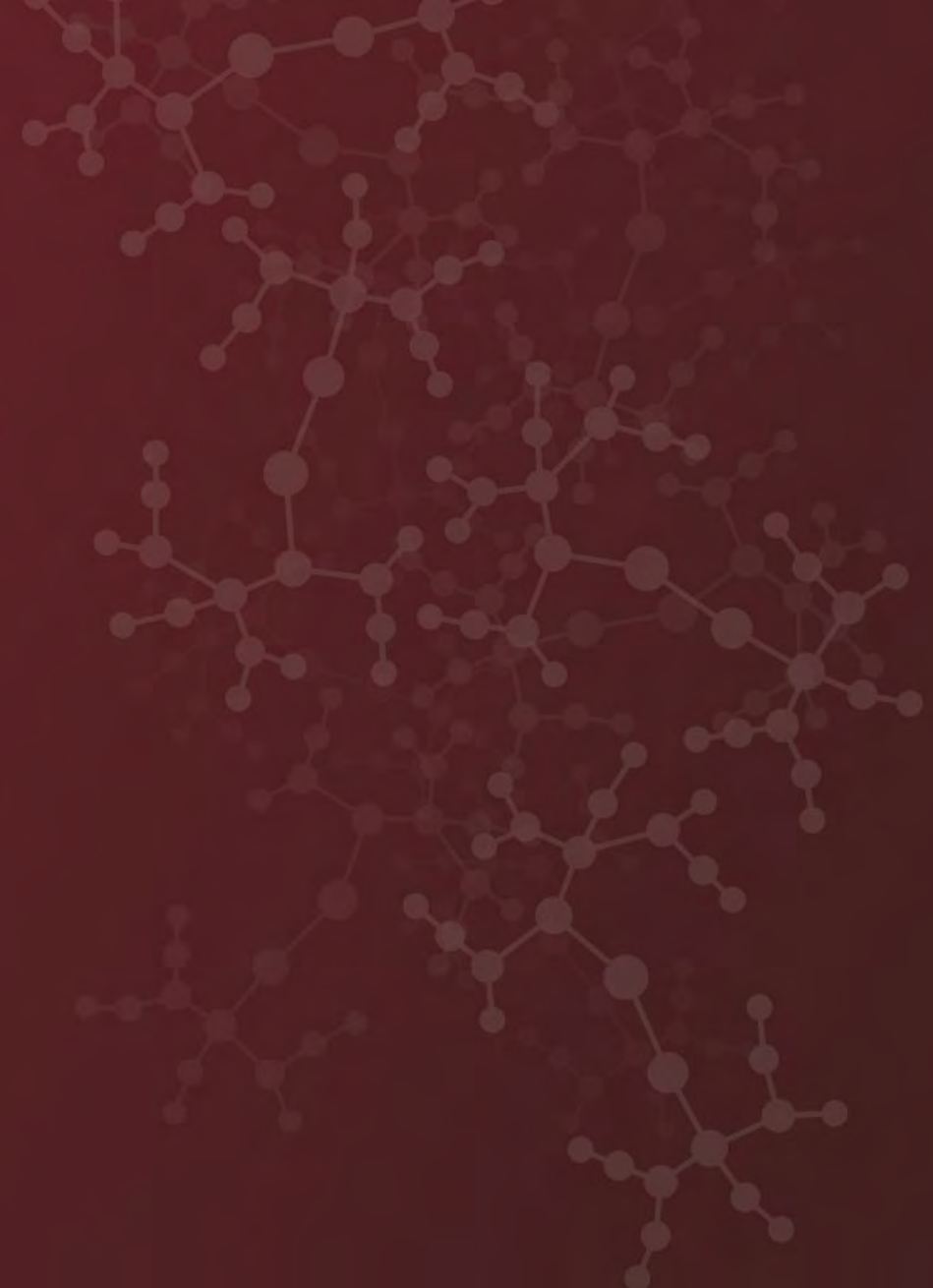


A Few of Our **Favorite Things**

GEONETRIC®



What are these
favorite things?



