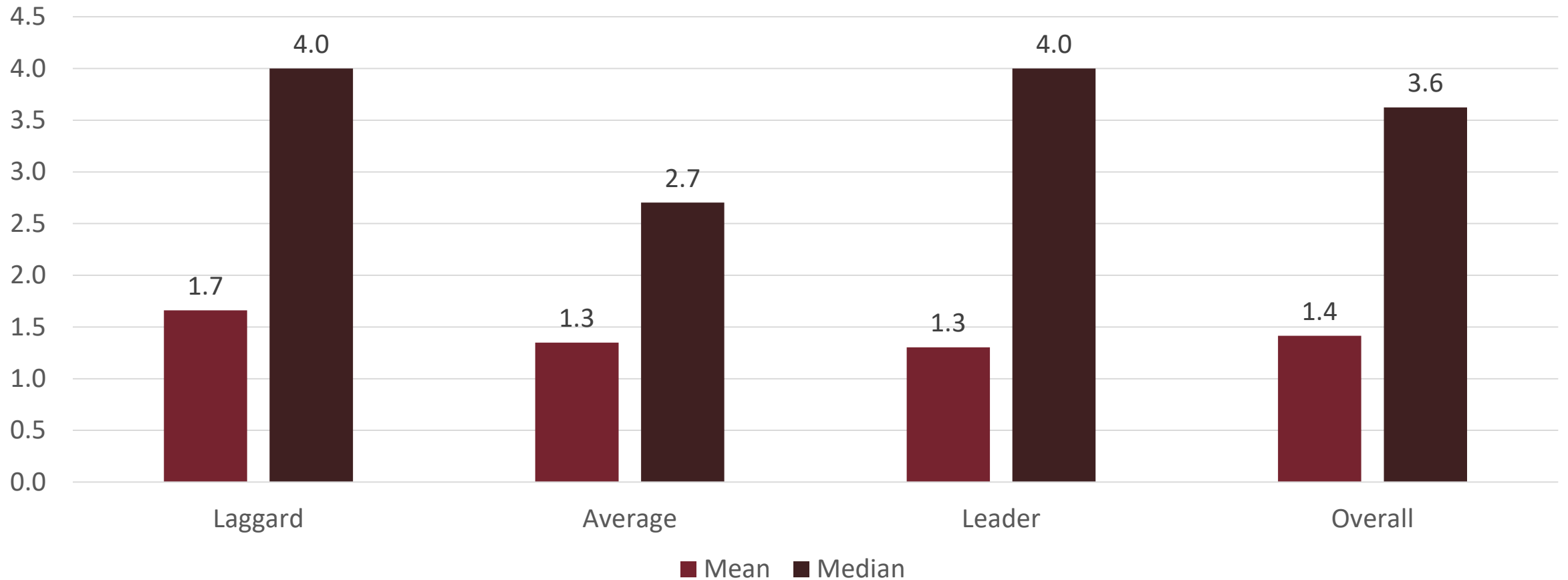
[www.geonetric.com/sept-survey](http://www.geonetric.com/sept-survey)



