

Winning the Web

Roundtable Discussion with *Modern Healthcare's*
IMPACT Award 'Website of Year' Winners

About Geonetric

Geonetric creates digital marketing strategies that win new patients. And when it comes to implementing tactics, working with Geonetric is like adding healthcare-experienced writers, art directors, interactive marketers, and Google AdWords experts to your team.

70+ Healthcare Clients

500+ Websites

20+ Years of Experience



Geonetric Services

Helping healthcare brands thrive with effective digital marketing.



Digital Strategy



**User Experience
& Design**



**Content Management
Systems**



Content Services



**Search Engine
Optimization**



Digital Advertising

Learn more at: **www.geonetric.com**

Your Host



Ben Dillon

Chief Strategy Officer, Geonetric

- Helps organizations across the country embrace online strategies to engage health consumers
- SHSMD Past President and *eHealthcare Strategy & Trends* Editorial Advisory Board Member
- Master's degree in eBusiness and strategic management from the University of Iowa and a bachelor's degree in computer engineering from the University of Michigan

Your Panel



Lindsey Meyers

*Vice President of
Public Relations
Avera*



Patrick Kane

*Senior Vice President,
Marketing, Communications,
and Business Development
Cape Cod Healthcare*



Matt McKinney

*Assistant Director of
Digital Engagement
Cone Health*



Content is king!

The tide that lifts all boats...



Performance by Functional Area (Ordered by Overall)

	Laggard	Average	Leader	Overall	L/L Delta
Social Media and Community Management	0.15	0.75	1.39	0.72	1.24
Video Production	-0.12	0.61	1.07	0.49	1.19
General Website Management	-0.10	0.52	1.10	0.46	1.19
Web Accessibility	-0.04	0.44	1.13	0.45	1.16
Digital Advertising (Including Paid, Social, and Search)	-0.21	0.55	1.12	0.44	1.33
Web Design	-0.19	0.37	1.23	0.40	1.41
Web Hosting	0.00	0.33	0.95	0.38	0.95
Content Development	-0.53	0.47	1.22	0.32	1.75
Local Search or Business Listing Management	-0.36	0.44	1.02	0.32	1.38
Web Development	-0.21	0.21	1.15	0.31	1.36
Search Engine Optimization (SEO)	-0.34	0.18	1.17	0.27	1.51
Digital Strategy	-0.47	0.29	1.05	0.23	1.52
User Experience	-0.28	0.20	0.83	0.20	1.11
Content Marketing	-0.57	0.35	0.98	0.19	1.54
Online Reputation Management	-0.55	0.33	0.71	0.13	1.25
Project Management	-0.47	0.18	0.63	0.07	1.11
Analytics	-0.57	0.23	0.68	0.07	1.24
Intranet/Employee Portal	-0.51	-0.21	0.51	-0.12	1.02
CRM	-0.94	-0.14	0.29	-0.30	1.23
Email or Marketing Automation	-1.00	-0.32	0.34	-0.38	1.34
Mobile App Development	-1.15	-0.46	0.22	-0.52	1.37



FTE by function sorted by Overall

	Laggard	Average	Leader	Overall	L/L Delta
General Website Management	0.89	1.50	1.29	1.23	0.40
Content Development	0.77	1.22	1.74	1.20	0.97
Social Media and Community Management	0.73	0.92	1.12	0.90	0.39
Video Production	0.68	0.73	1.27	0.86	0.59
Intranet/Employee Portal	0.70	0.71	1.08	0.81	0.39
Digital Strategy	0.39	0.86	1.25	0.80	0.86
Content Marketing	0.40	0.88	1.12	0.78	0.72
Digital Advertising (Including Paid, Social, and Search)	0.40	0.72	1.13	0.72	0.73
Project Management	0.34	0.70	1.12	0.69	0.78
Email or Marketing Automation	0.20	0.66	0.83	0.55	0.63
Analytics	0.34	0.58	0.75	0.54	0.41
Web Development	0.44	0.43	0.81	0.53	0.37
CRM	0.18	0.67	0.75	0.52	0.57
Web Design	0.35	0.41	0.81	0.50	0.47
Search Engine Optimization (SEO)	0.20	0.43	0.77	0.44	0.57
User Experience	0.30	0.33	0.70	0.42	0.40
Online Reputation Management (Including Ratings and Reviews)	0.19	0.40	0.50	0.35	0.32
Web Accessibility	0.15	0.41	0.52	0.35	0.36
Web Hosting	0.18	0.36	0.53	0.34	0.35
Local Search or Business Listing Management	0.17	0.31	0.60	0.34	0.43
Mobile App Development	0.09	0.24	0.49	0.26	0.40
Total	8.09	13.46	19.19	13.13	



Experience and engagement
over
financial measures of success.



How important are each of the following for the future success of your digital marketing efforts?

	Laggard	Average	Leader	Overall
Patient Acquisition	1.30	1.43	1.39	1.38
Consumer Awareness	1.16	1.17	1.41	1.23
Consumer Engagement	1.07	1.21	1.44	1.22
Consumer Experience	1.07	1.19	1.32	1.19
Profitability	1.14	1.25	1.12	1.18
Patient Satisfaction	1.20	1.21	1.09	1.18
Revenue	1.12	1.27	1.03	1.16
Return on Investment (ROI)	0.84	1.31	0.97	1.06
Community Relations	0.53	0.63	0.97	0.69
Physician Engagement	0.51	0.41	0.53	0.48
Population Health	0.23	0.41	0.72	0.43
Employee Recruiting Efforts	0.27	0.38	0.36	0.34
Fundraising/Giving	0.05	0.15	0.21	0.14



Leaders are way ahead
on the marketing tech stack



Performance by Functional Area (Ordered by Overall)

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Mobile App Development	-1.15	-0.46	0.22	-0.52	1.37



Where are leaders investing today?

Strategy and findability



Change in Staffing (Net Increase-Decrease)

	Laggard	Average	Leader	Overall
Email or Marketing Automation	8%	22%	6%	13%
Video Production	16%	10%	12%	13%
CRM	12%	17%	4%	12%
Digital Advertising (Including Paid, Social, and Search)	4%	12%	21%	11%
General Website Management	14%	10%	9%	11%
Digital Strategy	2%	14%	18%	11%
Content Development	14%	10%	3%	10%
Intranet/Employee Portal	2%	15%	13%	9%
Mobile App Development	6%	7%	16%	9%
Analytics	6%	8%	12%	8%
Content Marketing	2%	14%	9%	8%
Social Media and Community Management	10%	6%	9%	8%
Search Engine Optimization (SEO)	2%	8%	15%	8%
Online Reputation Management (Including Ratings and Reviews)	2%	13%	3%	6%
Web Development	8%	6%	3%	6%
Web Accessibility	4%	7%	3%	5%
User Experience	4%	2%	9%	5%
Local Search or Business Listing Management	4%	8%	0%	5%
Project Management	4%	2%	6%	4%
Web Design	8%	0%	3%	4%
Web Hosting	4%	0%	3%	2%



Change in non-staff Investment (Net Increase-Decrease)