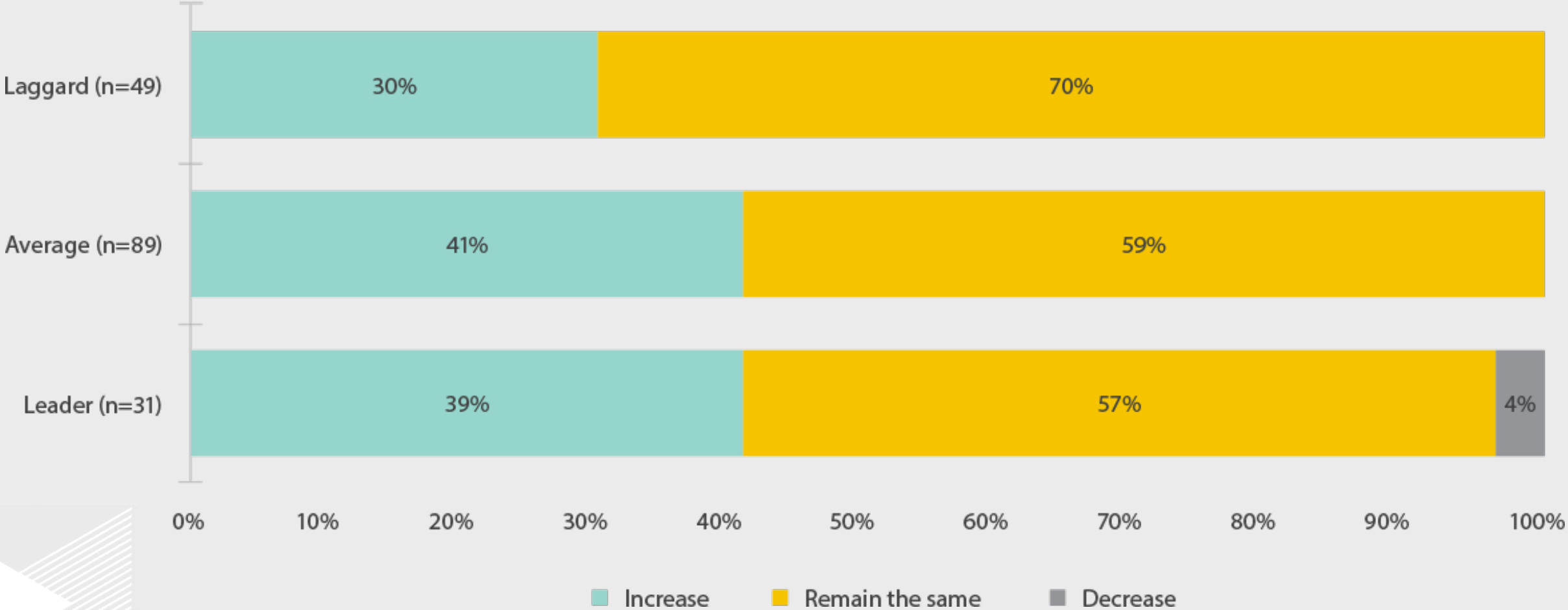
Overall Marketing Budget Will...

	Decrease	Remain the same	Increase	
Digital Decrease	1.8%	0.6%	0.6%	3.0%
Digital Remain the Same	1.8%	25.4%	3.6%	30.8%
Digital Increase	7.1%	29.0%	17.8%	53.8%
	10.7%	55.0%	21.9%	

