

Top Digital Marketing Trends for 2016

DAVID STURTZ | PRODUCT STRATEGY DIRECTOR
BEN DILLON | CHIEF STRATEGY OFFICER

GEONETRIC®

Today's Presenters



David Sturtz | Product Strategy Director



Ben Dillon | Chief Strategy Officer

Special thanks to all our contributors



Agenda

- Consumerism
- Transparency
- Ubiquitous Search
- Email Automation
- Content Marketing
- Disruptive Innovation

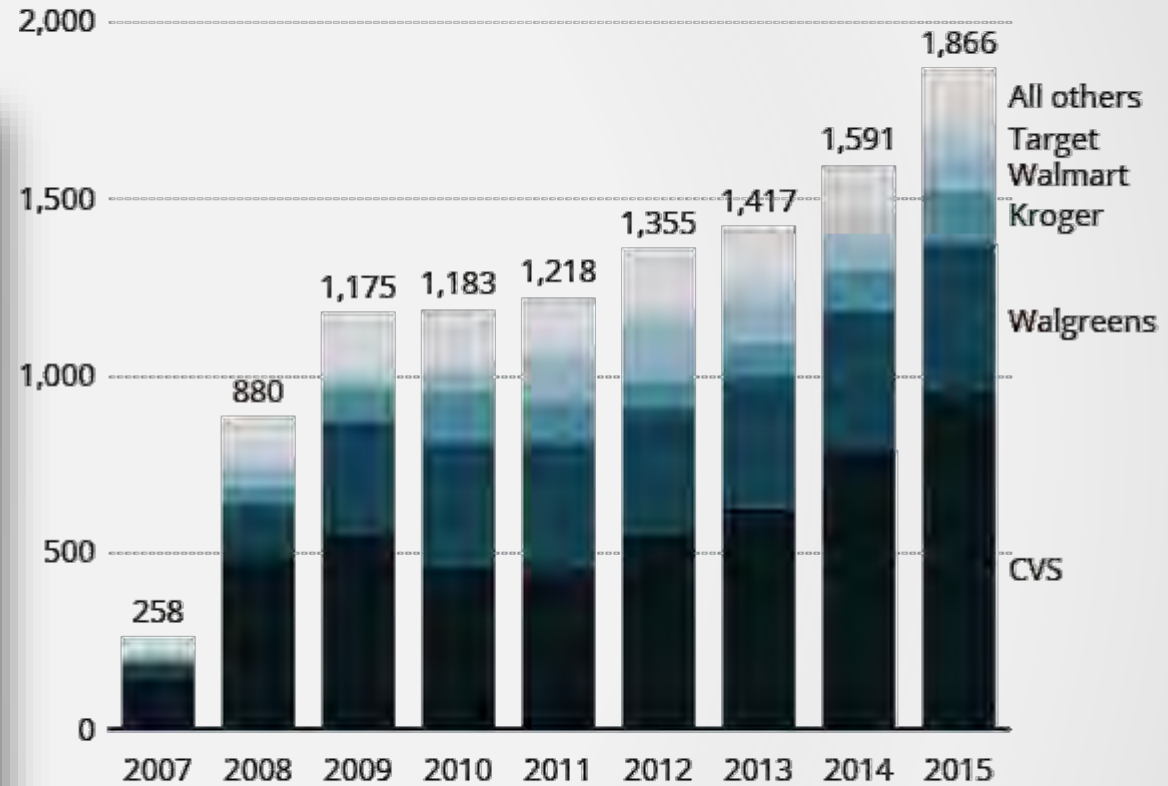
Consumerism

Retail Consumerism

The Drugstore Will See You Now

Major pharmacy chains and big box retailers like Walmart are looking to draw customers by offering health care services. Since 2007, the number of clinics at these stores increased more than sevenfold.

Retail clinics at the start of the year



Pharmacy Channel Trends & Facts 2014



Retail Clinics: Viable and Valuable

Average cost of a minor illness visit



Retail Clinic
\$76



Physician Visit
\$120



Urgent Care
\$121



Emergency Room
\$499

Convenient care is efficient care

Healthcare will continue to move out of hospital and physician offices

More care will be delivered via non-traditional channels at a lower cost for care

Notes: Walmart locations include primary care clinics and basic care clinics operated as joint ventures. Walgreens also operates clinics inside the company's Duane Reade stores. The Little Clinic offers medical care at Kroger brands including Fry's Food Stores, King Soopers and JayC Food Stores.
Source: Merchant Medicine

THE HUFFINGTON POST

Concierge Consumerism

The screenshot shows the NPR Shots website. At the top, there are navigation links for 'news', 'arts & life', 'music', and 'programs'. Below that, the 'shots' logo is displayed with the tagline 'HEALTH NEWS FROM NPR'. A secondary navigation bar includes 'your health', 'treatments & tests', 'health inc.', 'policy-ish', and 'public health'. The main article title is 'Would Paying Your Doctor Cash Up Front Get You Better Care?' under the 'POLICY-ISH' category. It is dated 'Updated January 13, 2016 - 1:16 PM ET' and 'Published January 13, 2016 - 9:53 AM ET' by 'SHEFALI LUTHRA'. Below the text is a photograph of a doctor in a white coat sitting at a desk, writing on a document, with a patient's hands clasped in front of them. A 'SHARE' button is visible in the bottom left corner.

Kaiser Health News

Fueled by Health Law, 'Concierge Medicine' Reaches New Markets

Shefali Luthra

January 14, 2016



Print

A growing number of primary care doctors, spurred by the federal health law and frustrations with insurance requirements, are bringing a service that generally has been considered “health care for billionaires” to middle-income, Medicaid and Medicare populations.

It's called direct primary care, modeled after “concierge” practices that have gained prominence in the past two decades. Those feature doctors generally bypassing insurance companies to provide personalized health care while charging a flat fee on a monthly or yearly basis. Patients can shell out anywhere from thousands to tens of thousands of dollars annually, getting care with an air of exclusivity.

More physicians offering concierge-style primary care: 5 insights **Featured**

Written by Megan Wood | Friday, 15 January 2016 00:00

Social sharing [f](#) [t](#) [v](#) [u](#) [i](#) [G+](#) [0](#)

More primary care physicians are offering direct primary care to avoid Affordable Care Act complications and payer issues, according to Kaiser Health News.

Here are five insights:

1. Direct primary care follows suit with concierge medicine practices, offering patients comprehensive primary care, like medications, lab tests and follow-up appointments.
2. Patients pay approximately \$100 monthly directly to their physicians.
3. Physicians hope they can afford more time with patients, resulting in better care, if they aren't burdened by immense payer paperwork.
4. The ACA allows direct primary care, because consumers still need to purchase health insurance for emergency situations.
5. More than 400 group practices offering direct primary care exist. More than 1,300 physicians offer direct primary care.

ectly to the physician for comprehensive
sits in person, over email and by phone.
s of insurance paperwork, can focus on
. In turn, physicians say they can give
es.

Openness to new ways to manage health expenses skews young

Percentage of consumers who would use a service that helped them plan for medical expenses, similar to what retirement advisors offer today

56%

18-34

33%

35-54

9%

55+



yelp Find restaurants

Home About Me Write a Review Find Friends

restaurants Sioux Falls, SD




Browse Category: Restaurants

Hide Filters

Sort By: Best Match, Highest Rated, Most Reviewed

Cities: Sioux Falls

Distance: Bird's-eye View, Driving (5 mi.), Biking (2 mi.), Walking (1 mi.), Within 4 blocks

- 
1. Sanaa's Gourmet Restaurant 401 E 8th Sioux Fall (605) 275
 53 reviews
 \$\$ - Mediterranean, Vegetarian
 I tried some of the Shish Tawook. This is served with tabbouli salad and Also available is vegetarian, vegan and gluten free choices.
- 
2. Phnom Penh Restaurant Asian Cuisine 1010 N M Sioux Fall (605) 332
 66 reviews
 \$ - Cambodian, Chinese
 The service was awesome, and the sticky rice was fantastic. I love chich thing I've had here and it's amazing.
- 
3. Lam's Vietnamese Restaurant 1600 E R Sioux Fall (605) 274
 38 reviews
 \$\$ - Vietnamese
 Get a spring roll and/or bun bao for an appetizer, you will not be disappointed. Pho and the seasonal bowls are great and the food is fresh. Best noodle bowl I've had for awhile.

Expert Service. Unbeatable Price. Weekly Ad Credit Cards Gift Cards Gift Ideas Registry Order Status Store Locator

BEST BUY PRODUCTS SERVICES DEALS monitors X

Sign In Create Account

TOP DEALS FOR THE BIG GAME Save on select HDTVs, laptops, tablets and more. Shop now

Best Buy All Categories

"monitors"

SHOP CATEGORY

- Monitor & Screen Accessories
- Monitors
- All Laptops
- Health, Fitness & Beauty
- Desktop & All-in-One Computers
- Live Sound Speakers
- Ranges
- Security Cameras & Video Surveillance Systems
- See More

CURRENT OFFERS

- On Sale (2,125)
- Free Shipping Eligible (6,137)
- Package Deals (2)
- Clearance (104)

BRAND

Search brands

- HP (327)
- Asus (212)
- Dell (211)
- Acer (206)
- Samsung (199)
- Monoprice (187)
- Garmin (179)
- GE (177)
- See More

PRICE

min. to max.

TOP DEALS Top Monitor Deals of the Week
Find great prices on featured monitors. Plus free shipping. Shop this week's top monitor deals.