	Laggard	Average	Leader	Overall
Digital Advertising (Including Paid, Social, and Search)	2.13%	13.73%	36.36%	15.27%
Video Production	14.58%	7.84%	27.27%	15.15%
Web Design	14.58%	16.00%	12.12%	14.50%
Email or Marketing Automation	12.77%	12.50%	18.18%	14.06%
Online Reputation Management (Including Ratings and Reviews)	10.64%	14.58%	15.63%	13.39%
CRM	20.45%	2.17%	17.24%	12.61%
Web Development	14.89%	10.20%	12.12%	12.40%
Search Engine Optimization (SEO)	8.70%	10.42%	18.75%	11.90%
Local Search or Business Listing Management	4.26%	12.00%	21.88%	11.63%
General Website Management	8.33%	16.00%	6.06%	10.69%
Digital Strategy	6.38%	4.08%	21.21%	9.30%
Web Accessibility	10.20%	8.33%	9.38%	9.30%
Web Hosting	6.52%	6.12%	12.50%	7.87%
User Experience	8.51%	4.08%	9.38%	7.03%
Content Development	9.09%	2.04%	9.09%	6.35%
Social Media and Community Management	4.17%	2.04%	12.50%	5.43%
Mobile App Development	4.55%	4.26%	6.25%	4.88%
Content Marketing	9.09%	2.04%	3.13%	4.80%
Intranet/Employee Portal	6.38%	2.13%	3.03%	3.94%
Analytics	4.55%	-6.12%	0.00%	-0.79%
Project Management	2.27%	-8.51%	3.03%	-1.61%



What's not different?

Every healthcare organization has been hit by the pandemic.



What is different?

How they're choosing to respond.



Expected change in overall marketing budget

	Laggard	Average	Leader	Overall
Decrease	43.48%	44.00%	35.29%	41.54%
Remain the same	41.30%	46.00%	55.88%	46.92%
Increase	15.22%	10.00%	8.82%	11.54%

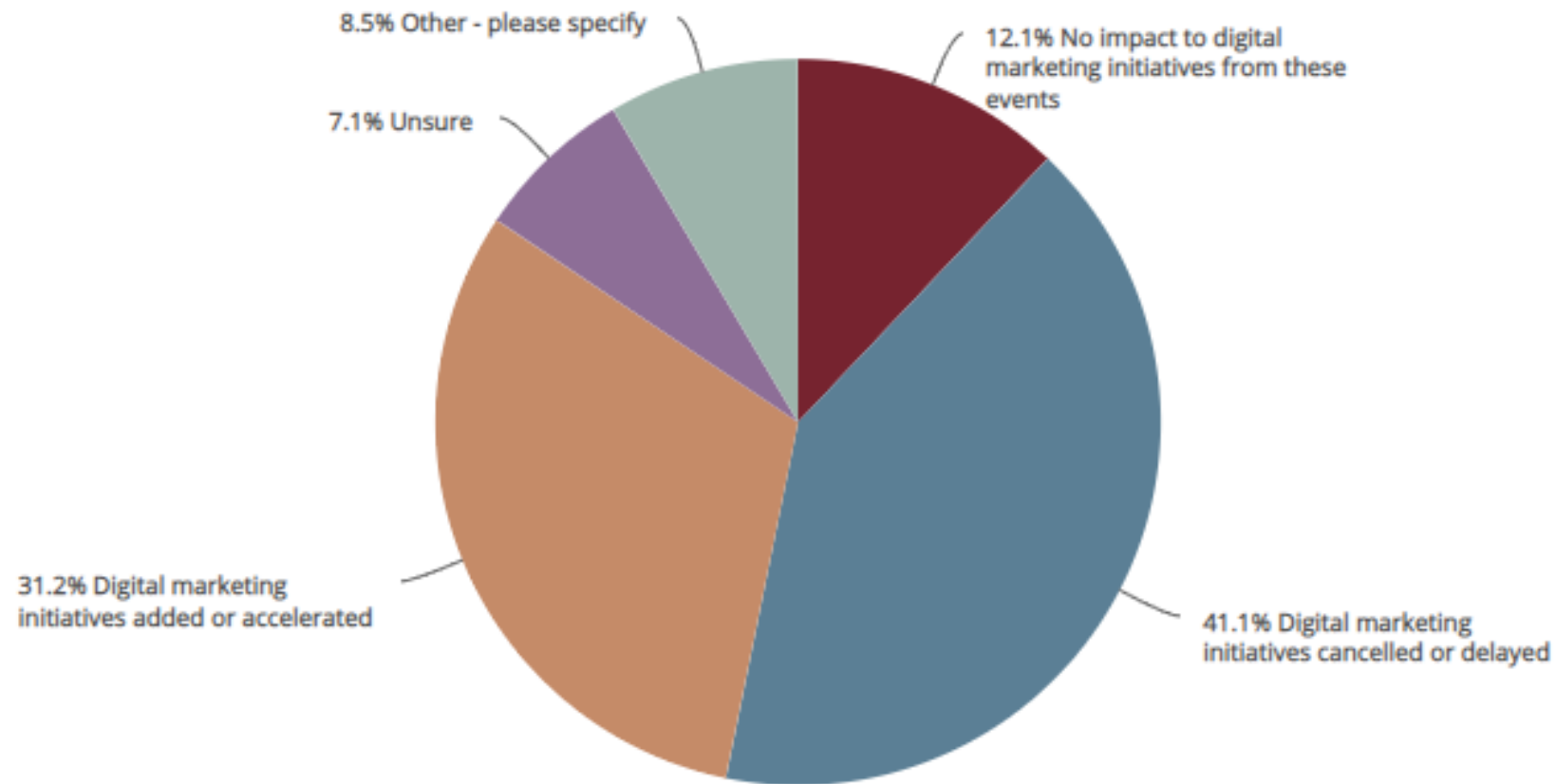


Expected change in digital marketing budget

	Laggard	Average	Leader	Overall
Decrease	22.22%	29.41%	9.09%	21.71%
Remain the same	40.00%	35.29%	45.45%	39.53%
Increase	37.78%	35.29%	45.45%	38.76%