Source: Geonetric 2016 Digital Marketing Trends in Healthcare Survey

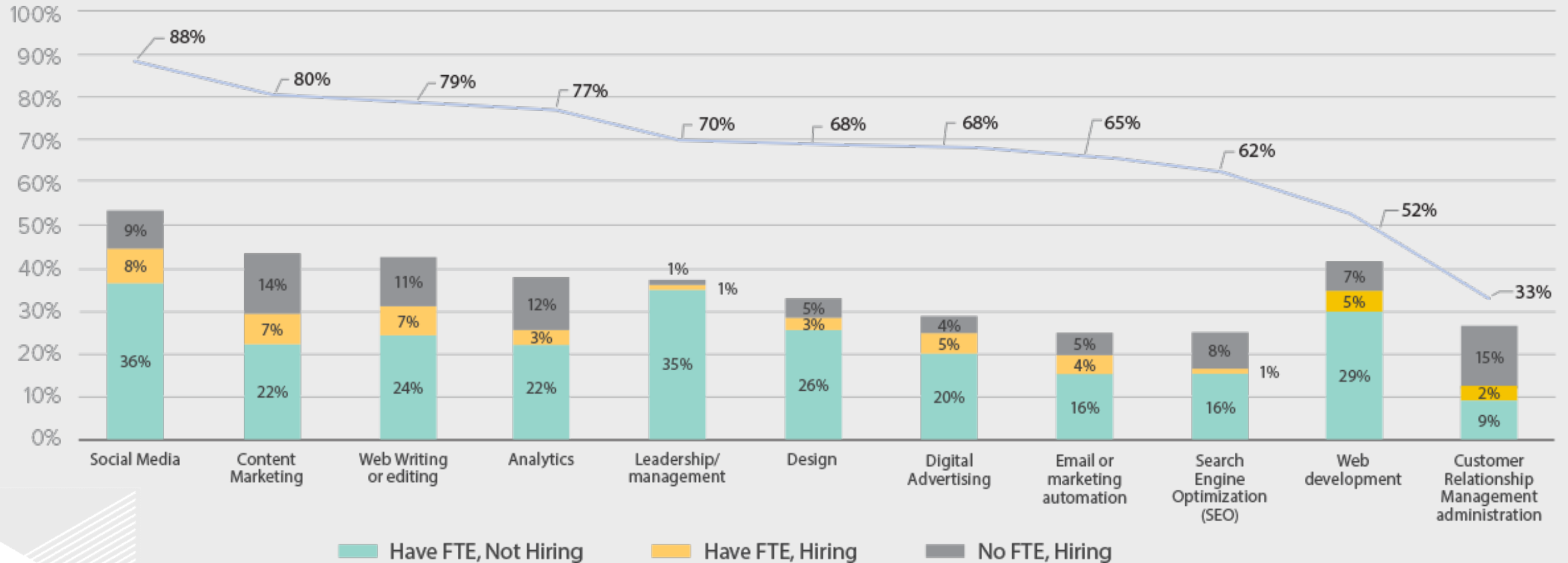
GEONETRIC[®]

What Do You Expect to Happen to the Number of FTEs Dedicated to Digital Marketing in the Next 12 Months?