7,343 items Sort by: Best Match Store availability

AOC - 21.5" IPS LED HD Monitor - Black
 Model: i2269VWV | SKU: 8163044
 5 ms response time; 50,000,000:1 dynamic contrast ratio; 250 cd/m² brightness; up to 1920 x 1080 resolution; 178° horizontal and vertical viewing angles; DVI-D with HDCP input; VGA input
 ★★★★★ 4.6 (773 Reviews)
 Check Shipping & Availability

\$99.99 ON SALE
 SAVE \$60 (Reg. \$149.99)
 Add to Cart
 Free Shipping
 Open-Box from: \$90.99

AOC - 23.6" LED HD Monitor - Black
 Model: E24255VD | SKU: 2590052
 5 ms response time; 20,000,000:1 contrast ratio; 250 cd/m² brightness; 1920 x 1080 maximum resolution; 170° horizontal and 160° vertical viewing angles; VGA and DVI with HDCP inputs
 ★★★★★ 4.7 (46 Reviews)
 Check Shipping & Availability

\$99.99 ON SALE
 SAVE \$100 (Reg. \$199.99)
 Add to Cart
 Free Shipping

LG - 24" IPS HD Monitor - Black
 Model: 24MP57HQ | SKU: 3566052
 5 ms response time; 5,000,000:1 contrast ratio; 250 cd/m² brightness; 1920 x 1080 resolution; 178° horizontal and vertical viewing angles; HDMI and VGA interfaces
 ★★★★★ 4.6 (132 Reviews)
 Check Shipping & Availability

\$179.99 ON SALE
 SAVE \$40 (Reg. \$219.99)
 Add to Cart
 Free Shipping
 Open-Box from: \$157.99

Science Fiction & Fa... science fiction

New Year, New You Sponsored by Intuit

Hello, Dena Your Account Your Prime Your Lists Cart

Best Sellers The New York Times® Best Sellers Children's Books Textbooks Textbook Rentals Sell Us Your Books

Fiction & Fantasy : Hugo & Nebula Awards : "science fiction" Sort by Relevance

Read It Before You See It" "The 5th Wave"
 Cassie must choose: between trust and despair, defiance and surrender, life and death. To give up or to get up. See more

Related Searches: fantasy books, science fiction 2015, science fiction best sellers.

Format: Paperback | Hardcover

Hyperion (Hyperion Cantos) Feb 1, 1990
 by Dan Simmons
 Mass Market Paperback
\$4.83 ~~\$7.99~~ Prime
 Get it by **Tuesday, Jan 19**
 More Buying Choices
\$0.70 used & new (134 offers)

Kindle Edition
\$7.99
 Whispersync for Voice-ready

Other Formats: Audible Audio Edition, MP3 CD, Paperback, Hardcover

★★★★★ 1,633
 Excerpt
 Front Matter : ... An essential part of any science fiction collection this one is sure ... See a random page in this book.

The Gods Themselves Sep 4, 1990
 by Isaac Asimov
 Mass Market Paperback
\$7.99 Prime
 Get it by **Tuesday, Jan 19**
 More Buying Choices
\$0.01 used & new (98 offers)

Kindle Edition
\$7.99
 Whispersync for Voice-ready

Other Formats: Audible Audio Edition, Paperback, Hardcover

★★★★★ 242
 Excerpt
 Front Cover : ... PHENOMENAL GRAND MASTER or SCIENCE FICTION 1; ••011 HIS HUGO ... See a random page in this book.

Physician Ratings Matter

60%

Look at ratings

35%

Select due to ratings

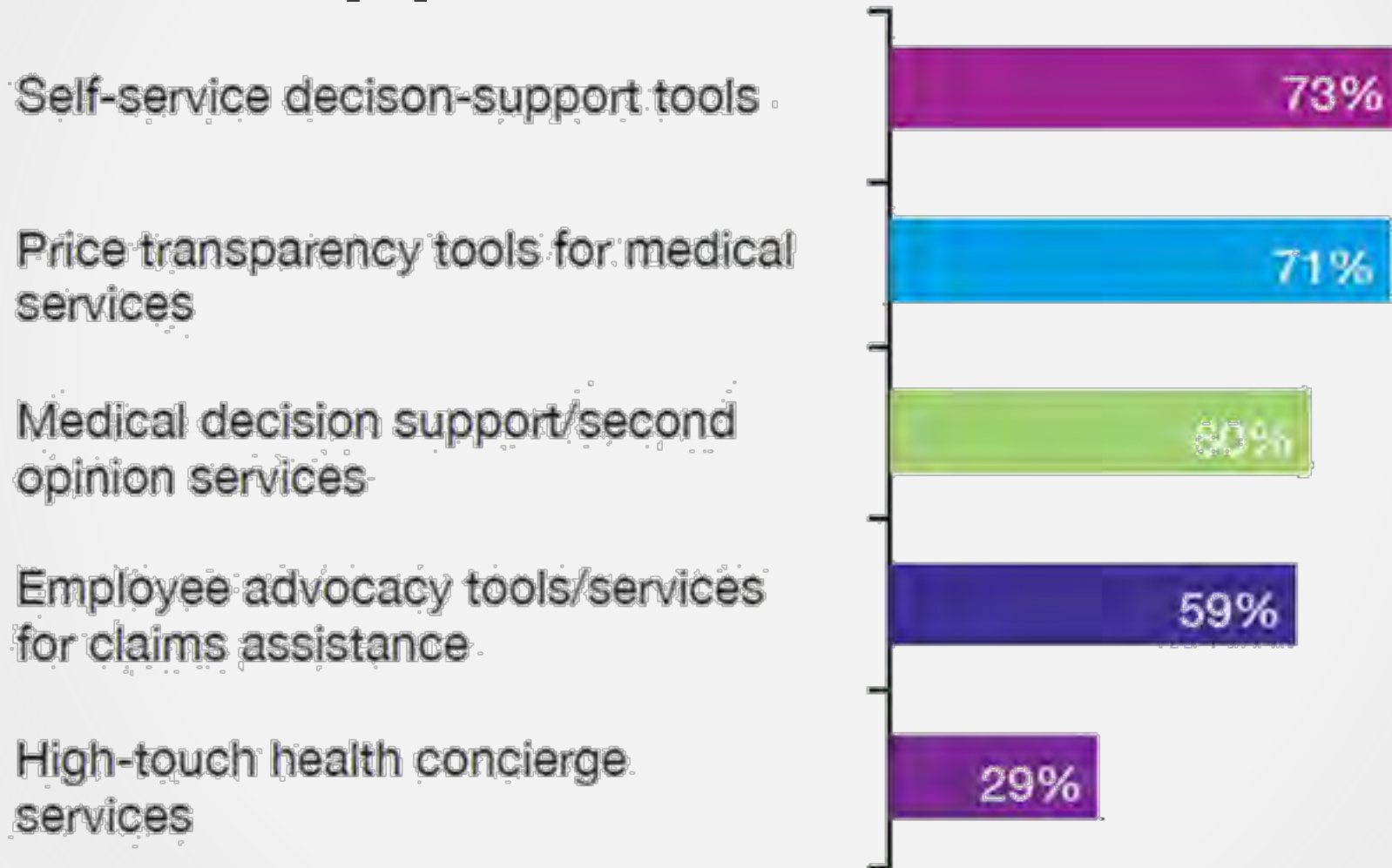
37%

Avoid due to ratings



February 2014 JAMA Study Public Awareness, Perception and Use of Online Physician Rating Sites

Tools To Support Health Consumerism



Transparency

Quality Data

LAWRENCE MEMORIAL HOSPITAL

Find a Provider Find a Location

[Home](#) > [Patients & Visitors](#) > [Quality Matters](#) > [Quality Reports](#)

Quality Reports

- Blood Clot
- Emergency Department
- Heart Attack
- Heart Failure**
- Patient Satisfaction
- Pneumonia
- Pregnancy and Delivery
- Preventive
- Stroke
- Surgical Care Improvement Process (SCIP)

LAWRENCE MEMORIAL HOSPITAL

About News Events Quality Endowment LMH WellCare
(785) 505-5000 Search Site

Find a Provider Find a Location Care & Treatment Patients & Visitors Wellness Resources Career Opportunities

When it comes to matters of the heart, your health matters most.

[Home](#) > [Care & Treatment](#) > [Cardiology](#)

Care & Treatment

Cardiology

- LMH Heart Center
- Cardiovascular Specialists of Lawrence
- Women's Heart Health
- Contact Information
- For Referring Physicians

Heart and Vascular Care

Cardiac Expertise and Technology

Heart disease is the leading cause of death for men and women in America. From [heart disease prevention](#) and risk assessments to life-saving procedures and cardiac rehabilitation, LMH is dedicated to helping you and your loved ones prevent and fight heart disease.

Heart Risk Assessments

Do you know your risk factors for heart disease? LMH Heart Center offers heart risk assessments for men and women. Our [Take Heart: Women's Cardiac Care – heart risk assessments](#) is tailored specifically for women by our two female cardiologists at LMH.

Interventional Cardiology

See Our Data

- Heart Attack Care ▶
- Heart Failure Care ▶

Hear Patient Stories

Joyce Collins
YOU HEAR

[See More Patient Stories >>](#)

Source: Hospital Compare, January 2014 through December 2014

[FIND A DOCTOR](#)[Home](#) / [Find A Doctor](#) / Provider[RETURN TO RESULTS](#)

Patient Rating



4.8 / 5

(Based on 179 Reviews)

[Read Patient Comments](#)

Patient Reviews [Learn more about these ratings](#)

August 18, 2015

Dr. Berry is a good listener and responds to questions/statements appropriately and in a helpful manner. I feel confident in his care.

September 02, 2015

Dr. Berry is a very knowledgeable, caring physician. He listens and offers sound advice. He is a 5 star doctor.

September 25, 2015

*Dr. Berry is MY doctor, I won't share.