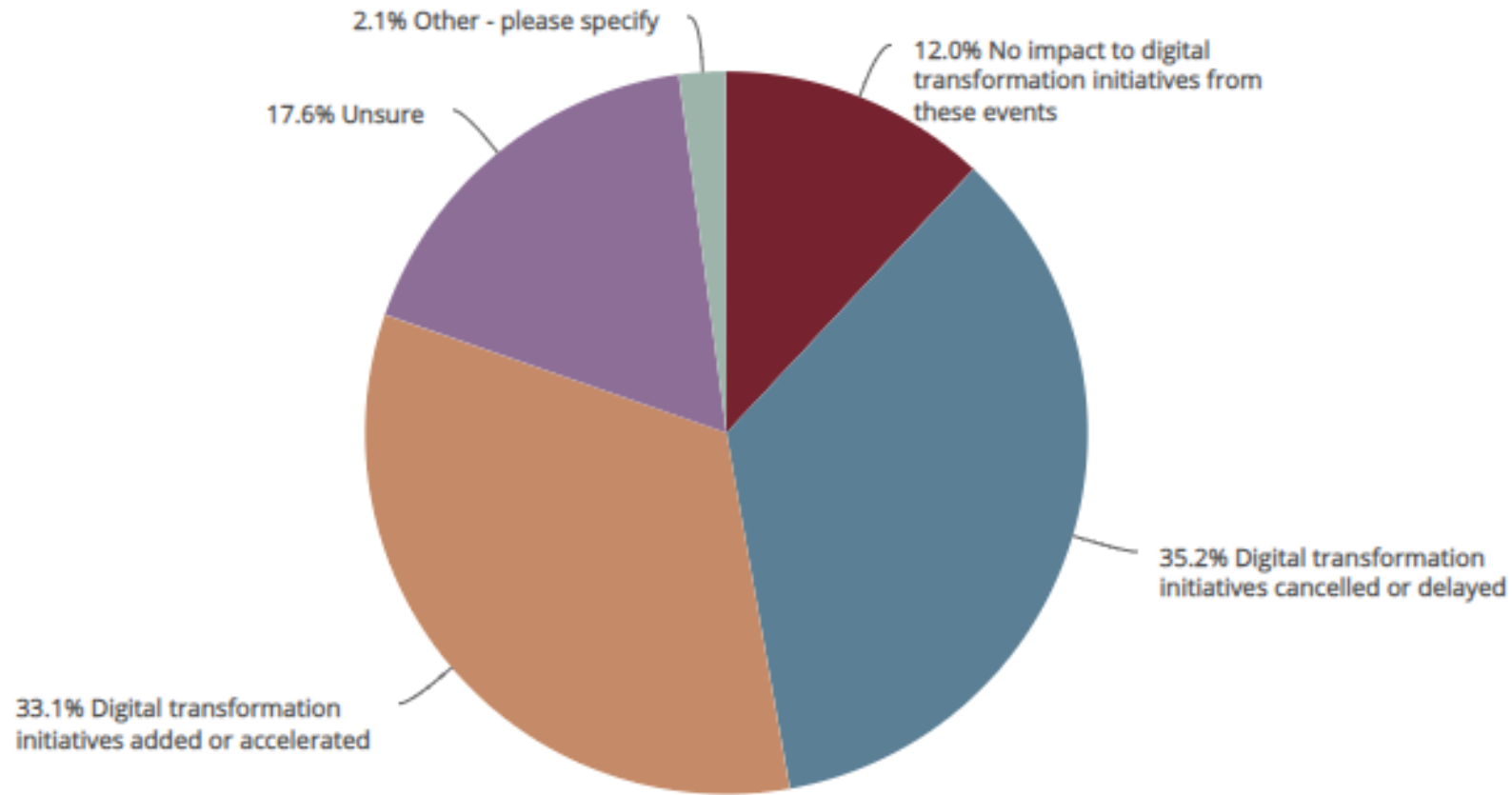


How has the pandemic impacted digital marketing initiatives?



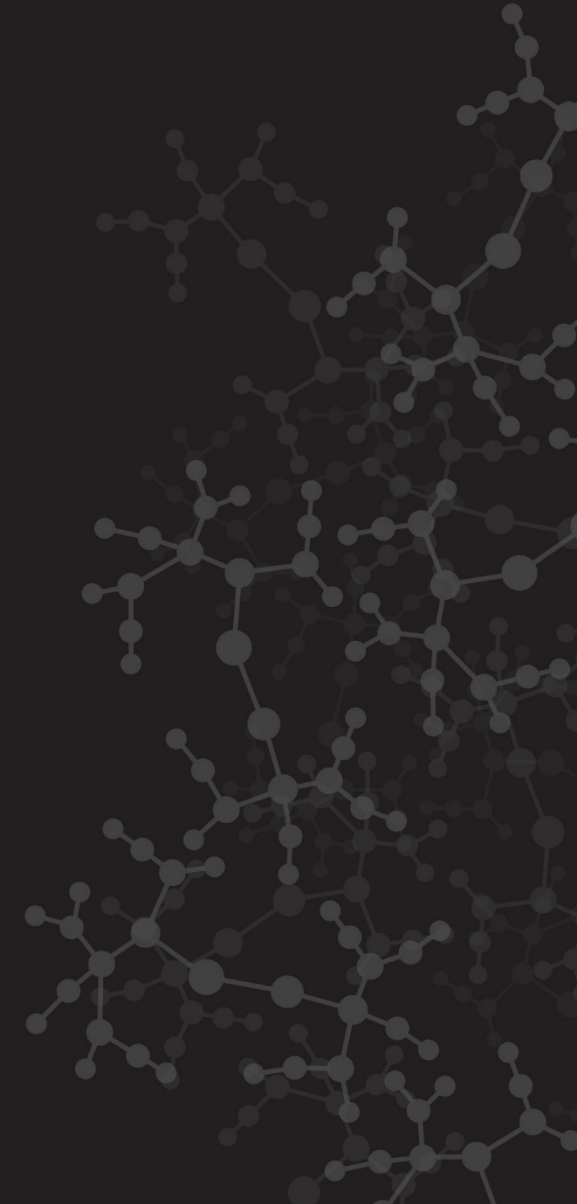


How has the pandemic impacted digital transformation initiatives?





Avera Health (Sioux Falls, SD)
Website of the Year winner – 2017



ABOUT AVERA

Health ministry OF THE
Benedictine Sisters
of Yankton, S.D.

AND
Presentation Sisters
of Aberdeen, S.D.