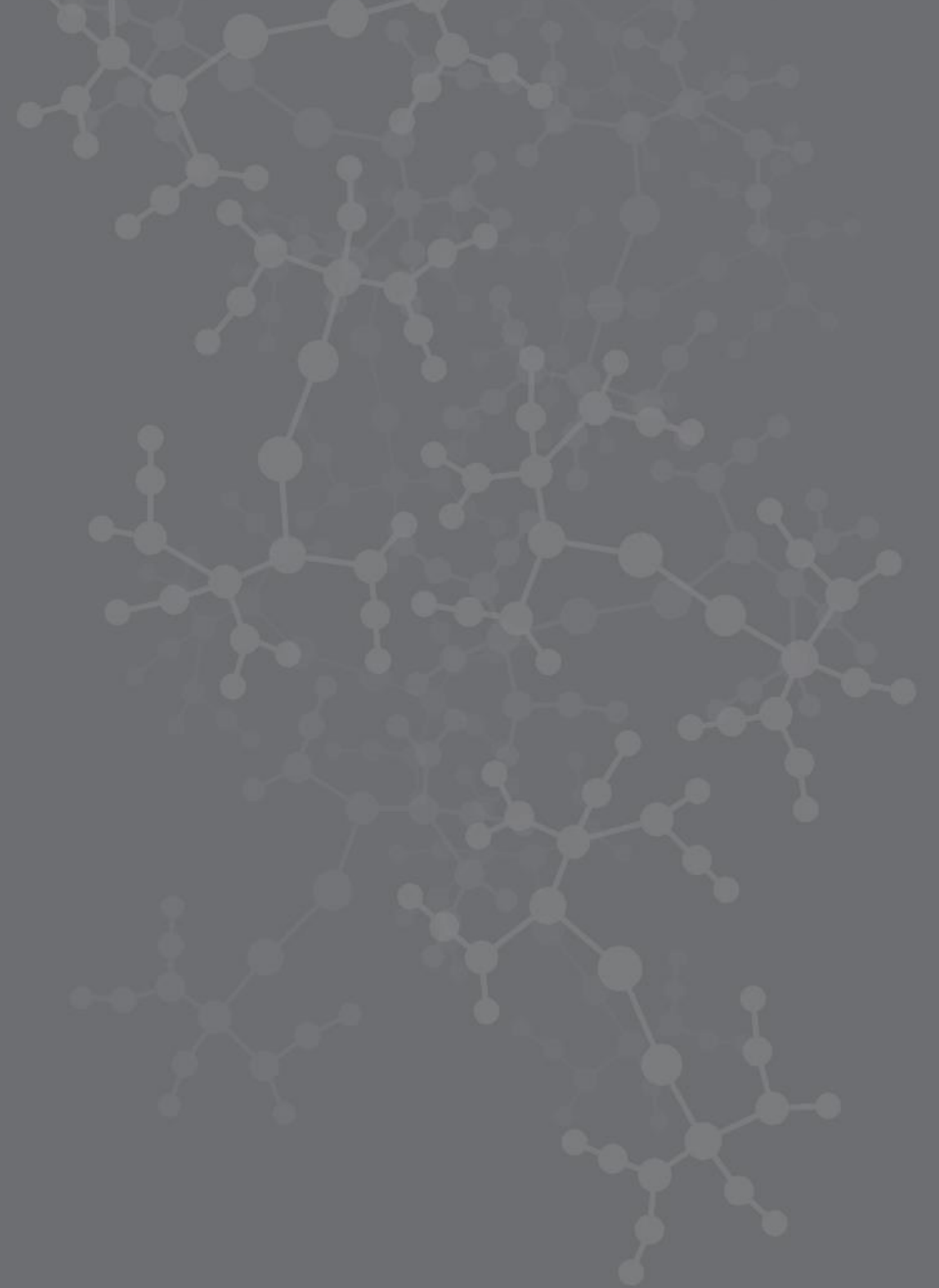
Source: Geonetric 2016 Digital Marketing Trends in Healthcare Survey

In-house Staffing by Role



Source: Geonetric 2016 Digital Marketing Trends in Healthcare Survey

What a Year.





To the 1,235 guys who
loved the “Girls’ Night”
playlist this year,

We love you.



2016’s ALL CAPS ALL STARS

- ZAYN
- DNCE
- D.R.A.M.
- ZHU
- This email from your mom:
“FW: FW: FW: FW: LISTERIA OUTBREAK”