September 30, 2015

Inability to get a written prescription from physician for an over the counter medication he prescribed. The result is that this over the counter medication can't be claimed and paid through the medical flexible spending account. This over the counter medication cost will need to be paid at my own expense. Physician/medical staff should understand the need to get the prescription for prescribed over the counter medications to be covered by medical flexible spending accounts.

rs | [Select Language](#) ▼osite Search [ABOUT WHEATON](#)

23

rm relationships I am able
with the most up-to-date
ing so, I hope to earn the

[Jukee](#) ▼[D. Find Phone & Address](#)
[and more.](#)

Of those who have ever rated or reviewed physicians on websites:

54%

Positive

29%

Neutral

19%

Negative



February 2014 JAMA Study Public Awareness, Perception and Use of Online Physician Rating Sites



Share your prices

Blog



Our



stress test



[BROWSE THE A-Z LIST](#)

Cas

Care Bundle

Back Pain - Physical T

This care bundle includes 1 visit with a primary care

[read more](#)

0

Like

Tweet

0

G+

1

COST OVERVIEW

Cost Overview

CARE DETAIL

WHAT TO EXPECT

QUESTIONS TO ASK YOUR PROVIDER

HOW TO PREPARE

RELATED LINKS

PRINT

Estimated costs are based on collected nationally in the Health Cost Institute (HCCI) database.

Accuracy of your estimated cost area depends on a number of factors including the amount of data available in your area.

In addition, your actual costs may vary based on your health status, your insurance plan you have, and other factors. Cost data may not be available in all areas.

[Learn more](#)

Healthcare Bluebook

Español

[Why Transparency?](#)

[Solutions](#)

[About Us](#)



NEVER OVERPAY FOR HEALTHCARE AGAIN

Join the Fair Price Revolution


CONSUMERS

EMPLOYERS

[TRY OUR FREE FAIR PRICE SEARCH](#)

[EXPLORE OUR PREMIUM SOLUTION](#)

My Cost Out-of-Pocket Price Estimator

[Need help at any time?](#) 

Final - Review Your Estimate

Procedure: Sleep Study
Insurance: All other insurance
Deductible: 1,500
Co-Payment: 0
Co-Insurance: 20%
Out-of-Pocket Maximum: 10,000

Approximate Charge: \$3,324.00 (total charge)

Estimate of how much you will owe: \$1,864.80

Please note: This estimate is based on the insurance you selected and your responses to the questions. Please note that this is not a guarantee of coverage and not a contract for the actual amount you will be required to pay. You will be held responsible for the actual amount you owe determined after services are rendered. **If you have insurance coverage, your insurance policy coverage (including deductibles, network coverage, co-pay, co-insurance and out-of-pocket maximums) will help determine the amount you owe.** For example, if you have met all or part of your deductible or maximum out-of-pocket expenses, the actual amount you owe may be different. In addition, many health plans have arrangements with us for discounted charges, which could mean that the amount you have to pay may be less than this estimate.

Price

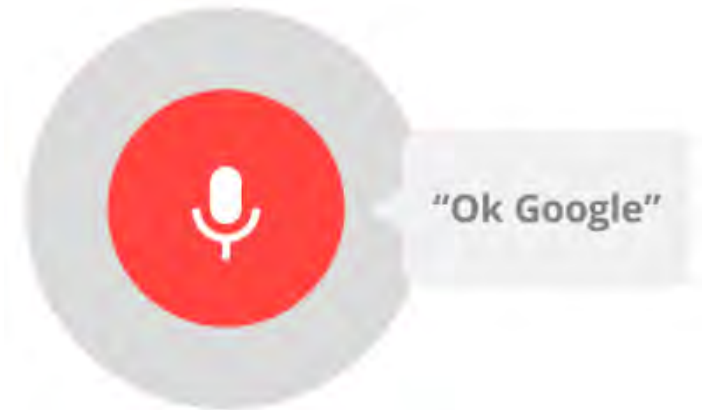
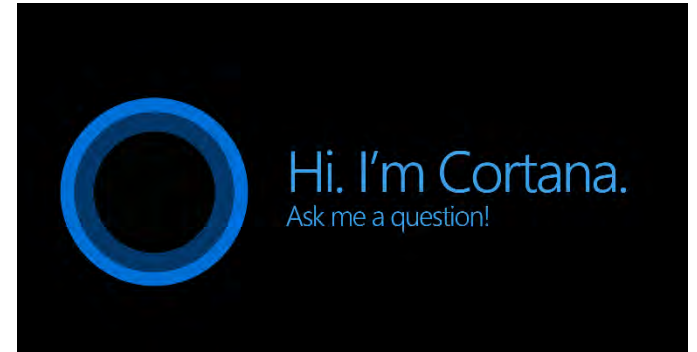
Transparency

Experience

Quality

Ubiquitous Search

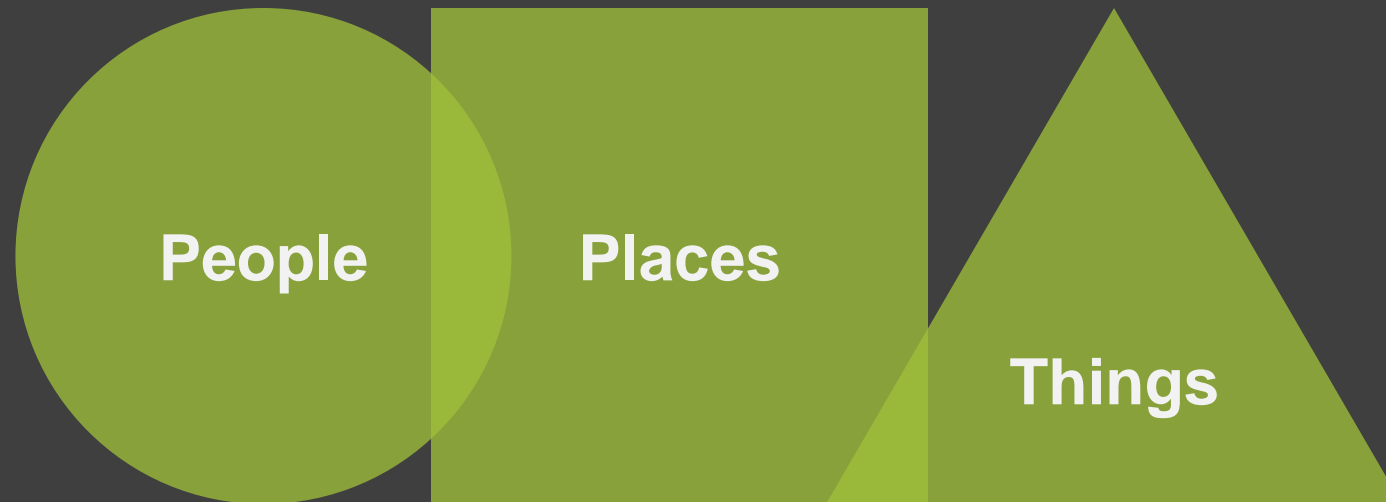
Search is now part of the OS.



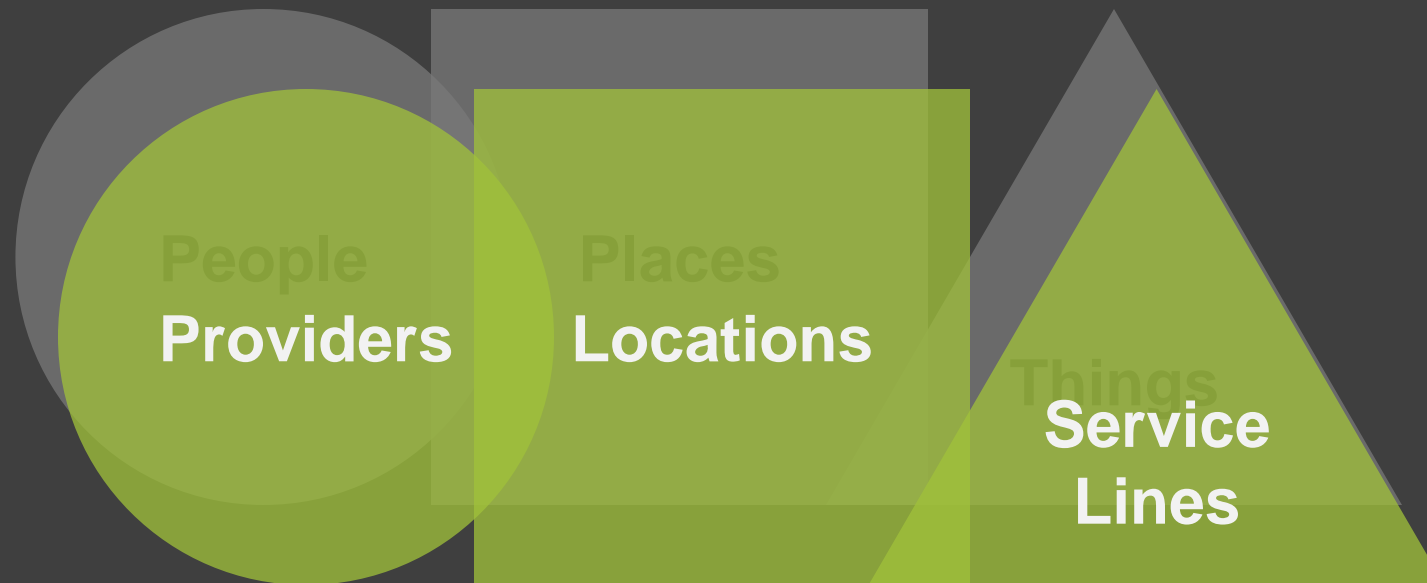
SEO is no longer ^{just} about page rank.

~~SEO is no longer about page rank.~~
SEO makes your information findable.