315
LOCATIONS



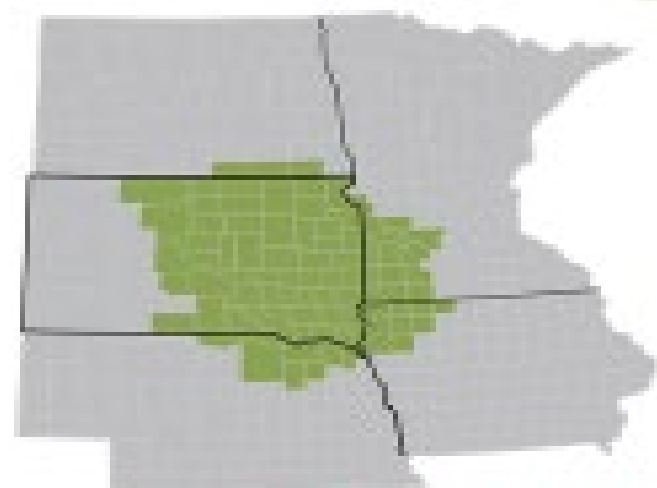
100
COMMUNITIES

LARGEST
FEMALE FOUNDED
ORGANIZATION
IN THE REGION



SERVING A POPULATION OF

1 MILLION



40.3%

OF ALL 2019 WITHIN
SOUTH DAKOTA
DISCHARGES

41.5%

OF ALL 2019 WITHIN
AVERA'S FOOTPRINT
DISCHARGES



19,700 +
EMPLOYEES
— AND —
PHYSICIANS

**FIVE-STATE
REGION**

72,000
SQUARE MILES

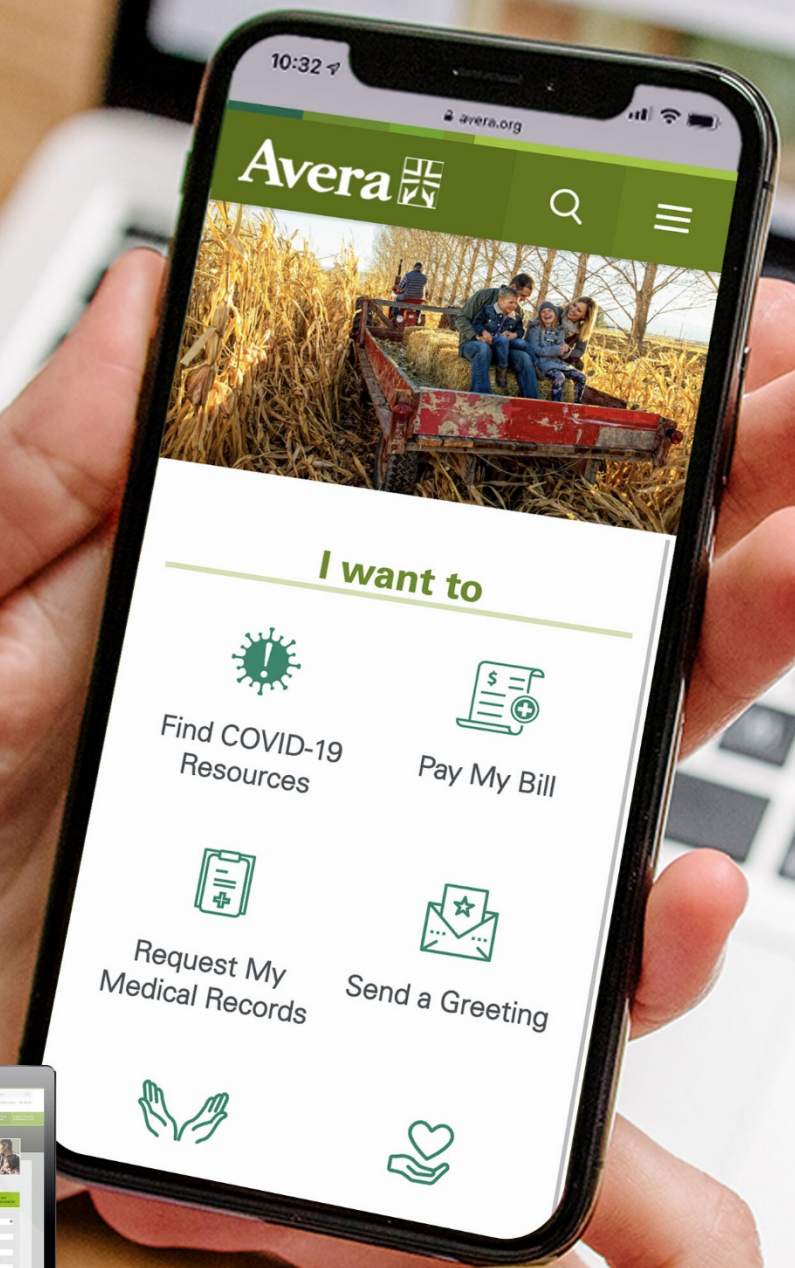
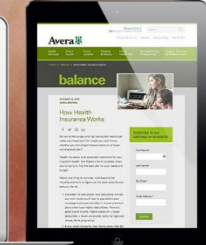
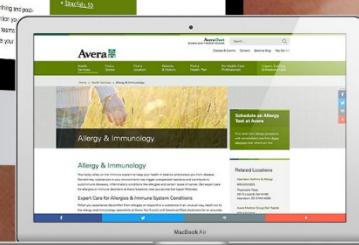
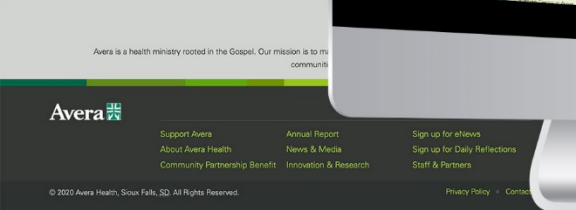
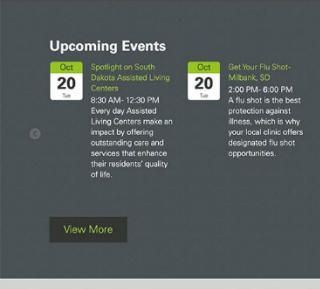
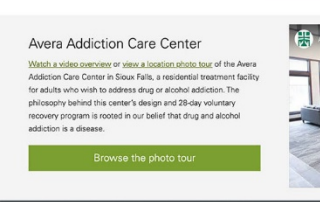
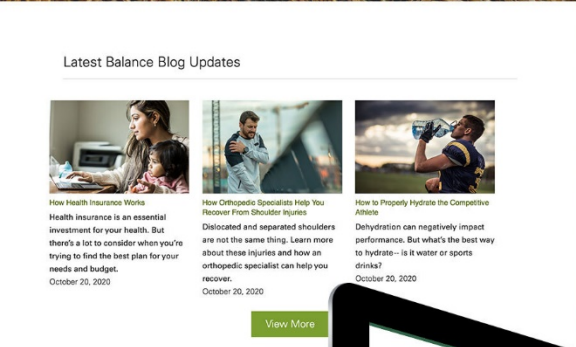
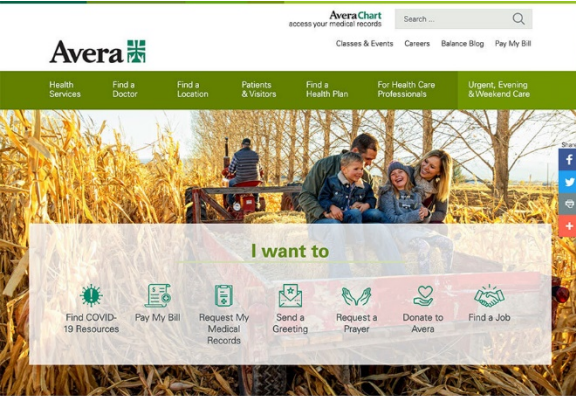
86
COUNTIES