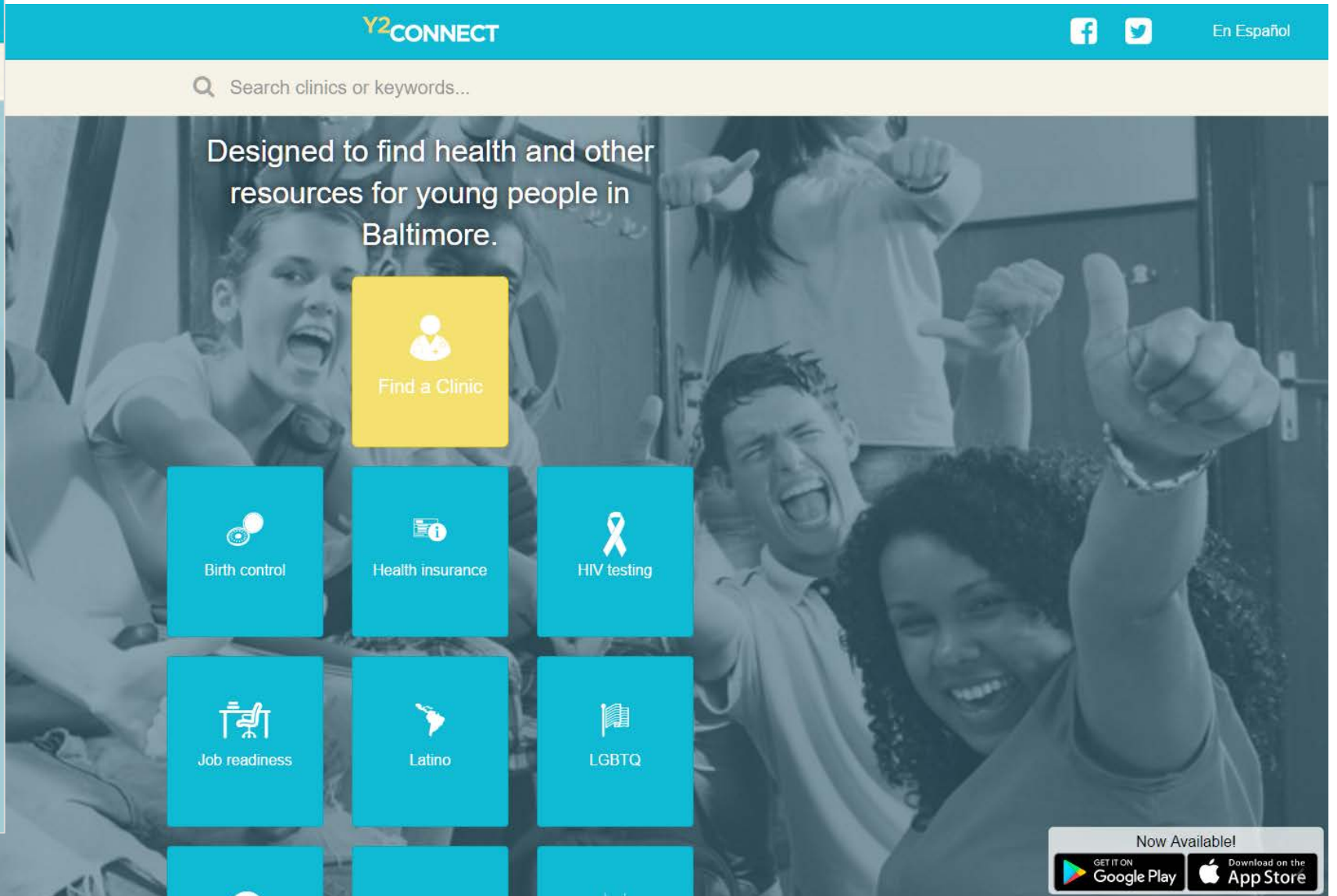
Thanks, 2016.
It’s been weird.

Understanding your audience



Understanding your audience





Schedule an
Appointment**(505) 272-4866**

Welcome to UNM Health

Serving New Mexico's Health
Care Needs



Whether you need a routine checkup or care for an injury or illness, find a provider who's right for you.

[Find a Doctor](#)

Get access to almost any type of medical care your family needs.