# Team Size by Leader/Laggard

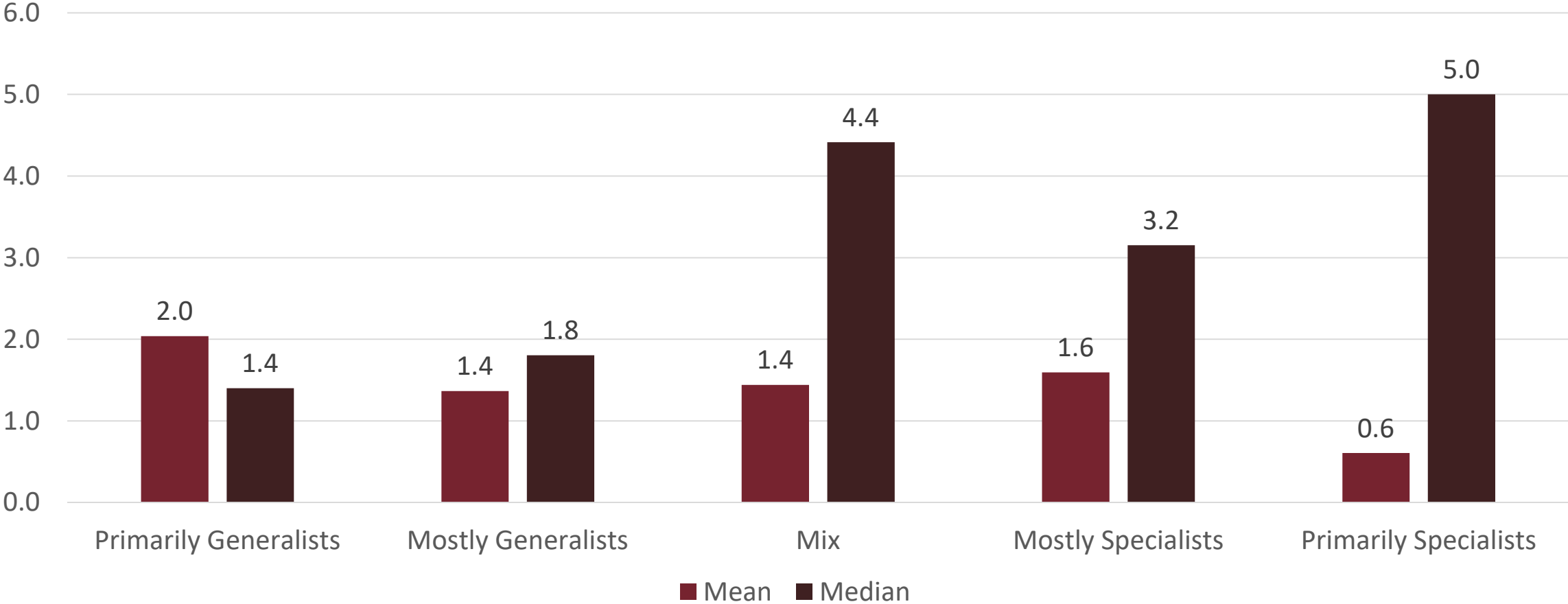


## Team Size per 100 Beds by Leader/Laggard



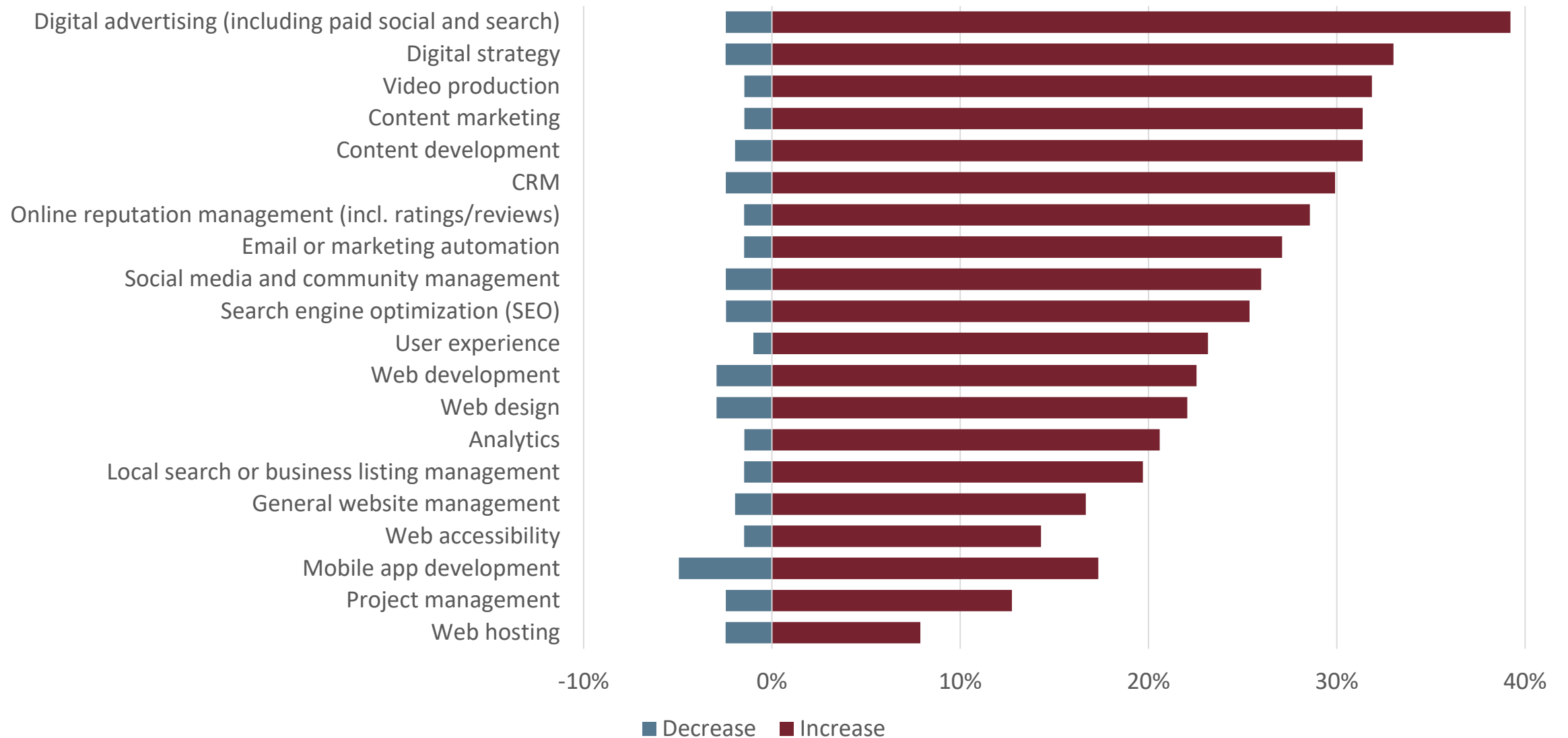


# Team Size per 100 Beds by Staffing Type

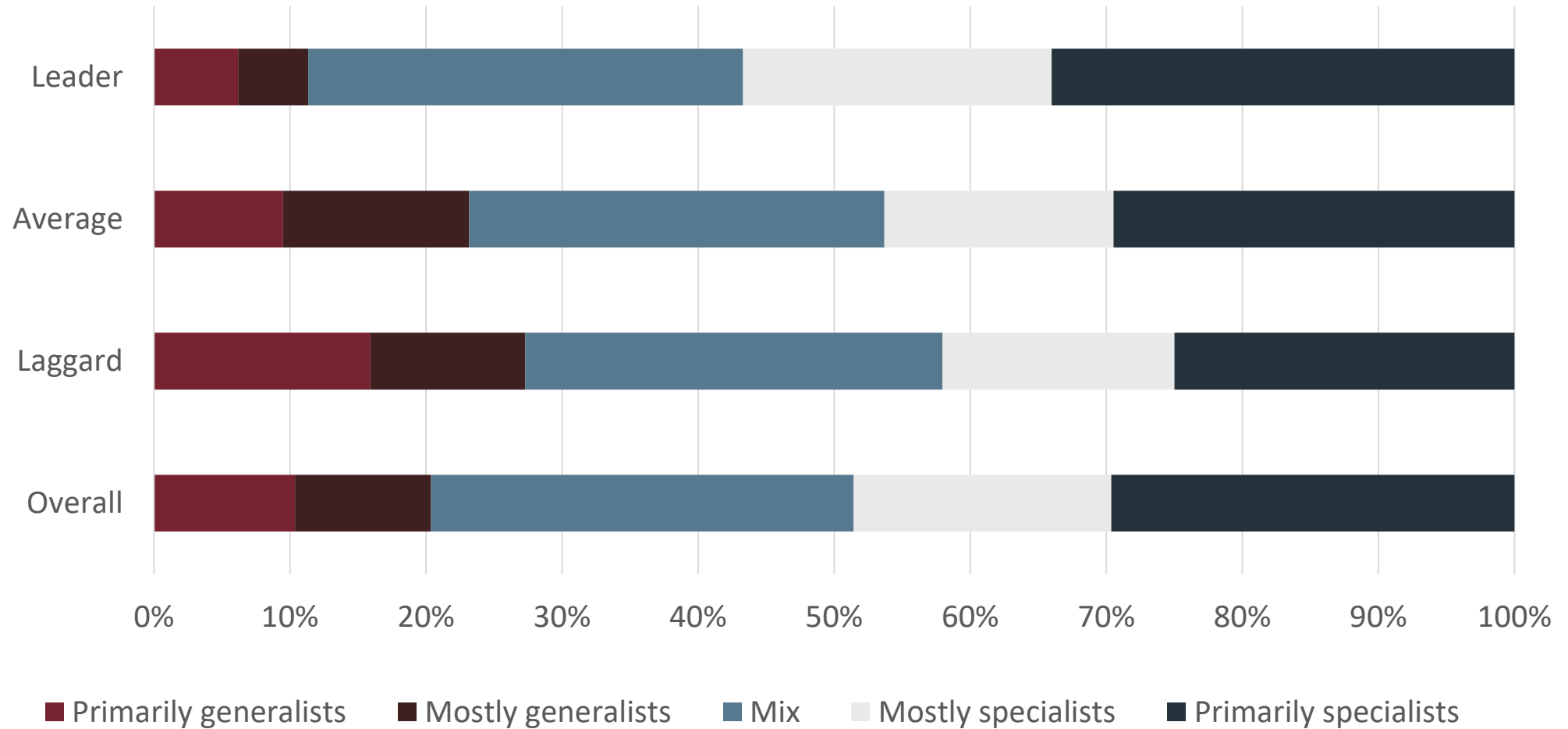


<b>Average FTEs by Role and Leader/Laggard</b>				
	Laggard	Average	Leader	Overall
Content development	1.68	2.04	2.19	1.98
Content marketing	1.52	1.67	2.28	1.82
General website management	1.48	1.83	2.10	1.80
Project management	1.45	1.21	2.05	1.56
Digital strategy	1.16	1.39	2.10	1.56
Web development	1.33	1.20	1.92	1.48
Digital advertising (including paid social and search)	1.11	1.45	1.44	1.33
Video production	1.02	1.29	1.46	1.26
Social media and community management	1.03	1.19	1.51	1.25
CRM	0.90	1.28	1.48	1.22
User experience	0.88	0.99	1.63	1.16
Analytics	0.88	1.11	1.30	1.10
Web design	0.94	1.05	1.12	1.03
Online reputation management (incl. ratings/reviews)	0.78	0.75	1.52	1.01
Email or marketing automation	0.77	1.02	1.09	0.97
Search engine optimization (SEO)	0.80	0.89	0.99	0.89
Local search or business listing management	0.64	0.69	1.18	0.83
Web accessibility	0.84	0.73	0.90	0.82
Mobile app development	0.33	1.44	0.57	0.80
Web hosting	0.73	0.52	0.98	0.74
<b>Total</b>	<b>20.27</b>	<b>23.75</b>	<b>29.81</b>	<b>24.62</b>