1. Think about entities.



1. Think about entities.



Example: schema.org/Physician



```
<script type="application/ld+json">
{
  "@context": "http://schema.org",
  "@type": "Physician",
  "name": "James Davis, DO",
  "medicalSpecialty": [
    {
      "@type": "MedicalSpecialty",
      "name": "Osteopathic Medicine"
    },
    {
      "@type": "MedicalSpecialty",
      "name": "Family Medicine"
    }
  ],
  "sameAs": "https://npiregistry.cms.hhs.gov/registry/provider-view/1497713515",
  "image": "http://www.mywheaton.org/app/files/public/img-doctors-Davis_James_web.jpg",
  "location": [
    {
      "@type": "PostalAddress",
      "addressLocality": "Sussex",
      "addressRegion": "WI"
```

Structured Data

Google Developers | Structured Data Testing Tool

Products > Search > Structured Data > Structured Data Testing Tool

Structured Data Testing Tool

http://www.mywheaton.org/find-a-doctor/pr [FETCH & VALIDATE] [CANCEL] [Shortlink]

```
1 <!DOCTYPE html PUBLIC "-//W3C//DTD XHTML 1.0 Transitional//EN"
2 "http://www.w3.org/TR/xhtml1/DTD/xhtml1-transitional.dtd">
3 <html xmlns="http://www.w3.org/1999/xhtml" lang="en">
4 <!-- Copyright (c)1998 - 2016 Geonetric, Inc. and Wheaton Franciscan
5 Healthcare. -->
6 <!-- All rights reserved. http://www.geonetric.com/
7 -->
8 <!-- =====
9 ===== -->
10 <!-- =====
11 ===== -->
12 <head id="VsMasterPage_HtmlHeader">
13 <meta http-equiv="Content-Type" content="text/html; charset=utf-8"
14 />
15 <!-- meta content-type added by WebControls.PageAdapter in
16 ~/App_Browsers -->
17 <script type="text/javascript">
18 //
19 window['VitalSite'] = {
20 "page": {
21 "Referrer": null,
22 "Method": "GET",
23 "IsPostBack": false,
24 "StatusCode": 200,
25 "Status": "200 OK"
26 },
27 "provider": {
28 "ProviderId": 120,
29 "Npi": 1225132210
30 },
31 "locations": [
32 {</pre><p>Results - Filter by use case</p><p>Physician (2) All good</p><table border="1"><tr><td colspan="2"><b>Physician 1</b></td></tr><tr><td>name:</td><td>Steven Trinkl, MD</td></tr><tr><td>sameAs:</td><td>https://npiregistry.cms.hhs.gov/registry/provider-view/1225132210</td></tr><tr><td>image:</td><td>http://www.mywheaton.org/app/files/public/img-doctors-Trinkl_Steven_web.jpg</td></tr><tr><td colspan="2"><b>medicalSpecialty [MedicalSpecialty]:</b></td></tr><tr><td>name:</td><td>Hand and Wrist Surgery</td></tr><tr><td colspan="2"><b>medicalSpecialty [MedicalSpecialty]:</b></td></tr><tr><td>name:</td><td>Orthopedic Surgery</td></tr><tr><td colspan="2"><b>medicalSpecialty [MedicalSpecialty]:</b></td></tr><tr><td>name:</td><td>Orthopedics</td></tr><tr><td colspan="2"><b>location [PostalAddress]:</b></td></tr><tr><td>addressLocality:</td><td>Franklin</td></tr><tr><td>addressRegion:</td><td>WI</td></tr><tr><td>postalCode:</td><td>53132</td></tr><tr><td>streetAddress:</td><td>3111 W. Rawson Avenue, Suite 200/205</td></tr><tr><td>telephone:</td><td>414-384-6700</td></tr><tr><td colspan="2"><b>employee [Person]:</b></td></tr><tr><td>givenName:</td><td>Steven</td></tr><tr><td>familyName:</td><td>Trinkl</td></tr><tr><td>honorificSuffix:</td><td>MD</td></tr><tr><td>gender:</td><td>Male</td></tr><tr><td colspan="2"><b>hospitalAffiliation [Hospital]:</b></td></tr><tr><td>name:</td><td>All Saints</td></tr><tr><td colspan="2"><b>hospitalAffiliation [Hospital]:</b></td></tr></table></div><div data-bbox="625 365 678 393" data-label="Text"><p>NAME</p></div><div data-bbox="625 400 827 445" data-label="Text"><p>Steven Trinkl, MD</p></div><div data-bbox="625 516 708 544" data-label="Text"><p>SPECIALTY</p></div><div data-bbox="625 552 855 600" data-label="Text"><p>Orthopedic Surgery</p></div><div data-bbox="625 672 688 698" data-label="Text"><p>RATING</p></div><div data-bbox="625 706 917 754" data-label="Text"><p>Rating: 4.4/5.0 - 39 votes</p></div><div data-bbox="850 938 989 975" data-label="Page-Footer"><p>GEONETRIC®</p></div>
```

Structured Data Highlighter

Type of information to highlight ▾

- Articles
- Book Reviews
- Events
- Local Businesses
- Movies
- Products
- Restaurants
- Software Applications
- TV Episodes

Heart Care

Trust your heart and blood vessels to the care of our cardiovascular specialists at PIH Health. We offer the same high-quality care you expect from major medical centers—all with a more personal touch when you're close to home, so you don't need to travel far.

Your Partner in Comprehensive Heart & Vascular Care

Our skilled team of medical professionals provides a complete program of heart and vascular services. Whether you're looking for a second opinion or getting care as an outpatient, we work with you to diagnose and treat your conditions related to your heart and blood vessels. You benefit from our doctors and prompt response when you call for an appointment. We make every effort to fit your schedule.

At the PIH Health, you can get all your heart and vascular care in one convenient location. After you meet with one of our heart doctors (cardiologists), you'll take any necessary tests in our office. We give you results right away and, if needed, get you quickly into treatment.

- Clear tag
- Name
- Author
- Date published
- Image
- Article section
- Article body
- URL
- Publisher
- Aggregate rating

CREATE HTML >

Generate markup HTML based on applied tags

My Data Items (1)

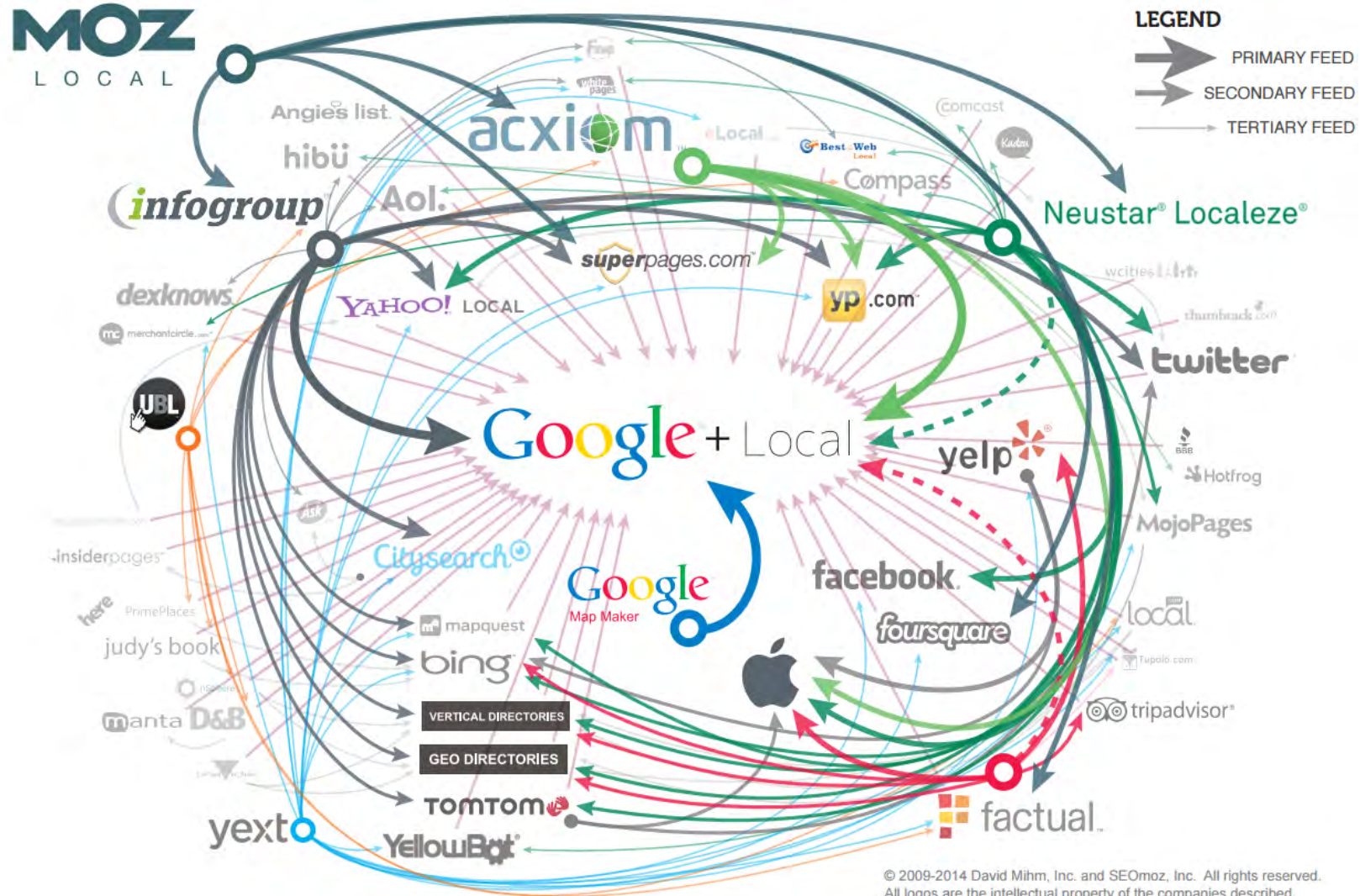
Article ?