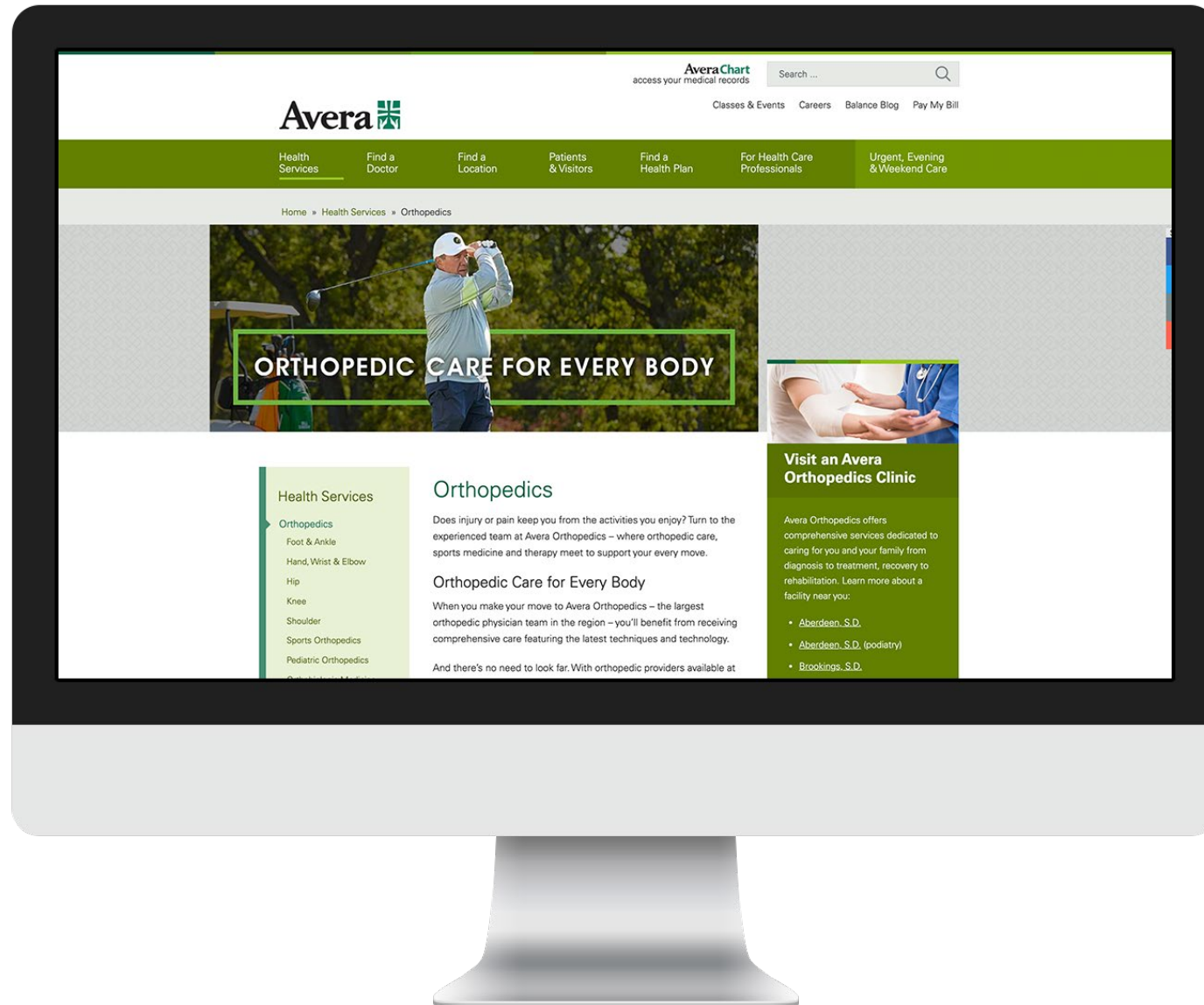
Avera



What made us award-winning?







balance

OCTOBER 06, 2020 | AVERA WRITERS

What Are Antibodies and How Can They Help Treat COVID-19?



You've likely heard a lot about antibodies lately as they relate to the possible treatment and prevention of COVID-19.

That's because antibodies are naturally created in our bodies to stop viruses



Subscribe to our
wellness newsletter

geometnc.com



Avera Health

Published by HeyOrca [?] · August 10 · 🌐

There are two categories of tests for coronavirus. An antibody test can indicate if you had COVID-19 in the past while a diagnostic test will tell if you have an active case of COVID-19. For more information about COVID-19 testing, go to Avera.org/services/lab/quicklabs/.



AVERA.ORG

What's the Difference Between COVID-19 Diagnostic and Antibody Tests?

40,805

People Reached

7,116

Engagements

Boost Post

👍🤔🤔 Chester Phillips, Luverne Strom and 414 others 23 Comments 108 Shares



Like



Comment



Share



Performance for Your Post

40,805 People Reached

650 Reactions, Comments & Shares ⓘ

442

Like

414

On Post

28

On Shares

5

Love

5

On Post

0

On Shares

8

Haha

8

On Post

0

On Shares

5

Wow

5

On Post

0

On Shares

1

Sad

1

On Post

0

On Shares

2

Angry

2

On Post

0

On Shares

78

Comments

54

On Post

24

On Shares

109

Shares

108

On Post

1

On Shares

6,466 Post Clicks

0

Photo Views

1,527

Link Clicks ⓘ

4,939

Other Clicks ⓘ

NEGATIVE FEEDBACK

2 Hide Post

0 Hide All Posts

0 Report as Spam

0 Unlike Page





COVID-19 (Coronavirus)

Testing for COVID-19

For COVID-19 screening, complete our [online form](#) any time, or call 877-AT-AVERA (7 a.m. - 7 p.m., Monday – Friday, 8 a.m. – 5 p.m., Sat - Sun).



We Wear Because

Coronavirus (COVID-19)

Avera is working closely with state and local health officials to protect staff and patients from the coronavirus strain known as [COVID-19](#). We're working hard to keep you updated on this rapidly changing event.

- Avera is allowing [one visitor per patient per day](#) in hospitals, surgery centers, emergency departments and clinics during regular visitor hours. Please check with the facility prior to

Mental Health During the COVID-19 Pandemic



Family Resources

- [Protect Yourself and Others from COVID-19 When Going Back to School](#)
- [5 Tips to Prepare Kids for Pandemic Back to School](#)
- [Controlling Shortness of Breath at Home](#)
- [Home Isolation Guidelines for Patients with Symptoms of COVID-19](#)
- [Managing COVID-19 Symptoms at Home](#)

Chronic Condition Resources



How did this foundation help
during the pandemic?



How Investing in a Digital Foundation Paid Off

- Content planning
- COVID resources page
- Ability to easily display closings/location changes
- Integration with social and media room
- Email strategy
- Intranet cohesion

Avera  | **balance**

HEALTH & WELLNESS TIPS FOR YOUR LIFE

How Do I Manage COVID-19 Symptoms at Home?

Most people can recover at home –
here's how to care for yourself and



Coronavirus (COVID-19) Resources

Contact the COVID-19 Response Team

Share or request communications and request operational decision support (Note: the inbox is only staffed 8-5 Monday-Friday).

[Email the COVID-19 Response Team »](mailto:Covid-19respteam@avera.org) (Covid-19respteam@avera.org)

Employee Health and Work Resources

COVID-19 Guidelines and FAQs from Human Resources

Benefits - PTO, Pay Questions and More	+
Exposure - Illness, Reporting, Self-Isolation and More	+
In-person Meetings and Events	+
Precautions and When to Seek Medical Advice	+
Stress and Wellness Resources	+
Tracking Department Costs for COVID-19	+

COVID-19 Clinical Guidelines

Avera's Incident Command has worked with experts to develop these clinical guidelines.

[View clinical guidelines](#)

Additional Contacts for Specific Needs

Use the COVID-19 Response Team email link at the top of this page to request or share communications and to request operational decision support.

View community resources at Avera.org/COVID-19.

[View more contacts](#) +



Influenza, COVID-19, Allergies or the Common Cold

COVID-19 numbers are up, fall allergies are in full swing, and cold and flu season is on the horizon. No matter how much we promote **wearing a mask**, **hand washing**, staying home when sick and **social distancing**, some people are still going to get sick.

Diagnosing influenza, COVID-19, the common cold or allergies can be difficult, as **all can present in the same way**, so it's important to test for COVID-19 if any COVID symptoms are shown, even if you think it's probably a cold.

Chad Thury, DO, says the simplest one to diagnose is usually influenza, because it comes on fast, and the symptoms are fairly predictable:

- Fever
- Chills
- Body aches

“Generally when I see patients with influenza, they’re wiped out and they have a high fever,” Thury said. “So when it comes to influenza, if you have it, it’s a more predictable thing, and about 95% of people that have influenza are going to have a fever above 100.4.”







What's next?