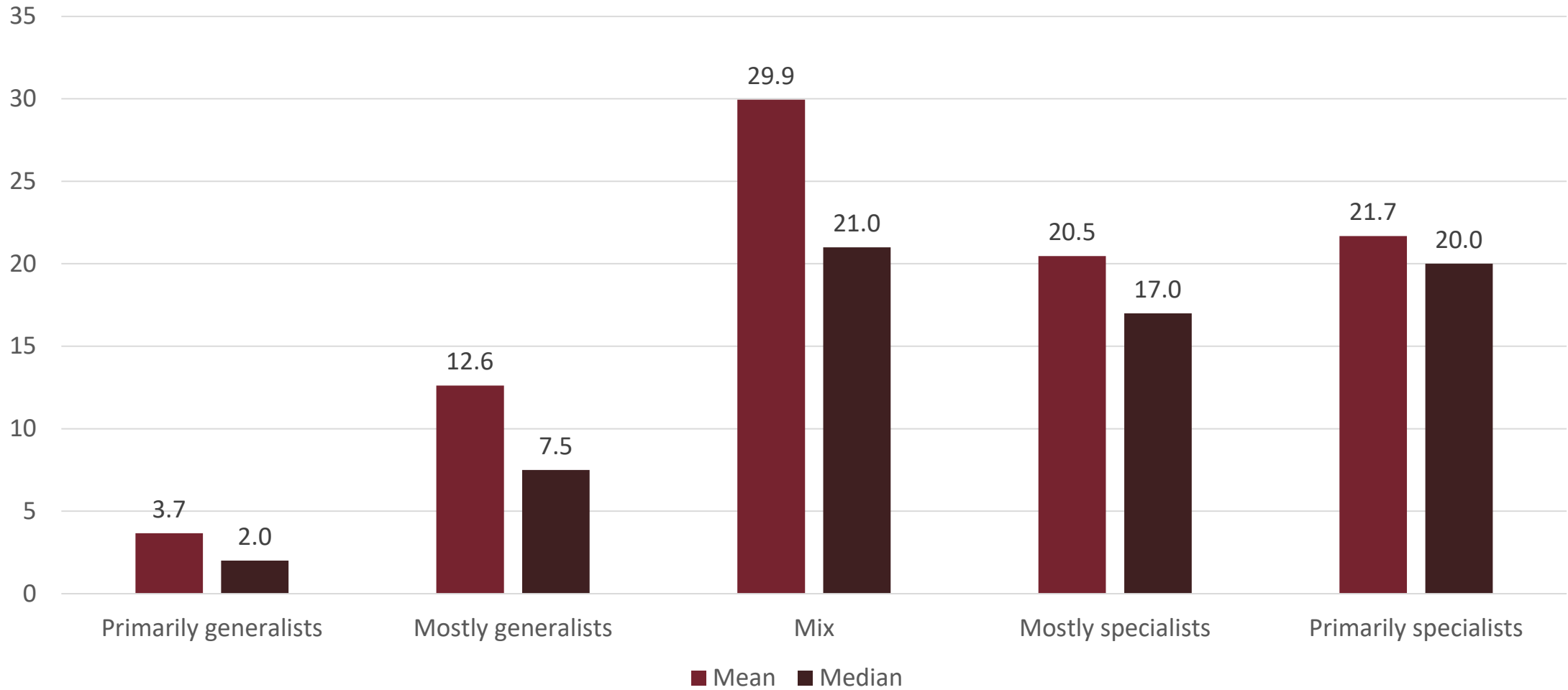
# Top Areas for Growth



## Staffing Type by Leader/Laggard



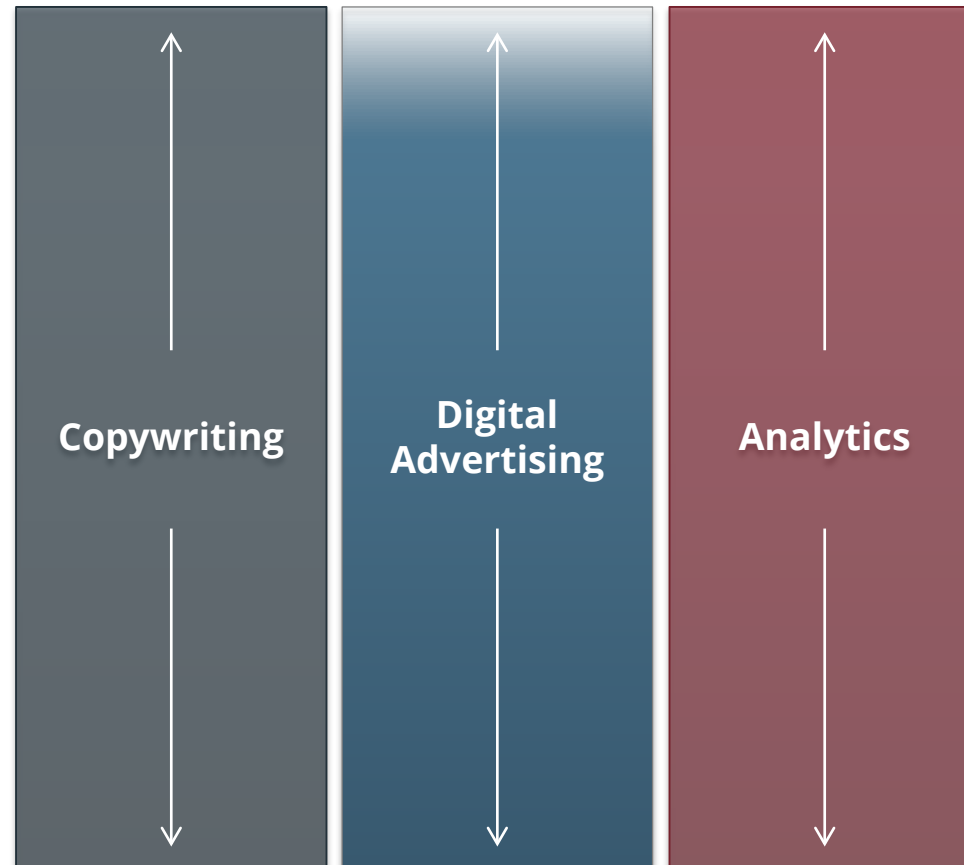
## Team Size by Generalist/Specialist



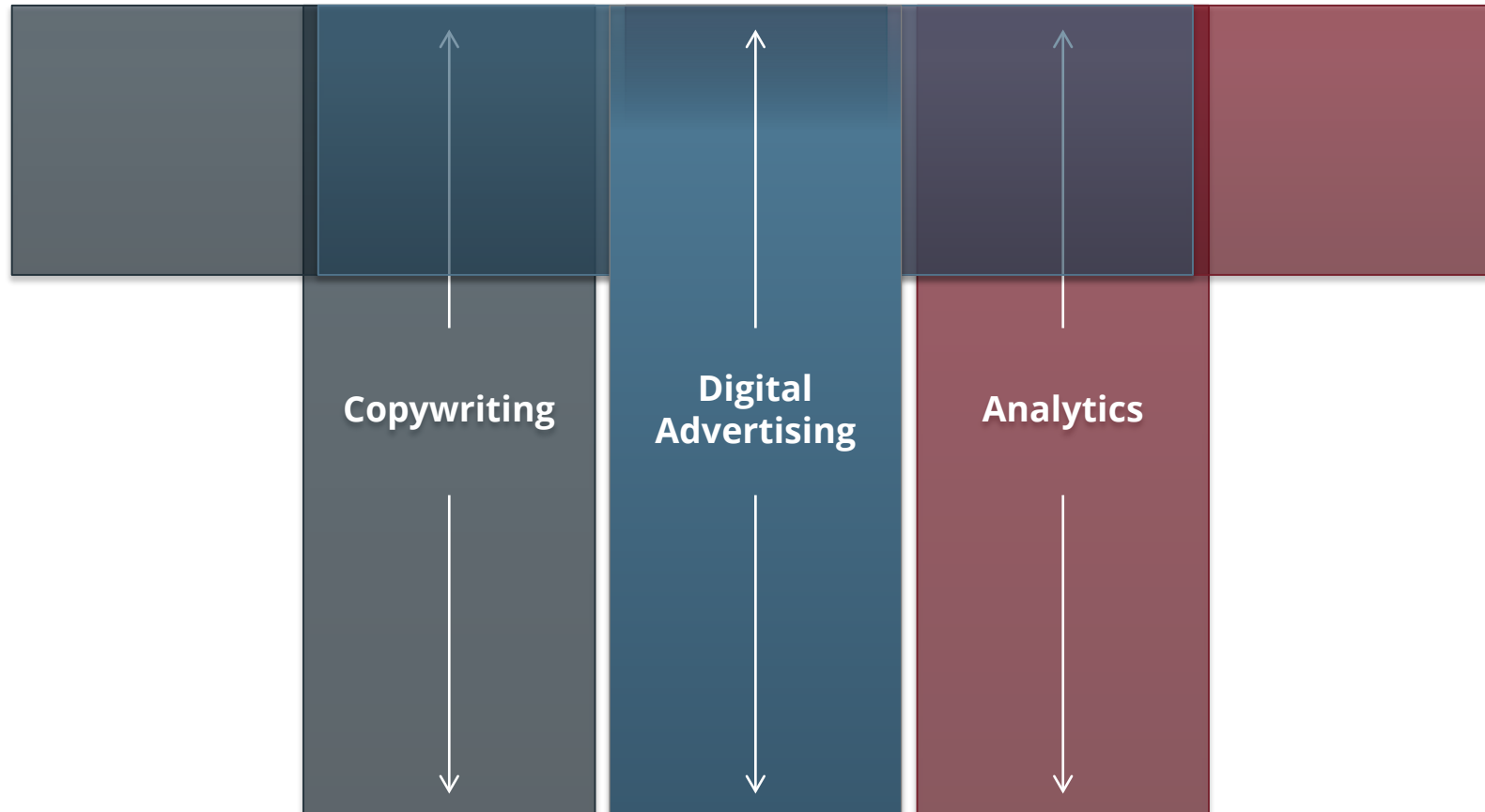