Name:	Heart Care
Author:	
Date published:	
Image:	
Article section:	
Article body:	Trust your heart and blood vessels to the cardiovascular specialists at PIH Heal...
URL:	
Publisher:	PIH Health X
Aggregate rating	
Rating value:	
Best rating:	
Worst rating:	
Count:	

Add missing tags

2. Go to the source.

The Local Search Ecosystem (United States)

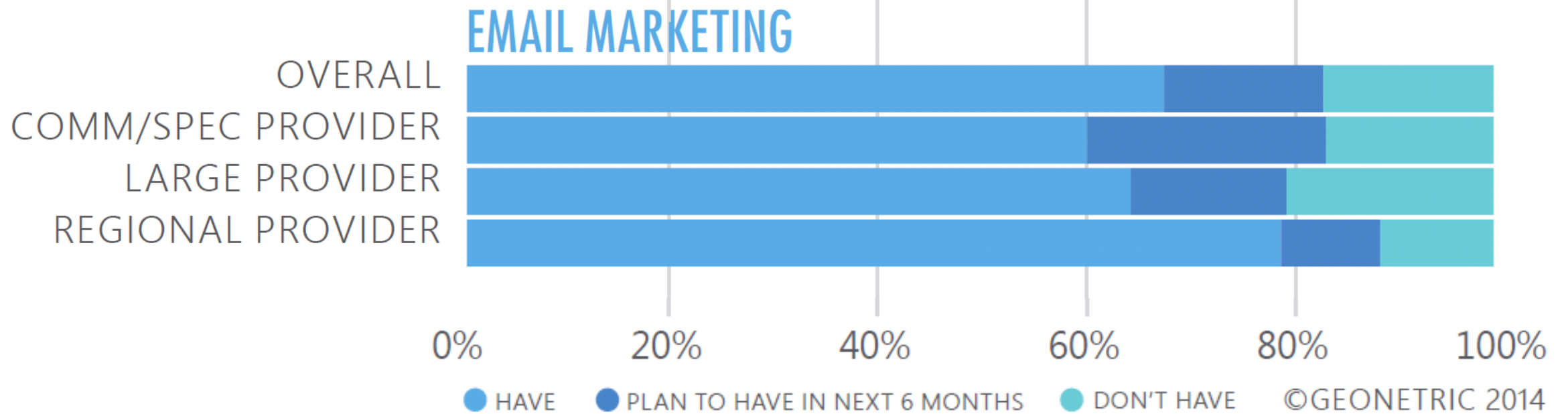


© 2009-2014 David Mihm, Inc. and SEOmaz, Inc. All rights reserved. All logos are the intellectual property of the companies described.

Email Automation

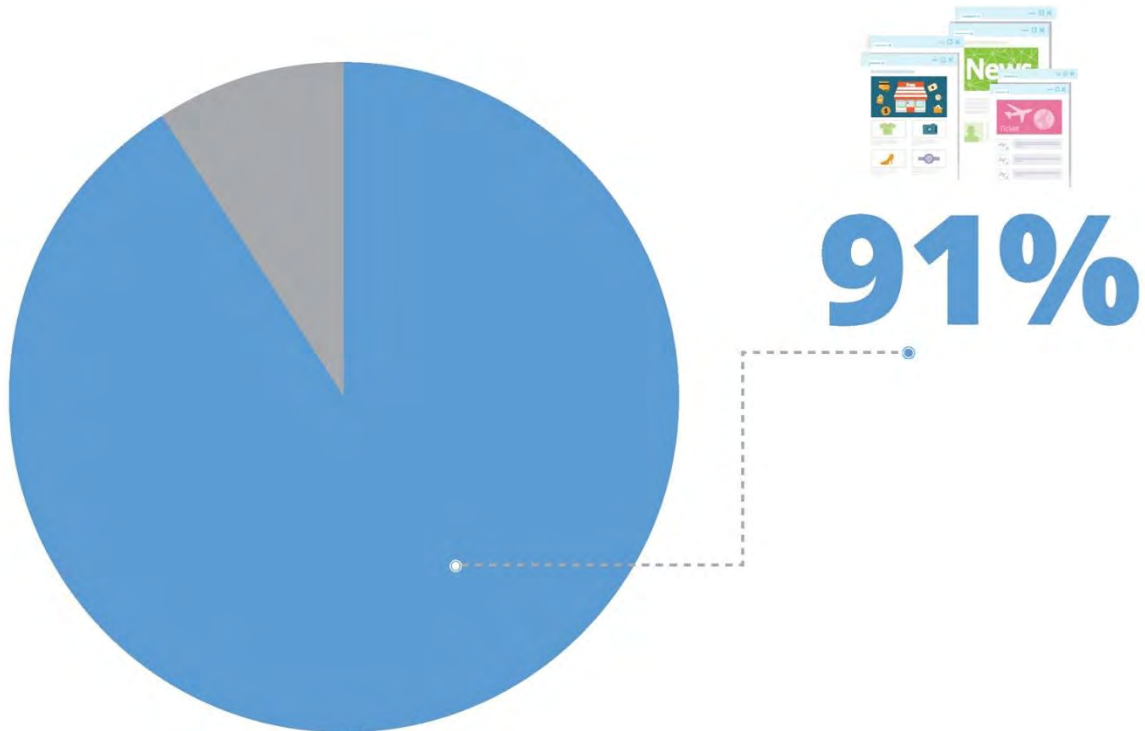
– 2014 –

Email a growth area for healthcare marketers

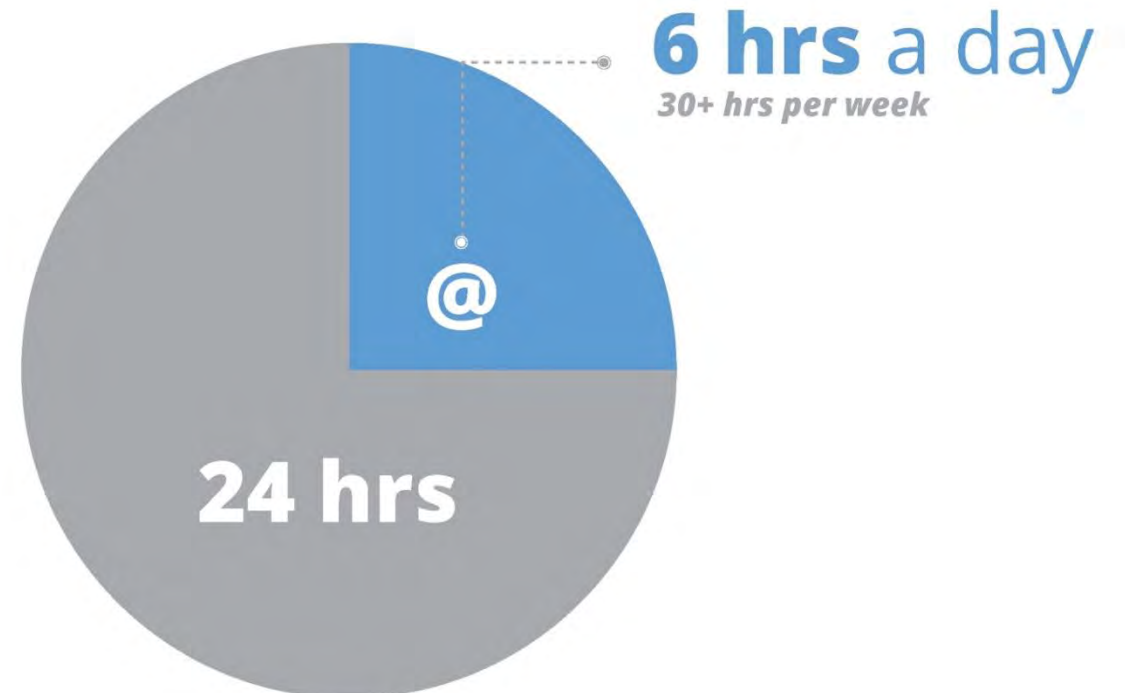


– 2015 –

91% of Consumers Use
Email At Least Daily



We Use Email **6 hrs/day**
(*30+ hrs/week*)



9 of 10 People Check Personal Email At Work And Work Email From Home





**“One size fits all”
fits no one.**

The 3 sweaters you need

↑ ↓ ×

BANANA REPUBLIC

MEN

WOMEN

PETITES

BANANA REPUBLIC GAP OLD NAVY ATHLETA

LIMITED TIME ONLY!
FREE SHIPPING ON ORDERS OVER \$25!*

No code needed.



A classic shirtdress + the coolest print

↑ ↓ ×

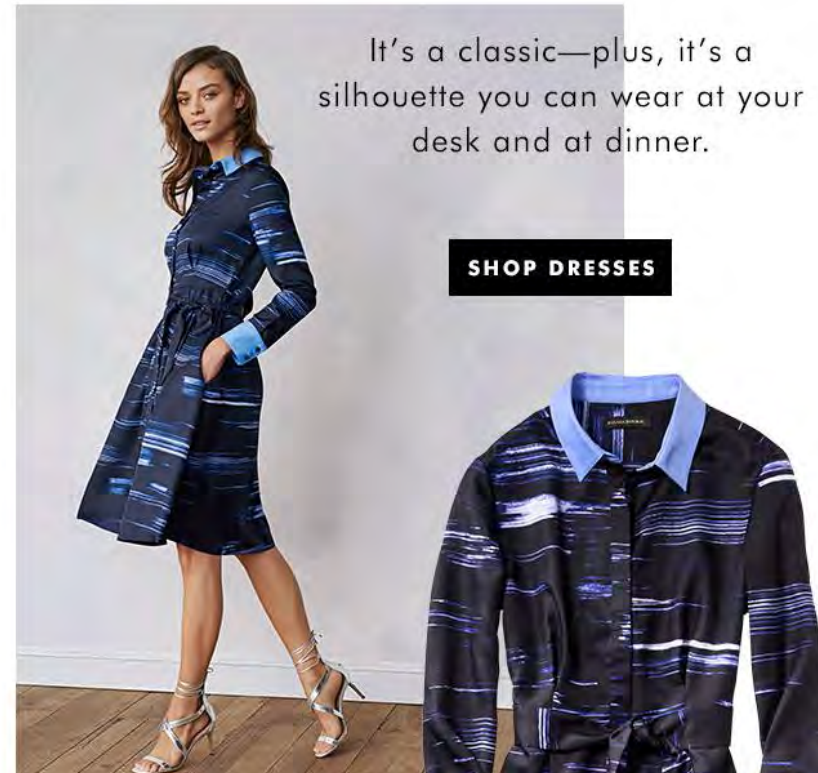
BANANA REPUBLIC

MEN

WOMEN

PETITES

THE SHIRTDRESS



0

+2

+2

+30

Here we go. It's NPR One.