Future state

- Focus on our intranet changes
- Continual improvement mentality with digital

Avera 



**Caring.
Compassionate.
Committed.**

Get the Latest Updates
Sign up to get exclusive information on managing COVID-19 and your overall well-being. You'll get:

- A chance to win a \$50 gift card
- An email toolkit on COVID-19
- Balance e-newsletter

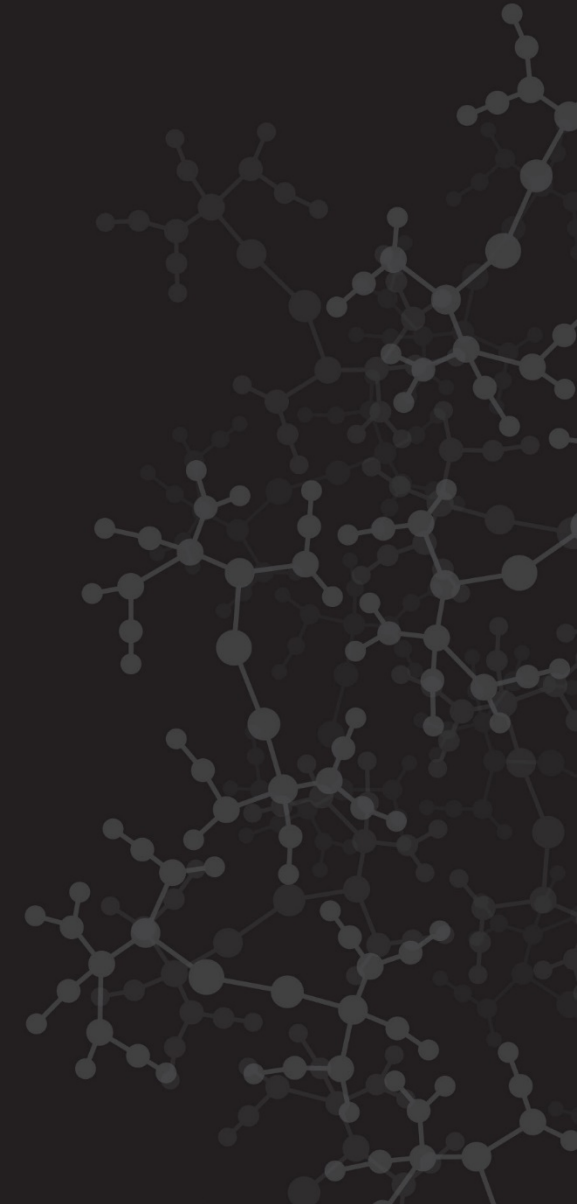
Sign up through Aug. 31, 2020, and we'll randomly select six gift card winners in early September. Winners will be notified privately via email.
Required fields are marked with *

Safe In-Person Care During COVID-19
Avera's commitment to your safety and health is stronger than ever. We're evolving our already high standards of safety to meet your needs during COVID-19. These new policies allow us to expand in-person visits and reschedule planned surgeries and procedures. We also continue to do virtual visits.
Our procedures include:

- All staff wearing masks



Cape Cod Healthcare (Hyannis, MA)
Website of the Year Silver – 2019



About Cape Cod Healthcare





What made us award-winning?

Website as foundation



filter by

Topics



and/or

Services



or

Storytelling:

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

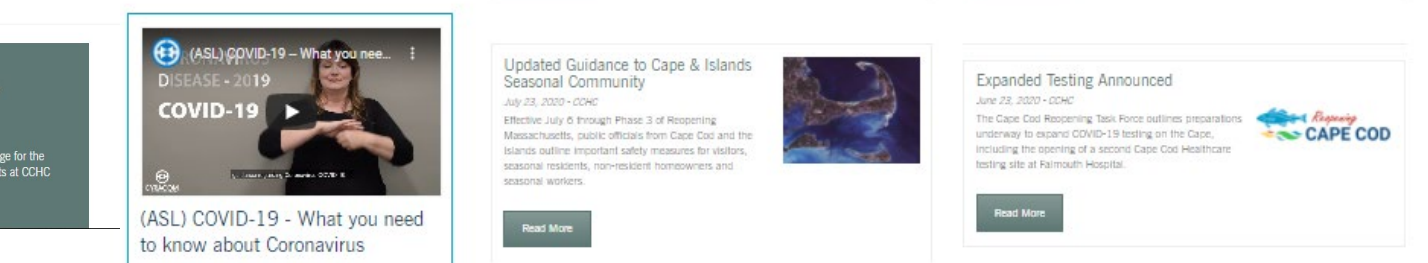
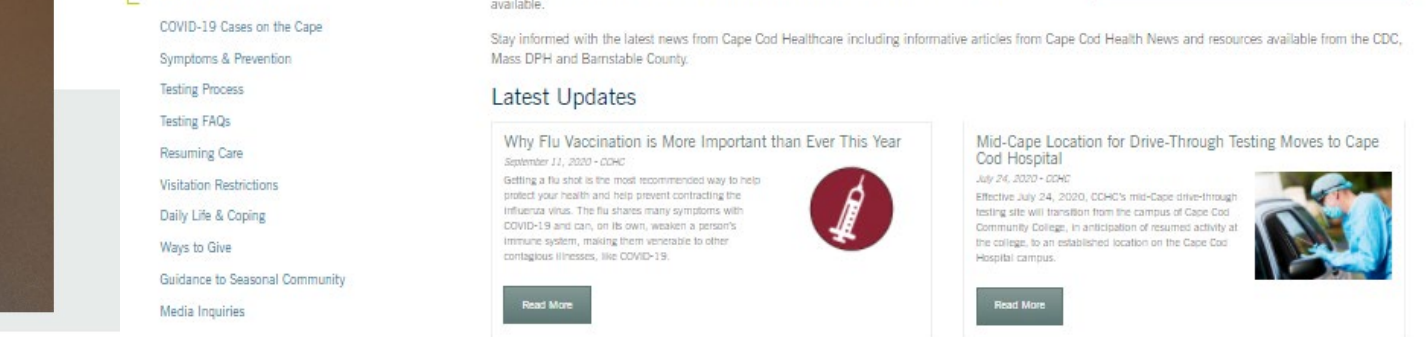
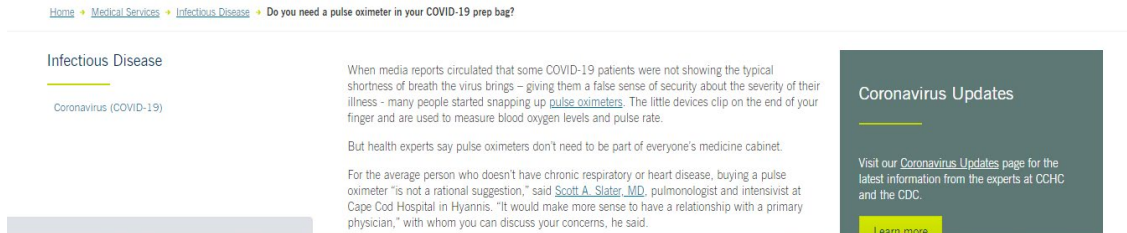
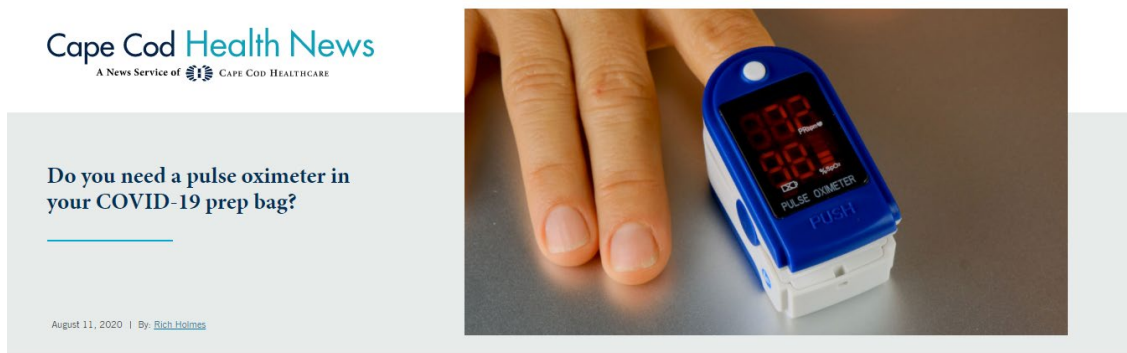




How did that help us
during the pandemic?