Small, high-performing teams  
are built from T-shaped individuals.

Silos result from deep expertise without common ground



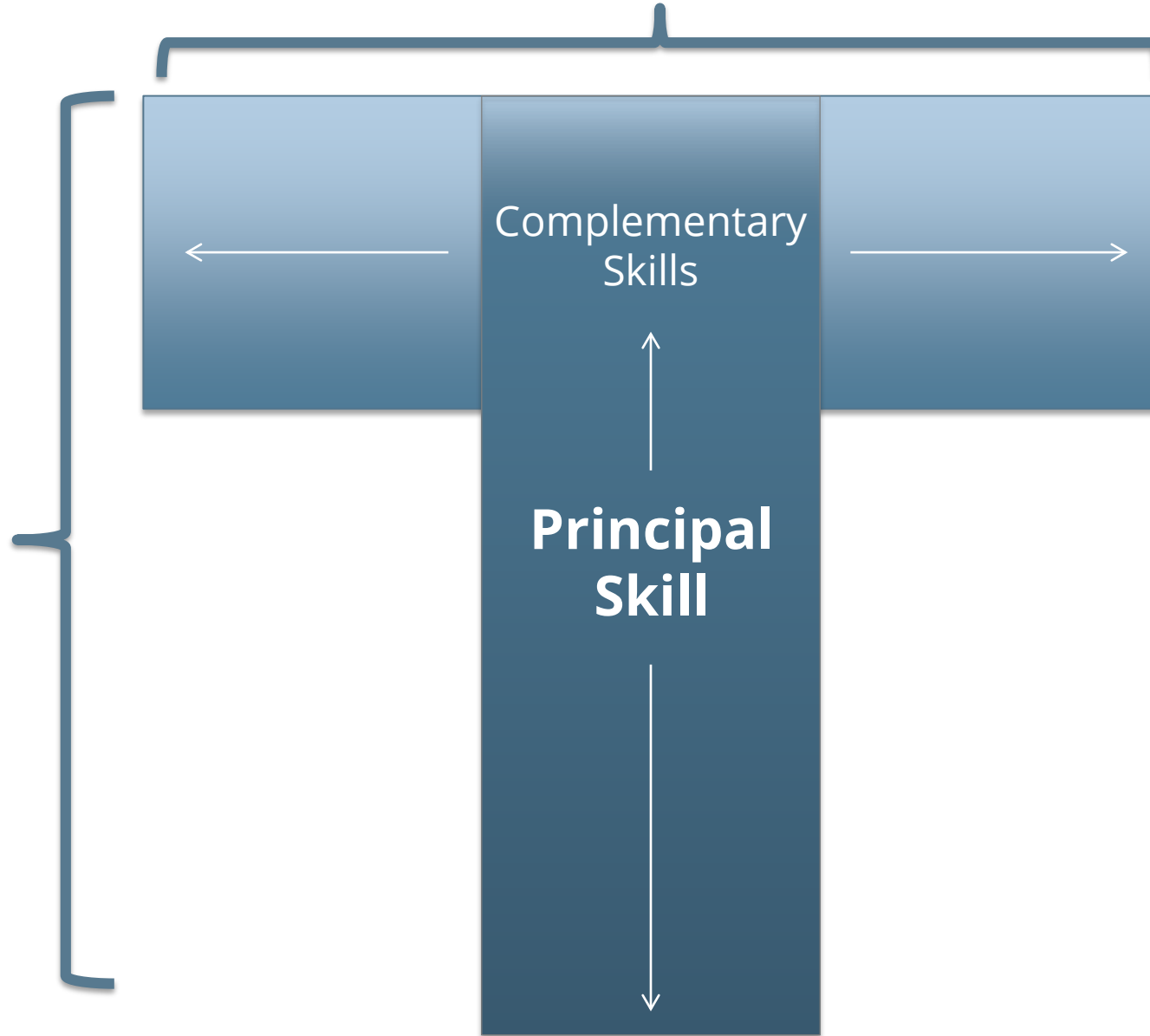
# Overlapping skills enable high-performing teams