Welcome, Friend.

[listen now](#)

NPR One is unlike anything you've ever experienced from NPR and . Or anywhere. Every day we scour the public radio spectrum to handcraft a stream of stories that will inform, inspire and even surprise you. The latest headlines, cultural journeys, insightful stories from the ends of the world and beyond - just pop in your ear buds, tap the app and away you go.

Important stories. Well told.

Hey, Friend. We hope you're finding NPR One a great connection to the stories you're looking for — and the ones you had no idea would fascinate you. Go ahead. Test it out with the stories below.

all things considered
Elton John Declares Boycott Against Dolce & Gabbana [listen](#)
 NPR • 2 min 11 sec

all things considered
Why Many Smart, Low-Income Students Don't Apply To Elite Schools [listen](#)
 NPR • 7 min 15 sec

morning edition
Doritos Stage Pulled From SXSW But Issues

Discover shows with NPR One.

Friend, there's a whole world of public radio out there, and NPR One is the perfect way to explore it. Search for shows like *Planet Money*, *All Songs Considered*, or the *TED Radio Hour* — the podcast with ten million downloads and counting. Here are a few shows we thought would interest you.

planet money
#611: Community [listen](#)
 NPR • 20 min 13 sec

ask me another
Looking For Answers [listen](#)
 NPR • 59 min 0 sec

wait wait... don't tell me!
BONUS: Paula Poundstone Stumps for Rick

Friend, here are a few stories we thought would interest you.

morning edition
Ruth Bader Ginsburg And Sandra Day O'Connor, 'Sisters In Law' [listen](#)
 NPR • 7 min 4 sec

all things considered
2 Young Ghanaians Recruited By ISIS [listen](#)
 NPR • 3 min 20 sec

morning edition
Hard Evidence: Teachers' Unconscious Biases Contribute To Gender Disparity [listen](#)
 NPR • 4 min 16 sec

morning edition
Sleep More, Sneeze Less: Increased Slumber Helps Prevent Colds [listen](#)

Where to begin?

Don't try to eat this.



Combined Approaches

PPC + Drip Campaigns

Email + Custom Social Audiences

Email + Retargeting

PPC/Social + Email Remarketing

Content Marketing

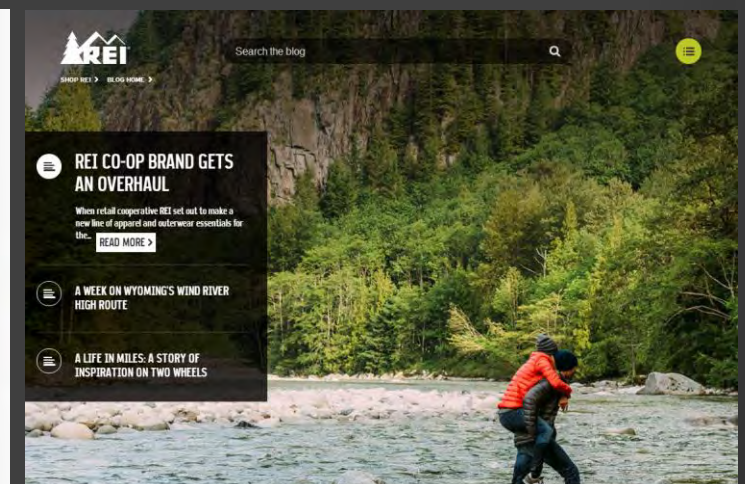
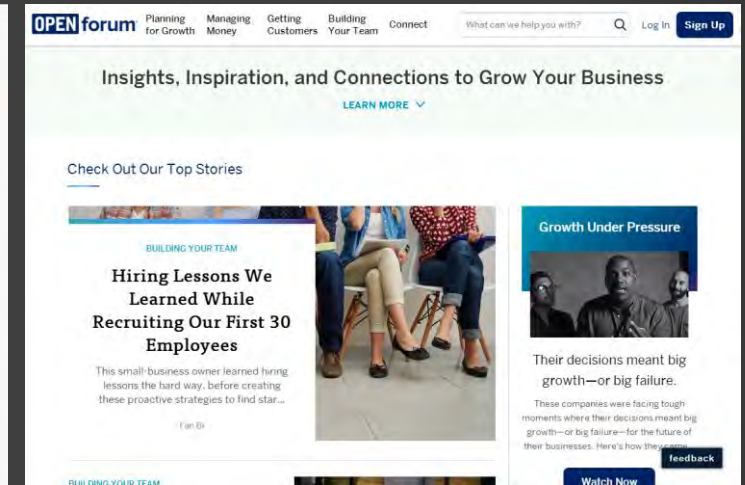
Content Marketing

*Wait, haven't
we been here
before?*

The Branded Content Hub

Companies and brands across industries are using a content hub approach to collect **high-quality content that is useful and interesting** to their target audience.

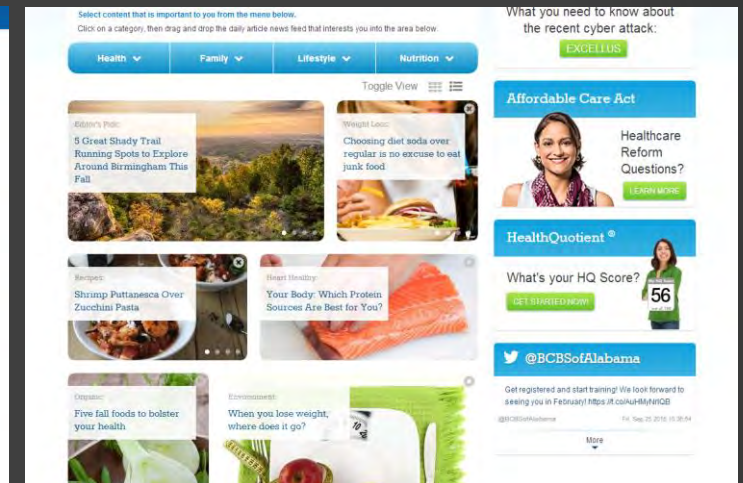
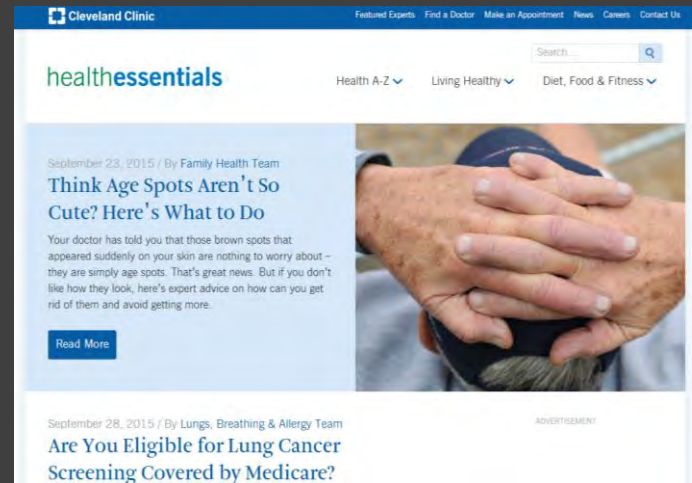
These sites use an **editorial look, feel, and tone** to create an engaging, branded experience.



The Health Content Hub

Healthcare organizations are getting into the game as well, building on their trusted brand to engage consumers and patients with timely, useful content.

These hubs provide a **central point of engagement** that is typically supplemented through email newsletters, social media and paid advertising.



Email

Blog

PR

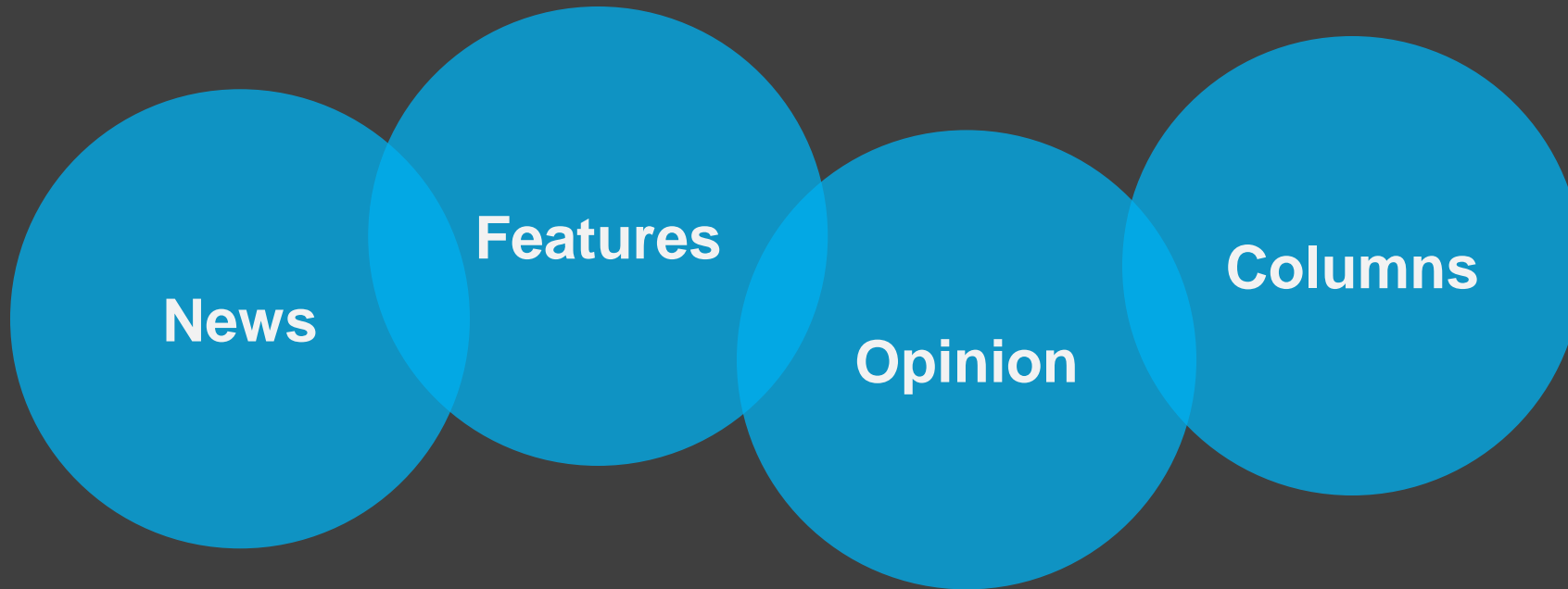
Where do you already create timely,
consumer-focused content?