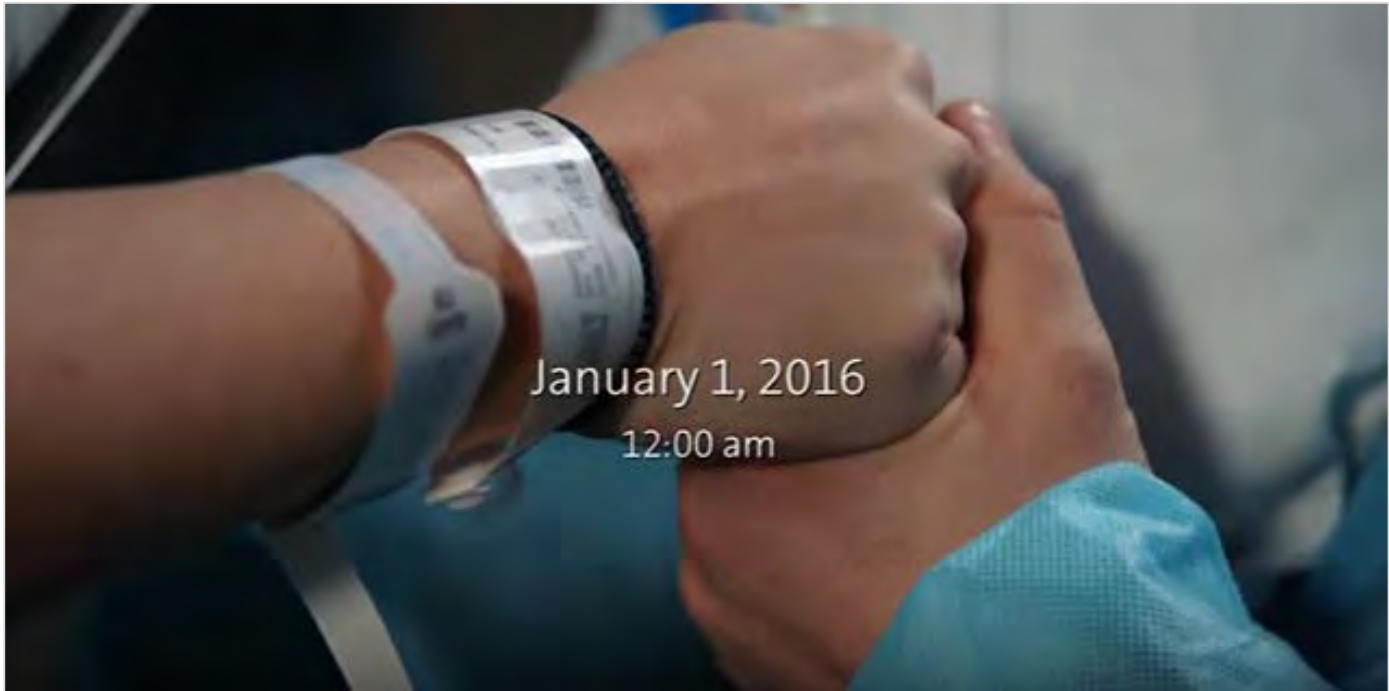
[Find a Service](#)

Explore our wide-reaching network of hospitals and clinics conveniently located throughout New Mexico.

[Find a Location](#)

Take advantage
of the moment







Advocate Children's Hospital
Like This Page · October 26 · 🌐

Cleveland's UH Rainbow Babies & Children's has challenged Chicago to a CUTEST World Series Fan Contest. LIKE, SHARE and COMMENT below to help us win! We encourage you to show off your adorable kid(s) in their Chicago Cubs gear as well.

We have some stiff competition and need your support! Whoever has the most LIKES, COMMENTS and SHARES by the end of the World Series wins hometown bragging rights. (Parents we welcome your kids big and small, newborn to 18!) #FlyTheW #LetsGo — with Jessica D'Onofrio ABC7, Susanna Song, Lauren Jiggetts and 37 others.

Like · Comment · Share · 17K · 1,390 shares · 732 Comments

Advocate Children's Hospital Cleveland is currently in the lead! Keep Sharing, Liking and Commenting to help Chicago #FlyTheW! Take a look at some of the Chicago Cubs youngest fans at Advocate Children's Hospital.



Like · Reply · 113 · October 30 at 4:35pm · View previous replies

Advocate Children's Hospital



Write a comment... · 8 Replies

Advocate Children's Hospital added 62 new photos to the album: NICU Halloween Costume Contest - 2016.
October 31 at 3:07pm · 🌐

It's time to VOTE for your favorite costume in our annual NICU Halloween Costume Contest - simply "Like" your favorite photo (you can vote for more than one!) The photo with the most votes by November 2 at noon will receive a \$100 gift card to Babies R Us! GOOD LUCK! We think they are ALL winners!