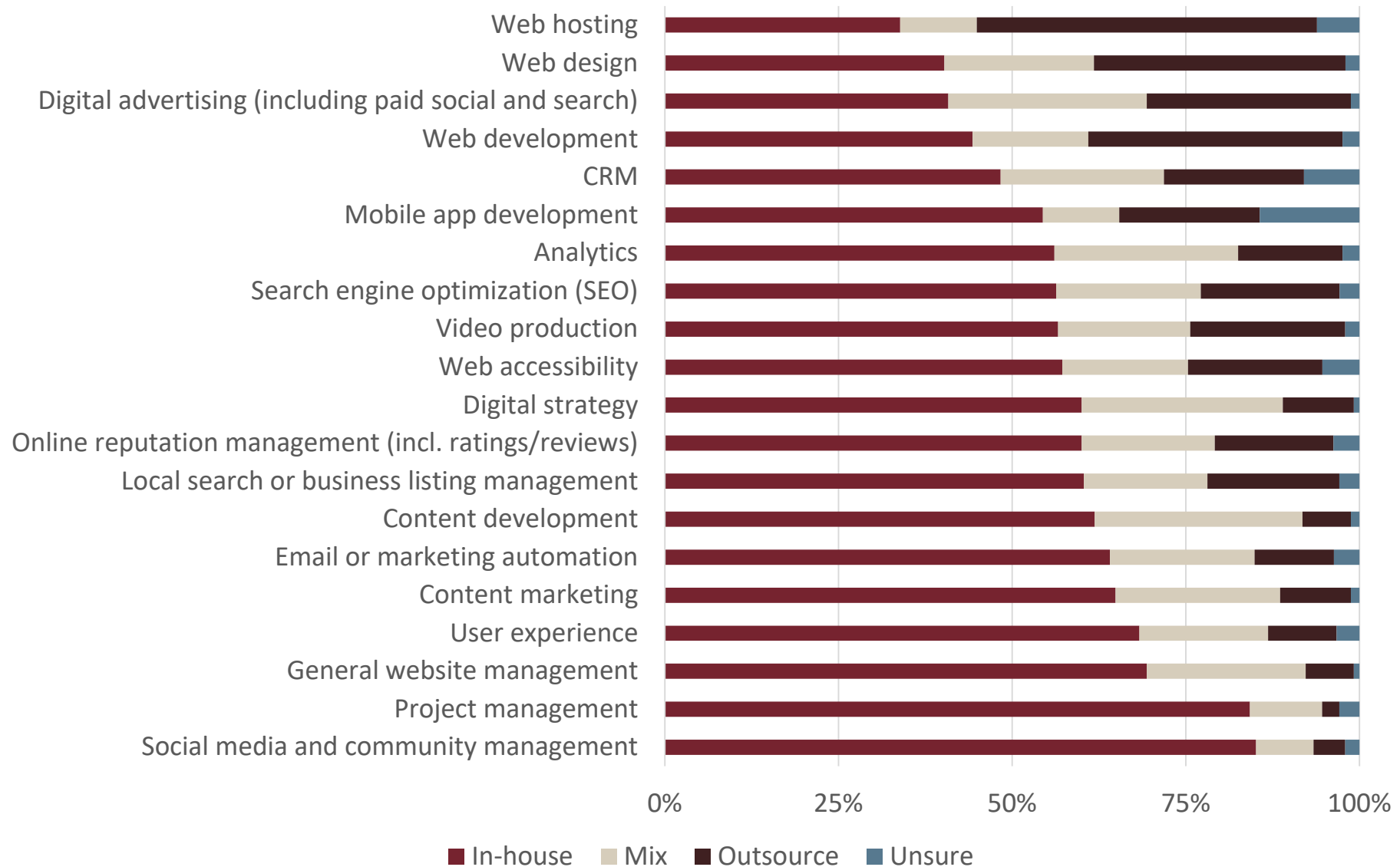


*Empathy & Collaboration*

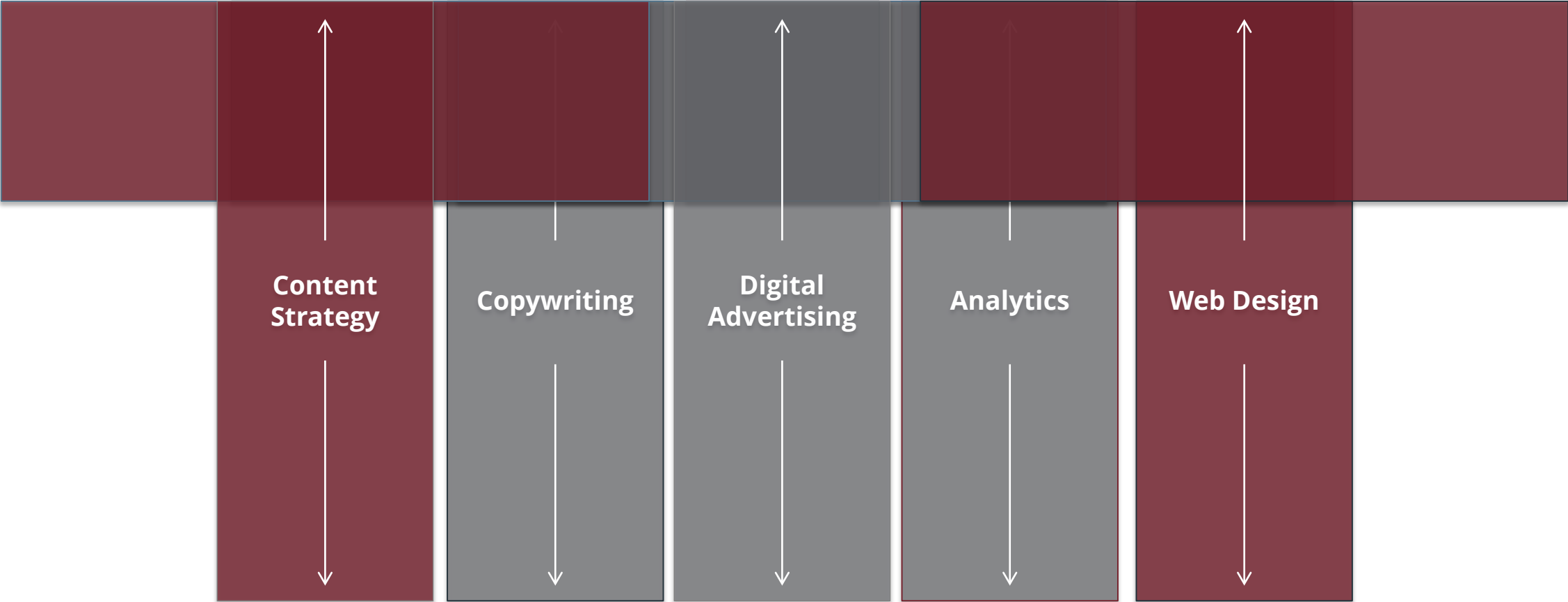
*Expertise & Accomplishment*



# In-House vs. Outsourcing By Function



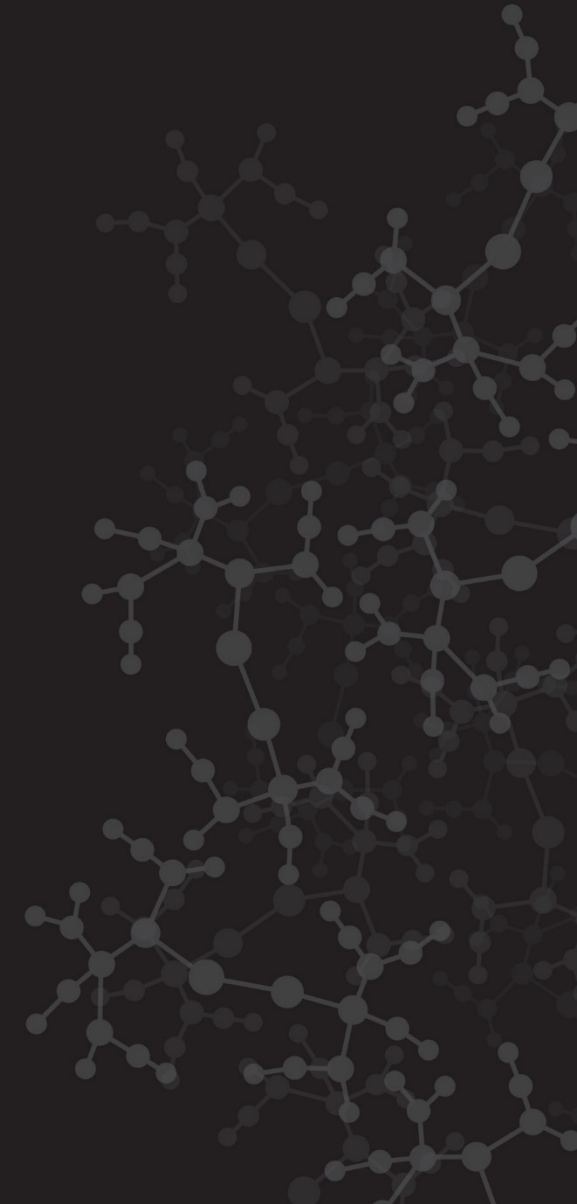
# Consider how outside partners fit with your team's capabilities