Magazine

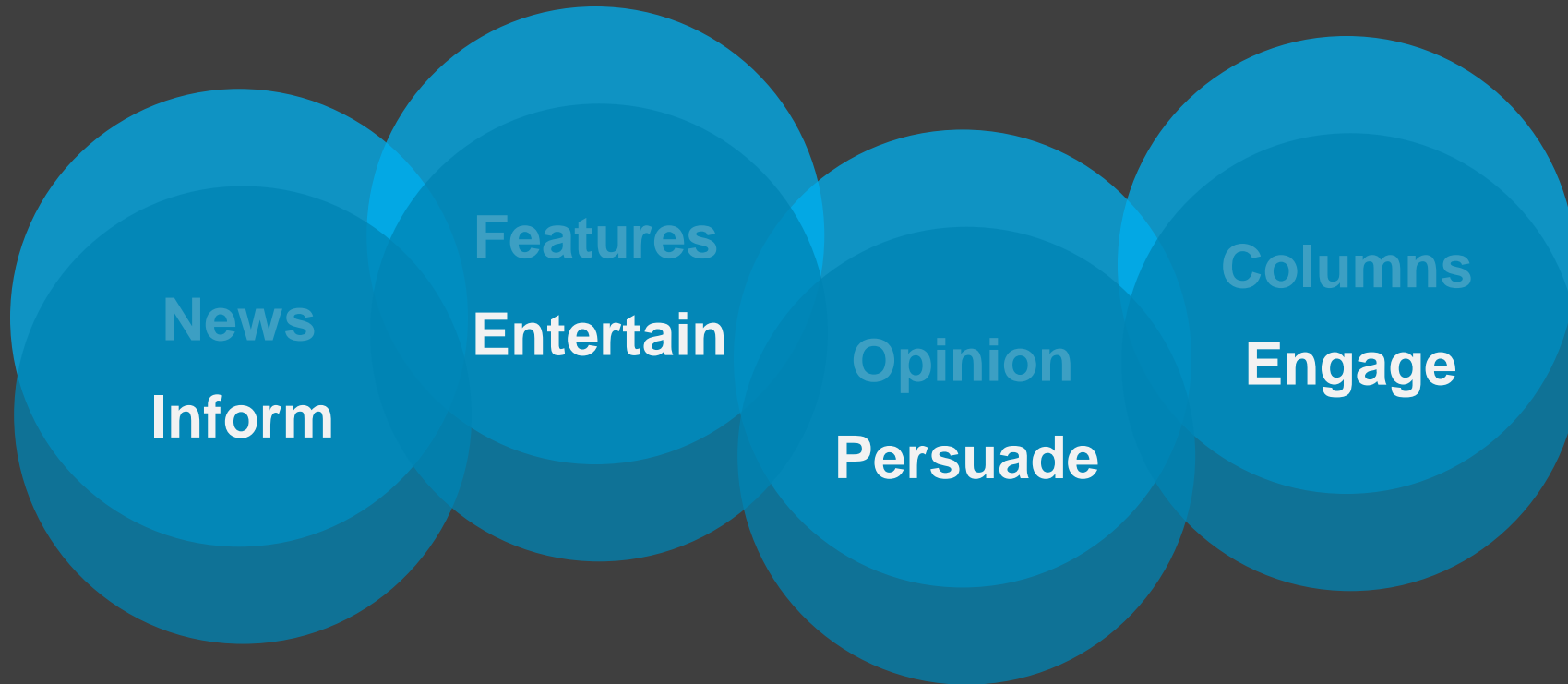
Patient
Stories

Social

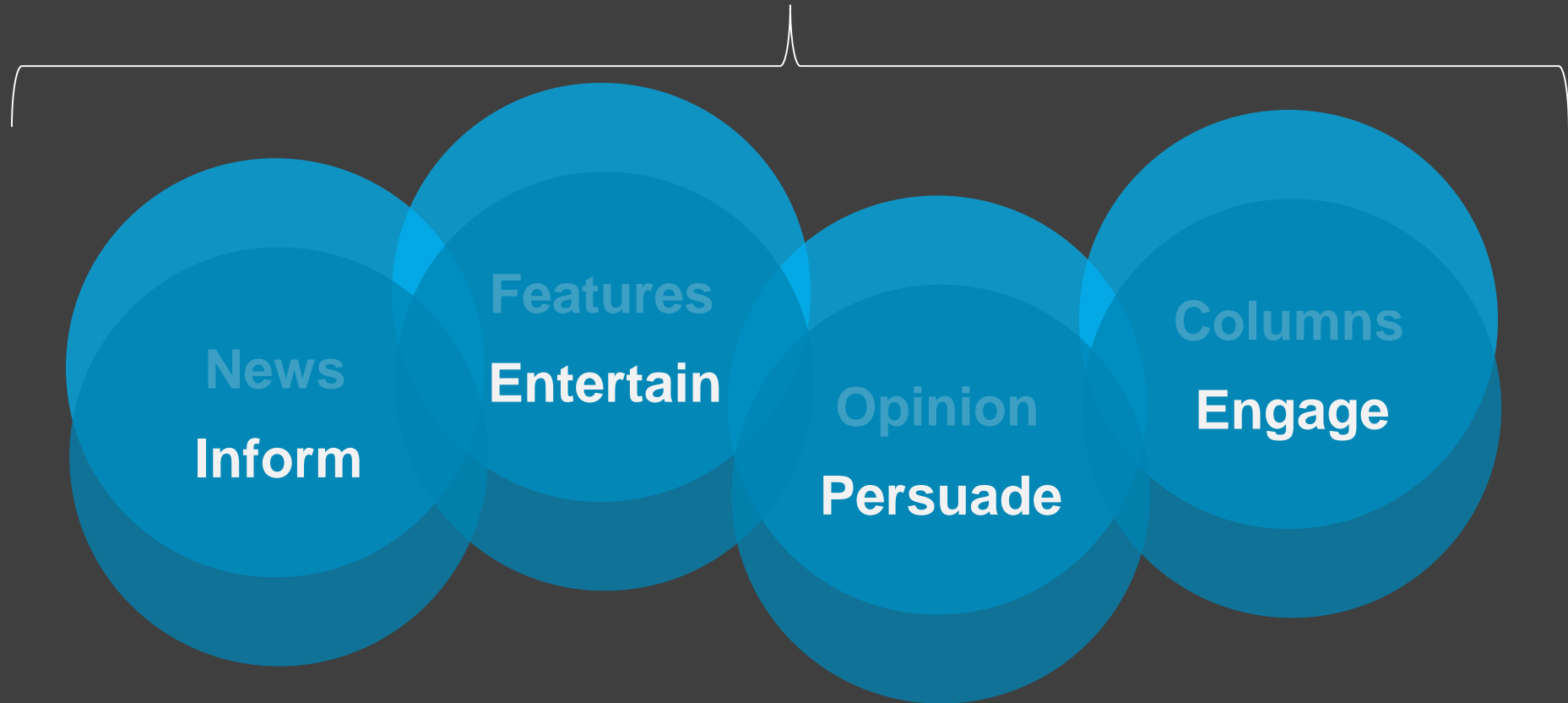
Think like a publication.