COVID-19

- Testing, partnered with county
- Drove everyone to the website



Results

22

Content pages

600,492

Overall total views (1/28 –
9/30)

46

COVID-19 stories


226,817

Total views on COVID-19
stories (1/28-9/30)




Launched 'The Pulse'






The PULSE THE HEARTBEAT OF CAPE COD HEALTHCARE



CAPE COD HEALTHCARE

Connecting employees, families and friends



FEATURED STORY

In the Know

Adapting to the next normal


Mike Lauf, president and CEO of Cape Cod Healthcare, is focused on the 3Es – Excellence, Efficiency and Expectations – to...

Share

Want to receive The Pulse in your personal email? Subscribe here.

Subscribe


Submit a Story Idea



Patients First

Introducing Cape Cod Healthcare Women's Health – comprehensive care, close to home

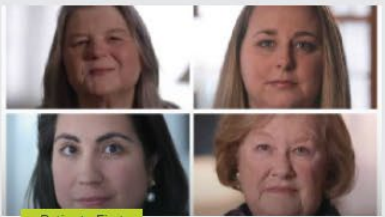
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In the Know

Save the date! Cape Cod Healthcare Virtual Town Hall: An EPIC Change is Coming

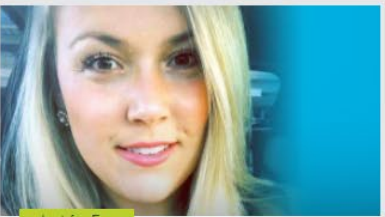
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Patients First

Watch: CCHC Women's Health commercials

Share



Just for Fun

10 Questions with Sarah York

Share

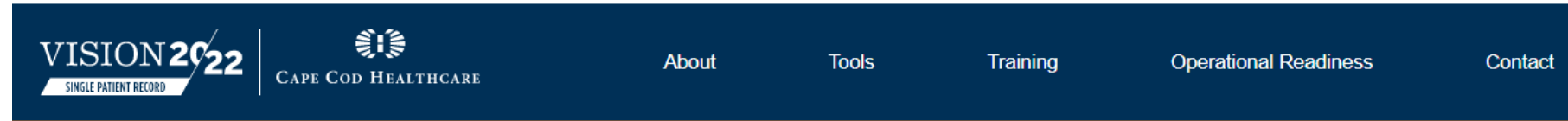
The Pulse Results

39%

open rate for The Pulse emails



EPIC microsite



Home

Home

About

Tools

Training

Operational Readiness

Contact

Go Live

Vision 2022 - Single Patient Record

In November 2020, Cape Cod Healthcare (CCHC) including Cape Cod Hospital, Falmouth Hospital, Medical Affiliates of Cape Cod (MACC) physician practices and CCHC outpatient clinics will go-live on the Epic electronic health record (EHR) for both clinical and revenue cycle applications. The new integrated system will replace over 20 disparate clinical and billing systems, resulting in a single, shared patient record for all patients across CCHC. The implementation of Epic is a core component of Vision 2022, an initiative focused on enhancing our technical and physical infrastructure to support the highest quality of care for patients across Cape Cod and beyond.

Cape Cod Healthcare Virtual Town Hall: An EPIC Change is Coming

Have questions about how Epic will improve patient care, change the way you work or what to expect for go-live? Watch the Cape Cod Healthcare Virtual Town Hall below to learn more.



Have questions – or can't find what you are looking for? [Contact us!](#)



What's next?

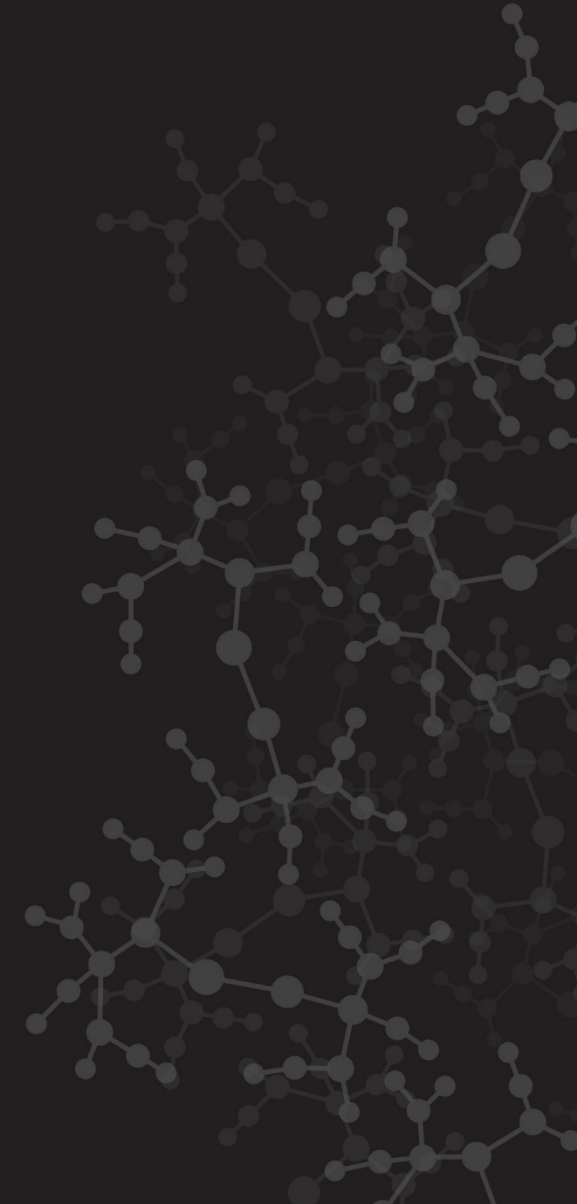


Future state

- CTAs – always back to the site
- Conversion funnel
- CRM and Epic integration possibilities

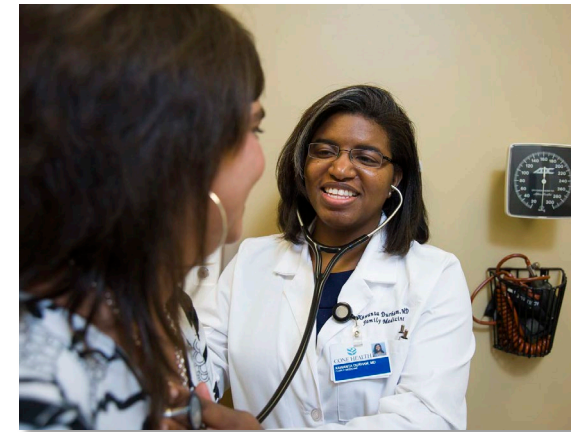


Cone Health (Greensboro, NC)
Website of the Year winner – 2019





About Cone Health





What made us award-winning?

Strategic priorities

We are right here with you.