Technology

*The right tools for your  
team and strategy.*





# The technology ... one view.



Advertising & Promotion

**Mobile Marketing**

**Display & Programmatic Advertising**

**Search & Social Advertising**

**Native/Content Advertising**

**Video Advertising**

**Print**

Content & Experience

**Mobile Apps**

**Interactive Content**

**Video Marketing**

**Email Marketing**

**Content Marketing**

**Optimization, Personalization & Testing**

**DAM & MRM**

**SEO**

**Marketing Automation & Campaign/Lead Management**

**CMS & Web Experience Management**

Social & Relationships

**Call Analytics & Management**

**Events, Meetings & Webinars**

**Social Media Marketing & Monitoring**

**Advocacy, Loyalty & Referrals**

**Influencers**

**Community & Reviews**

**Conversational Marketing & Chat**

**Customer Experience, Service & Success**

**CRM**

Commerce & Sales

**Retail, Proximity & IoT Marketing**

**Channel Partners**

**Sales Automation, Enablement & Intelligence**

**Affiliate Marketing & Management**

**Ecommerce Marketing**

**Ecommerce Platforms & Carts**

Data

**Audience/Marketing Data & Data Enhancement**

**Marketing Analytics, Performance & Attribution**

**Mobile & Web Analytics**

**Dashboards & Data Visualization**

**Business/Customer Intelligence & Data Science**

**iPaaS/Cloud/Data Integration, RPA & Tag Mgmt**

**DMP**

**Gov. Compliance & Privacy**

**Customer Data Platform**

Management

**Talent Mgmt**

**Product Mgmt**

**Budgeting & Finance**

**Collaboration**

**Projects & Workflow**

**Agile & Lean Mgmt**

**Vendor Analysis**

The technology ... another view.



# Finding the right balance







Understanding your overall strategy & team capabilities will allow you find your unique technology balance point.



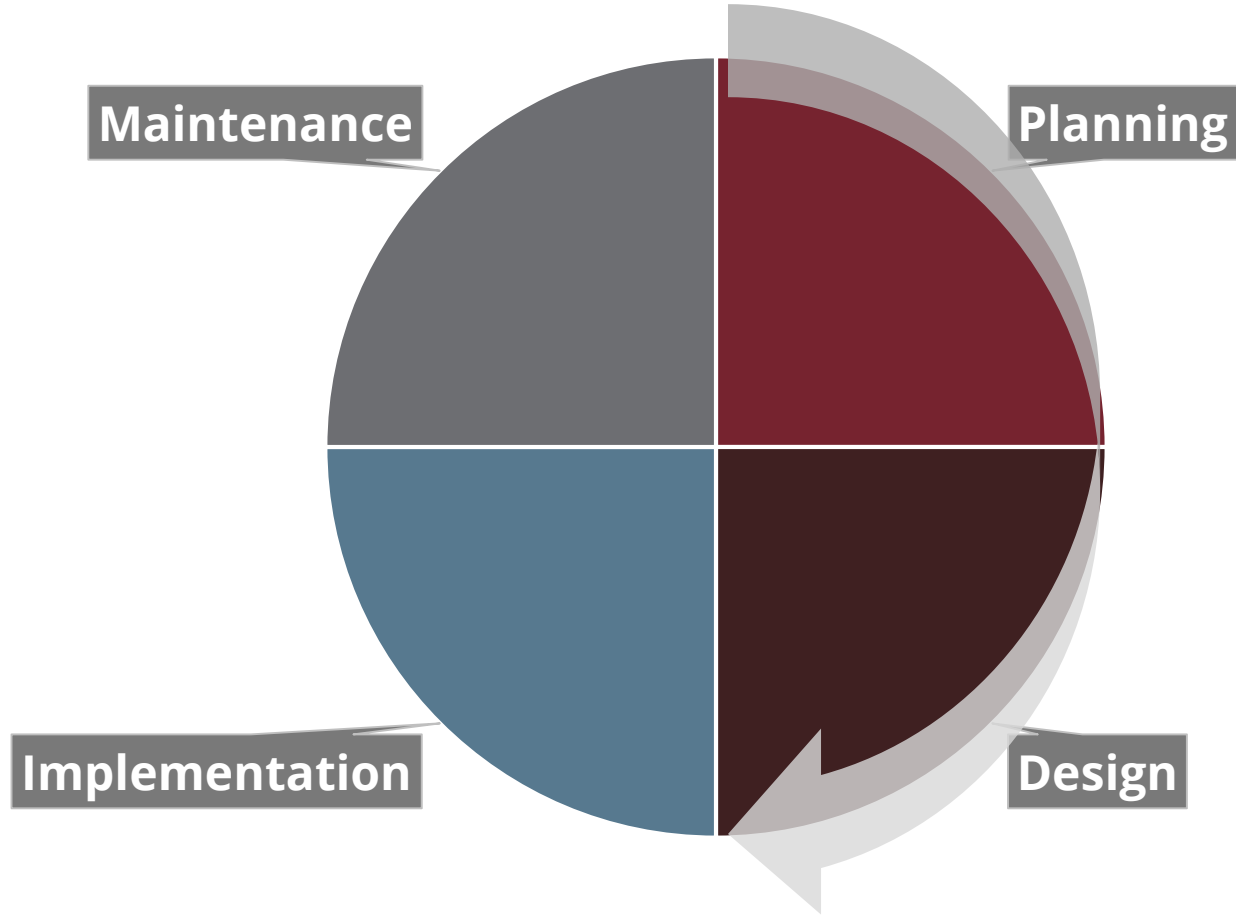
# Duct tape vs. your healthcare website

Areas of concern:

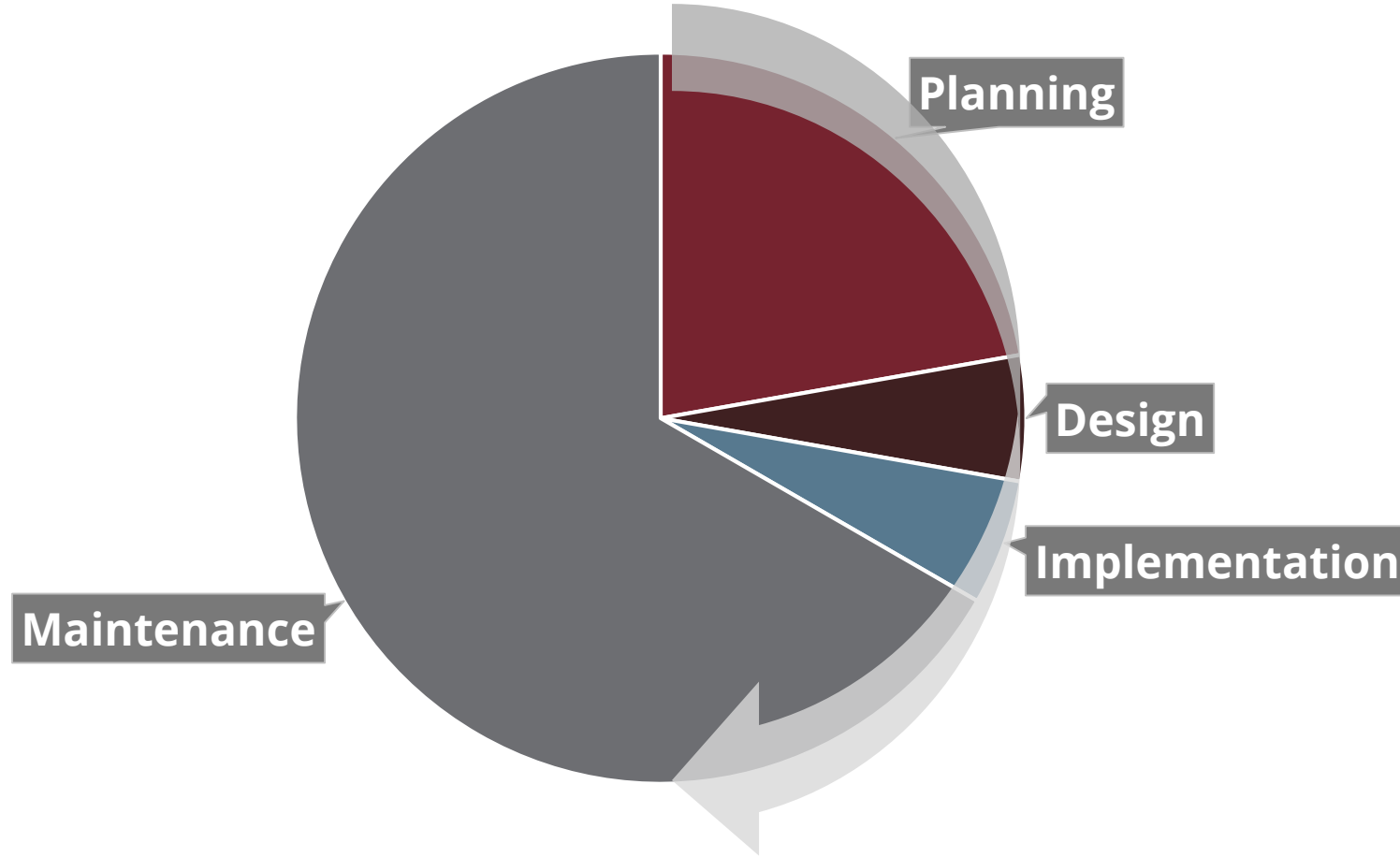
- User-submitted information
- Online payments
- Third-party components & data sharing
- Accessibility of the complete solution



# Website lifecycle



# Website lifecycle: Reality





# Understand how component lifecycle fits your team

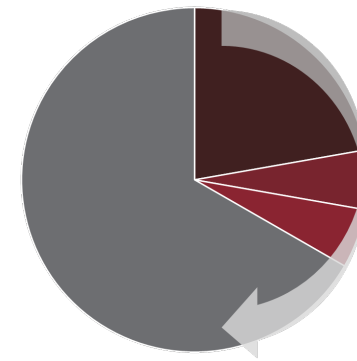
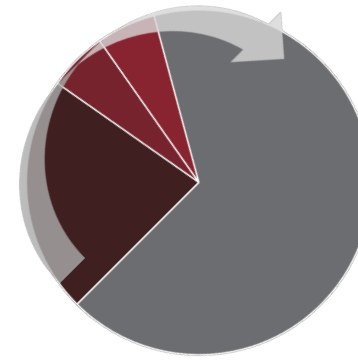
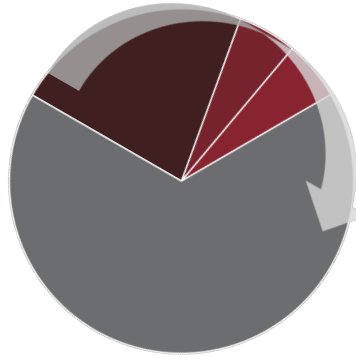
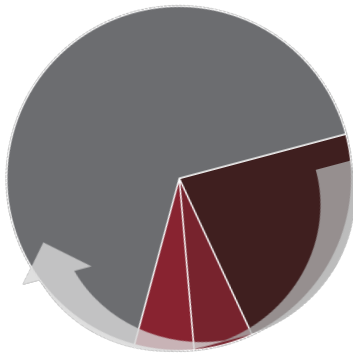
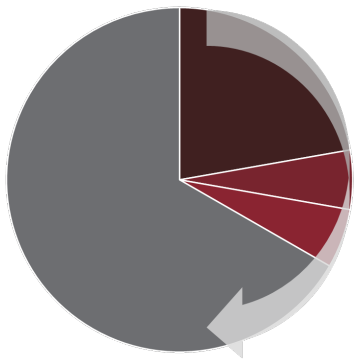
Web Content

Site Design

CMS Platform

3<sup>rd</sup> Party Plug-in

Custom Code



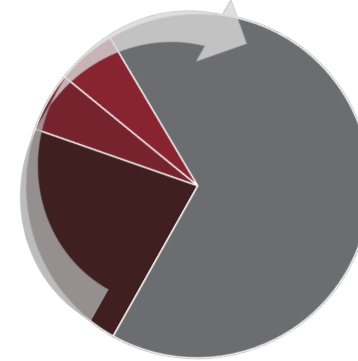
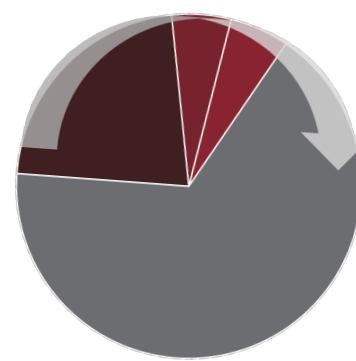
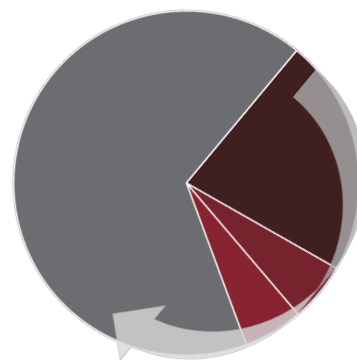
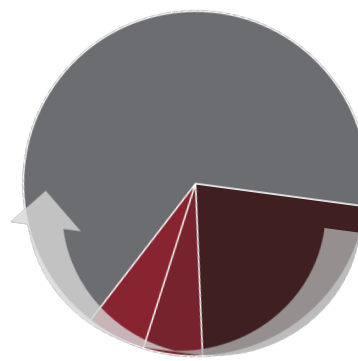
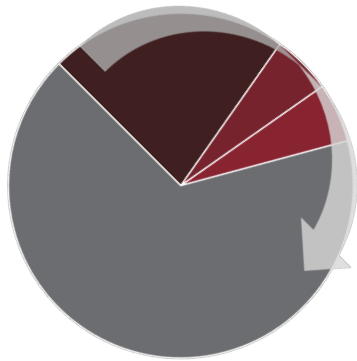
Plug-in