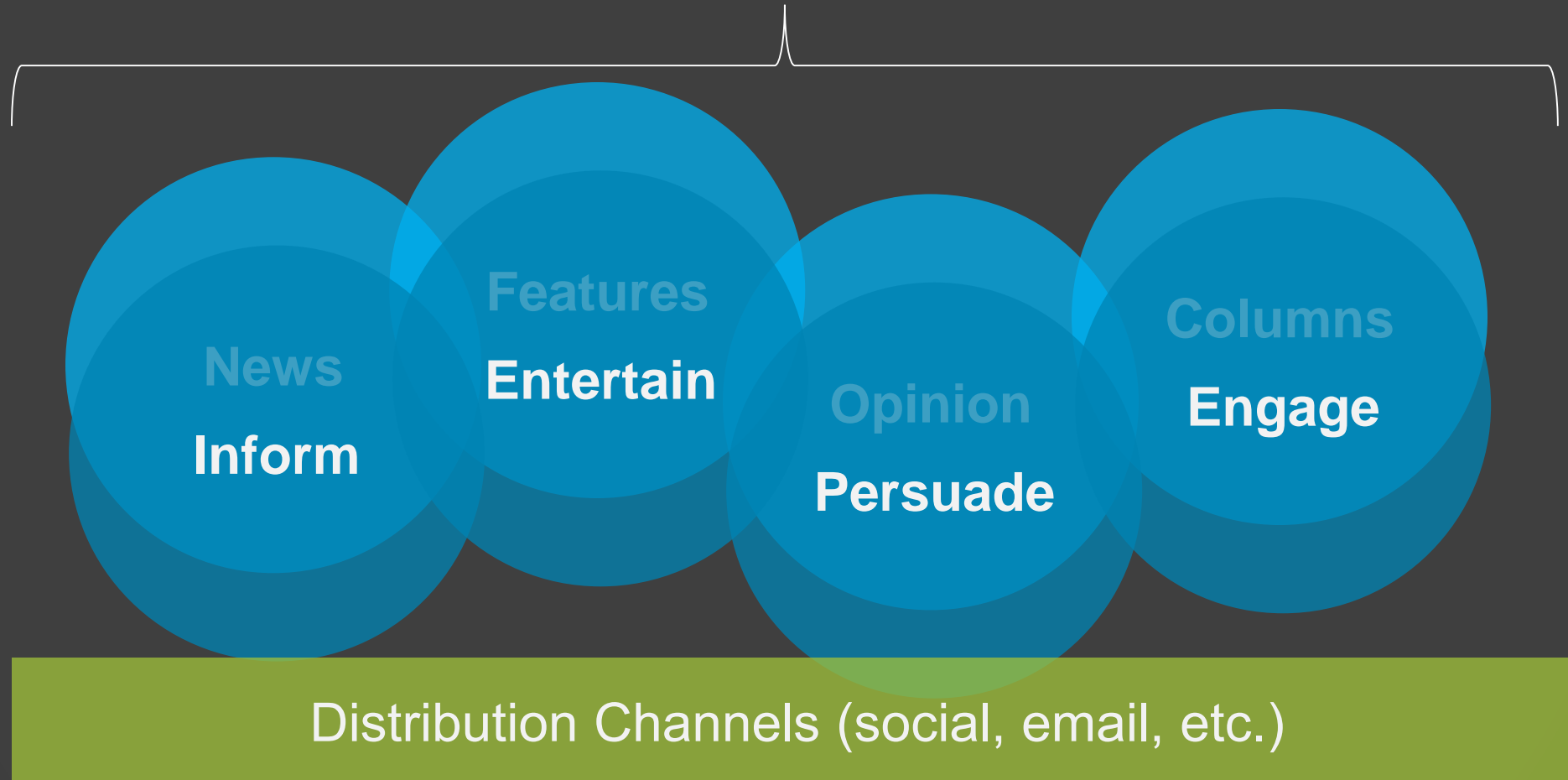
Think like a publication.



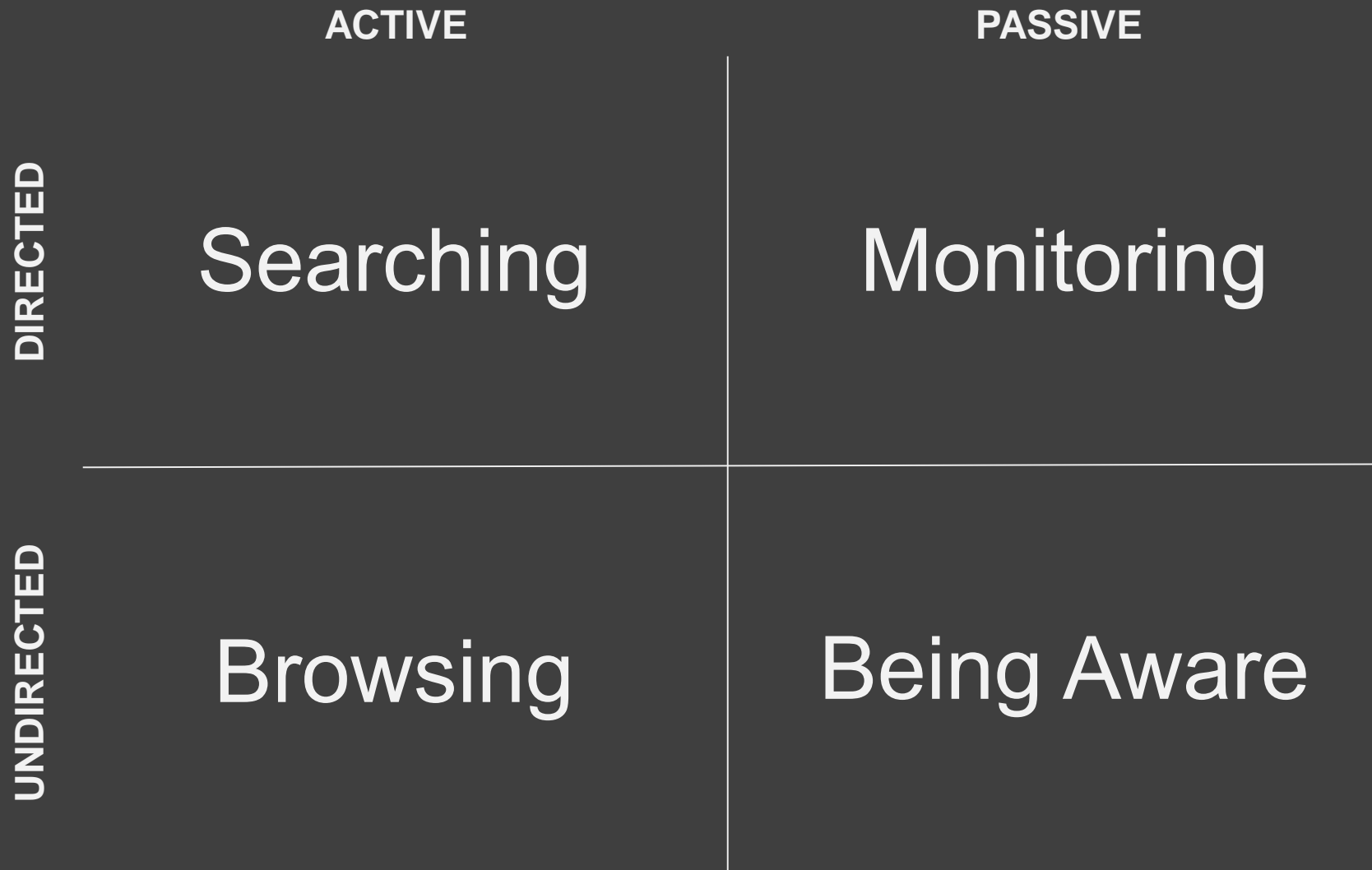
Brand



Brand



In 2016 no one tactic stands alone.





Disruptive Innovation



1
**Be nimble to
exceed the rate
of change.**

THE NEW YORK TIMES BESTSELLER

THE LEAN STARTUP

How Today's Entrepreneurs Use Continuous Innovation to Create Radically Successful Businesses

ERIC RIESS

Iowa startup accelerator

HARVARD BUSINESS REVIEW

SPOTLIGHT ON ENTREPRENEURSHIP

Why the Lean Start-Up Changes Everything

by Steve Blank

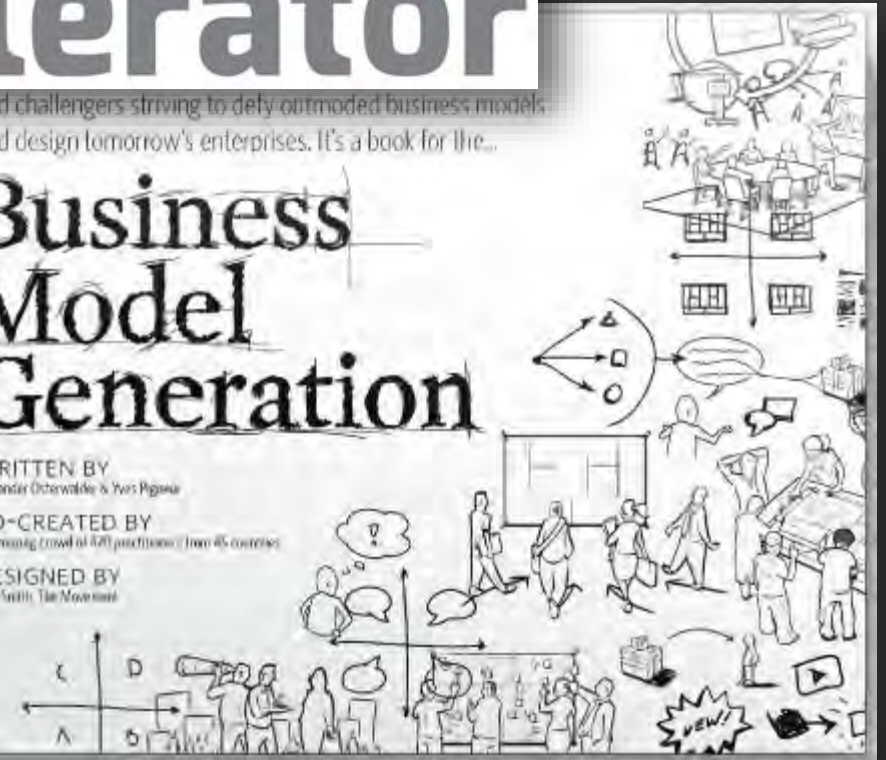
and challengers striving to defy outmoded business models and design tomorrow's enterprises. It's a book for the...

Business Model Generation

WRITTEN BY
Alexander Osterwalder & Yves Pigneur

CO-CREATED BY
An amazing crowd of 420 practitioners from 45 countries

DESIGNED BY
Marc Seitz, The Movement





Disosc

EAT
LATER

MOBILE
INNOVATION

Can you
find the
key

startup
accelerator

Final Thoughts

Responding to market

- Consumerism
- Transparency
- Content Marketing

Technology enablement

- Ubiquitous Search
- Email Automation

Systemic change

- Disruptive Innovation

Questions?

Thank You!

G E O N E T R I C[®]
Revolutionizing eHealth.