Our Commitments



[Your Well-Being ▾](#)[Care & Treatment ▾](#)[Find A Doctor ▾](#)[Find a Location ▾](#)[Patient & Family Resources ▾](#)

Committed to Safety: As we resume services, we are taking [all necessary precautions](#) to keep you safe while we care for you. Limited visitation is now in place. Review all our [visitor policies and precautions](#). Get more information on [COVID-19](#).

We're w/you

[Make An Appointment](#)[Wellness](#)[Primary Care](#)[MyChart eVisit](#)[Connected Care](#)[Urgent Care](#)[Specialty Care](#)[Emergency Care](#)

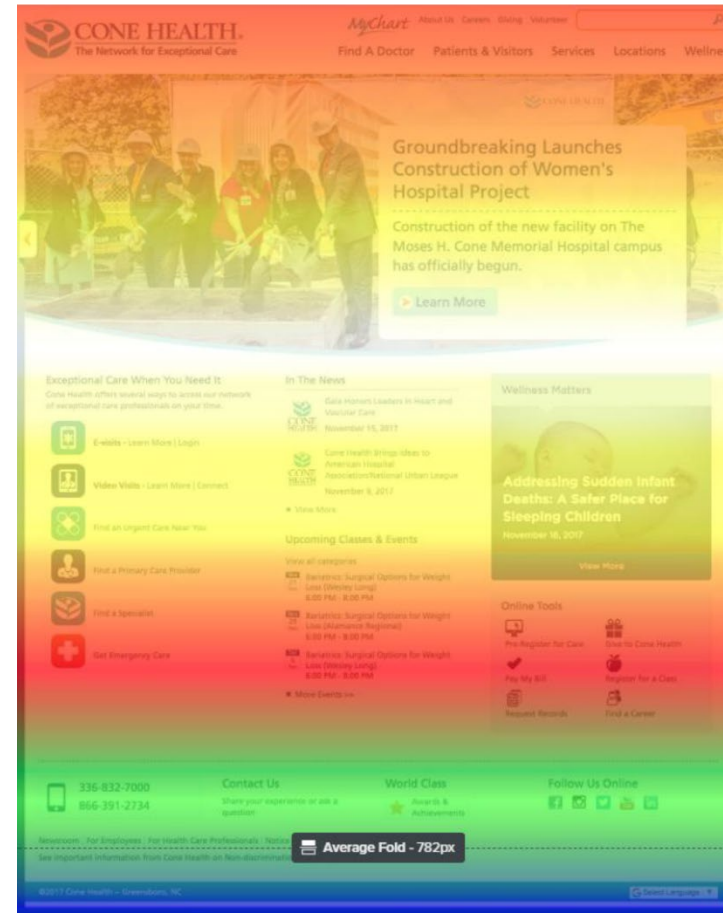
I want to

[Schedule online](#)[Pay a bill](#)[Get medical records](#)[Find a job](#)[Make a donation](#)[Volunteer](#)[How can we help you?](#)

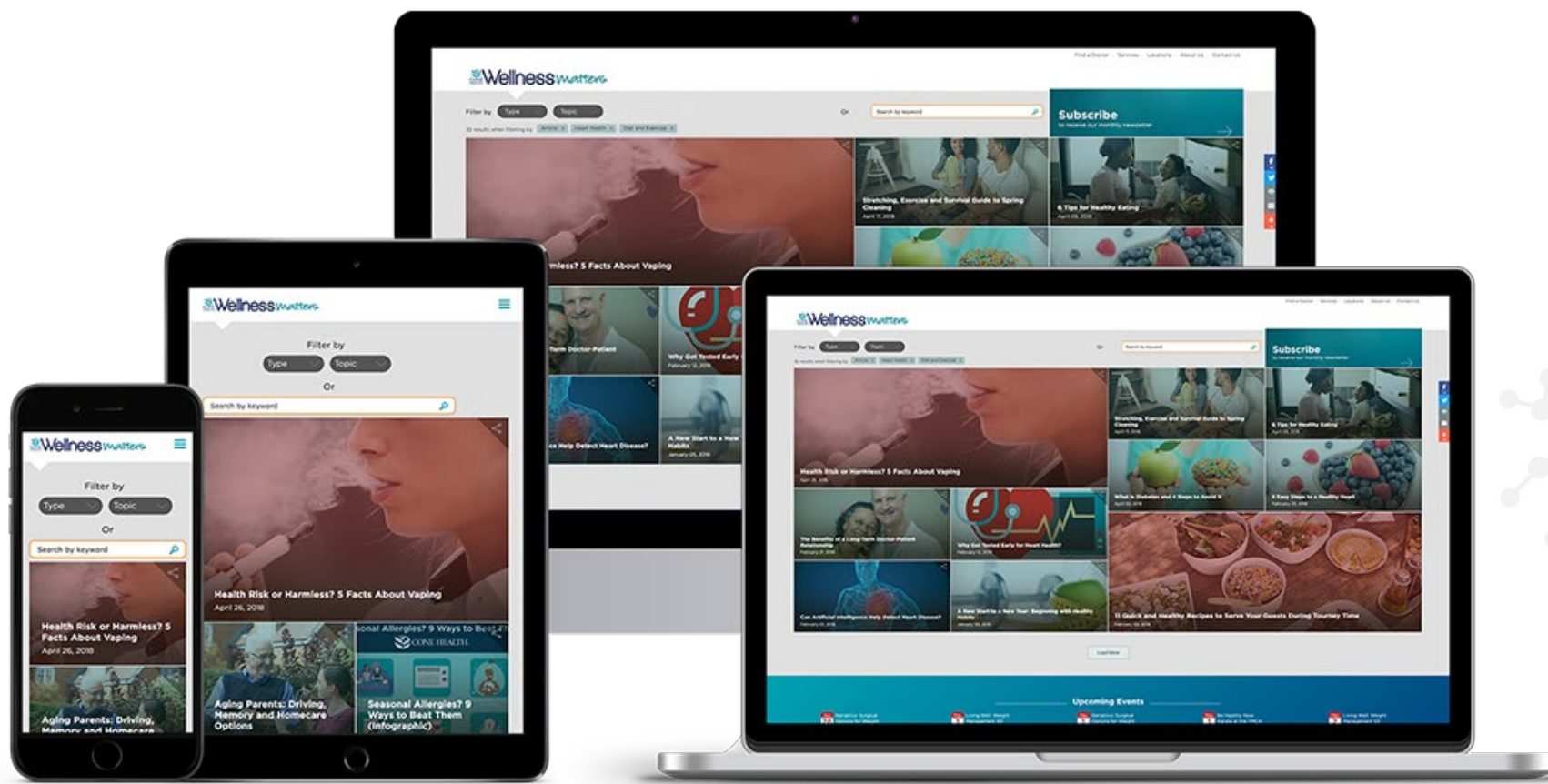


Planning and research

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



Wellness Matters





How did this foundation help
during the pandemic?



**We're committed
to safety.**

Don't delay your care.



w/strettttch

We're with a future of more well and less sick. With the belief that how you treat yourself is as important as how you're treated. From daily exercise to advanced care, we're right here for over 1 million neighbors.

COVID-19
(coronavirus)
For the latest updates, visit
conehealth.com/coronavirus



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Content hub foundation was set – leveraged



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What's next?

Making Connections





Future state

- Build on the momentum
- Engage our employees
- Focus on consumerism
- Go beyond the health record
- Be right here with those we serve