Plug-in

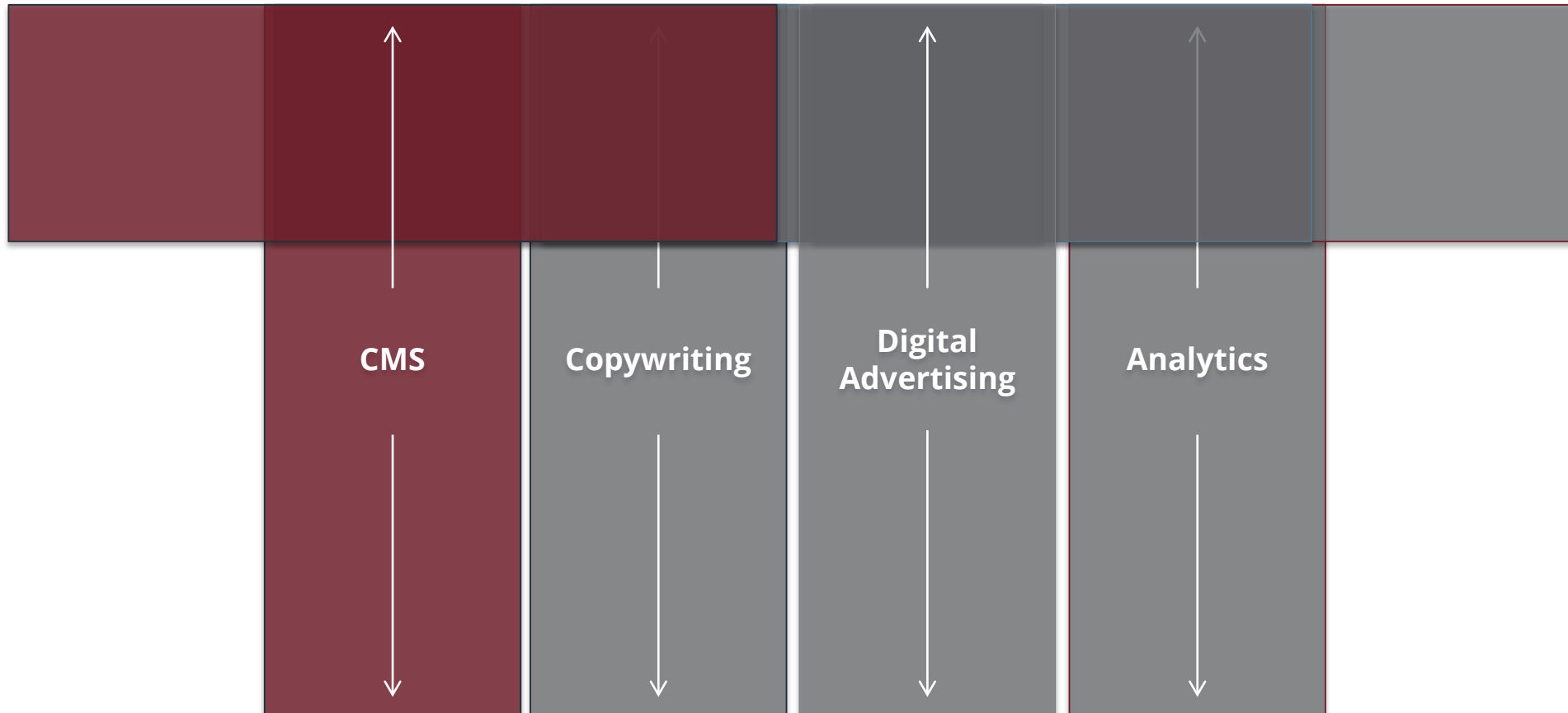
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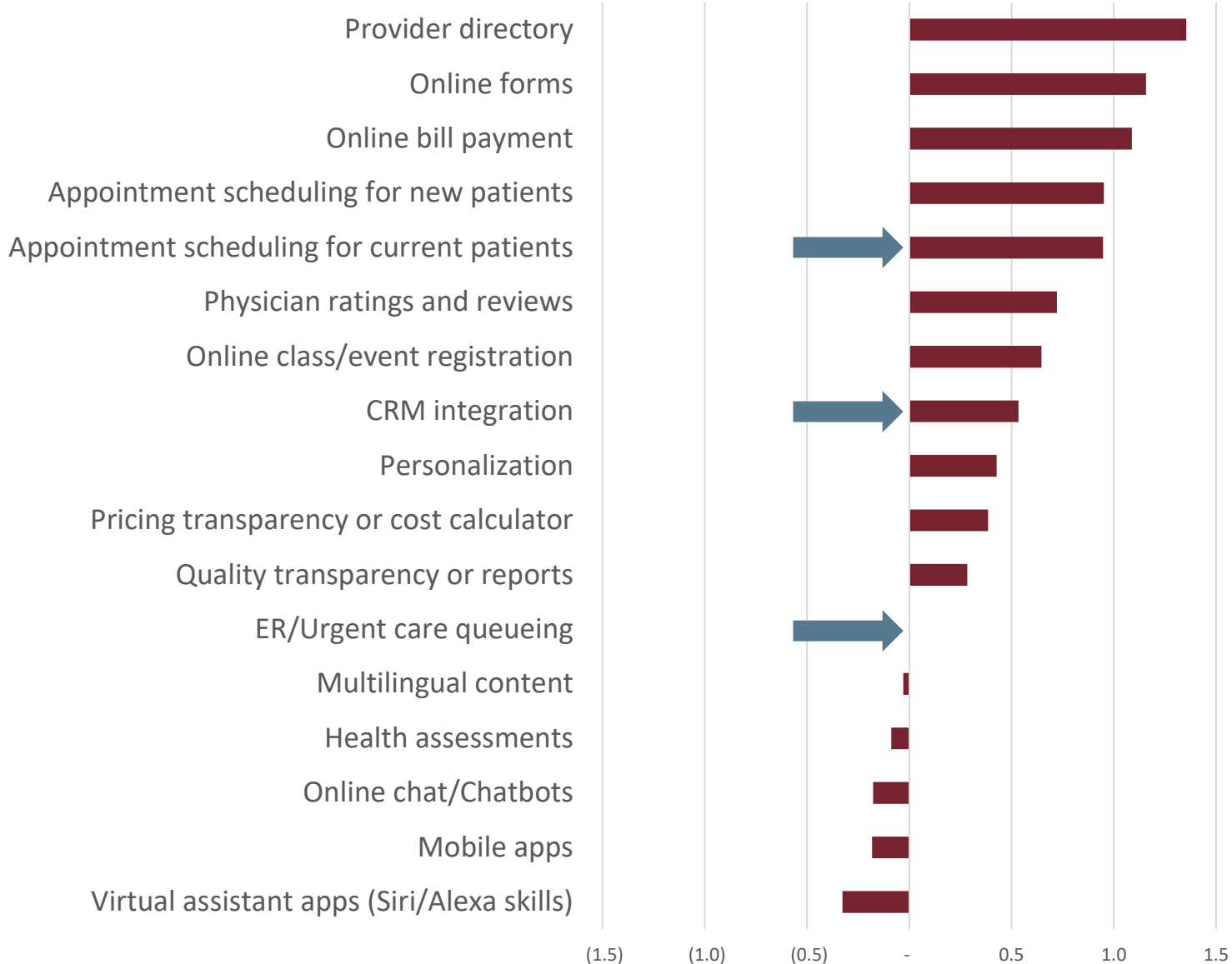
Plug-in



# Does your software fit as a member of your team?



# Importance of Website Features (Overall)





# Ensure your CMS is doing the heavy lifting

1. Site navigation
2. Taxonomy and dynamic content
3. File storage and management
4. Content strategy and author experience
5. Search and findability
6. Governance tools



[geometric.com/6-considerations](https://geometric.com/6-considerations)