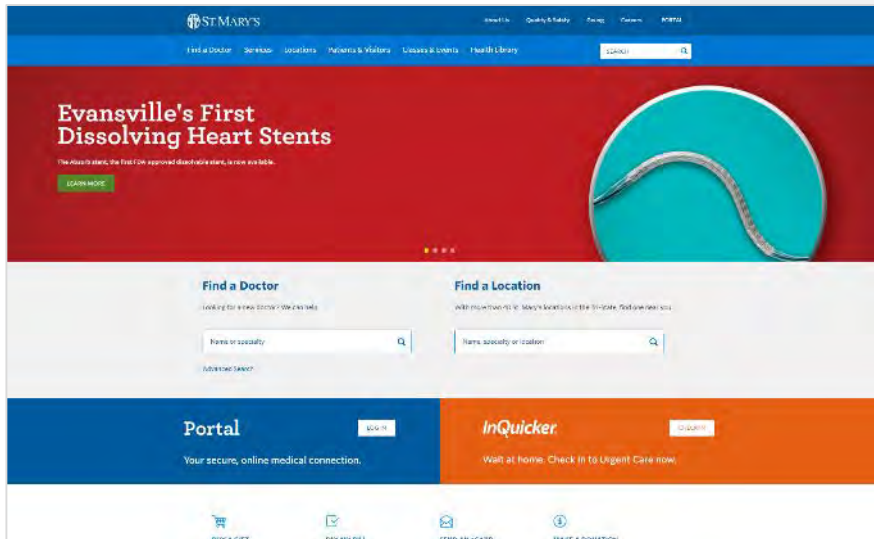


Like · Comment · Share · 3.8K · 20,531 shares

Write a comment...

Advocate Children's Hospital Voting is now closed! Thank you to everyone who voted, commented and shared! The winner of our NICU Halloween Costume Contest is...with more than 19,000 "likes" on their adorable photo... **THE HOSTESS TWINKIES TWINS!**

Like · Reply · 108 · November 2 at 12:19pm · 8 Replies



Happening Now at St. Mary's



News

St. Mary's Expands Cardiology Services at Perry County Memorial Hospital
December 13, 2016

[SEE ALL NEWS →](#)

Events

DECEMBER, 15

Infant & Child CPR
6:30 PM - 9:00 PM

[SEE ALL EVENTS →](#)

Facebook

[SEE MORE FACEBOOK →](#)



Live Well Evansville

December 13, 2016

5 Health Tips for the Holiday Season

[SEE MORE LIVE WELL EVANSVILLE →](#)

Twitter



St. Mary's Health
@stmarysmedical
today at 12:15 PM

St. Mary's Health is proud to announce the expansion of our Cardiology Services
@PCMhOSPITAL
stmarys.org/pcmh



0 0 0

[VIEW ON TWITTER →](#)

Instagram

Tell a
compelling story



be together.



Android: Rock, Paper, Scissors

GEONETRIC®

android





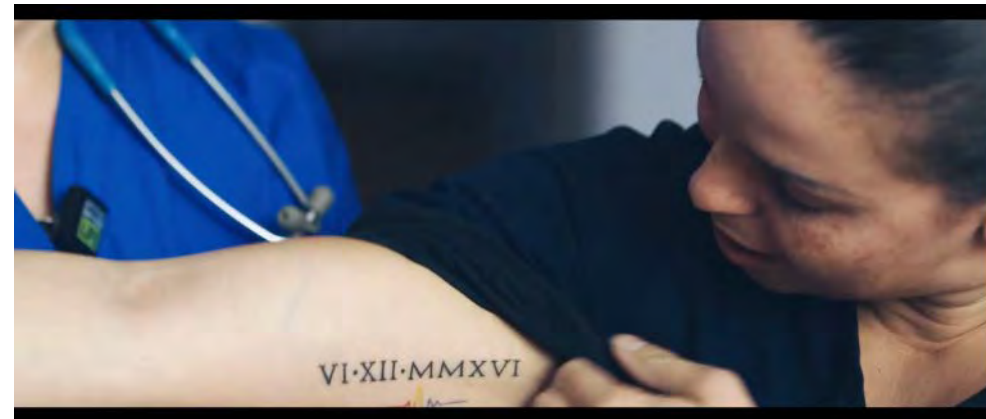
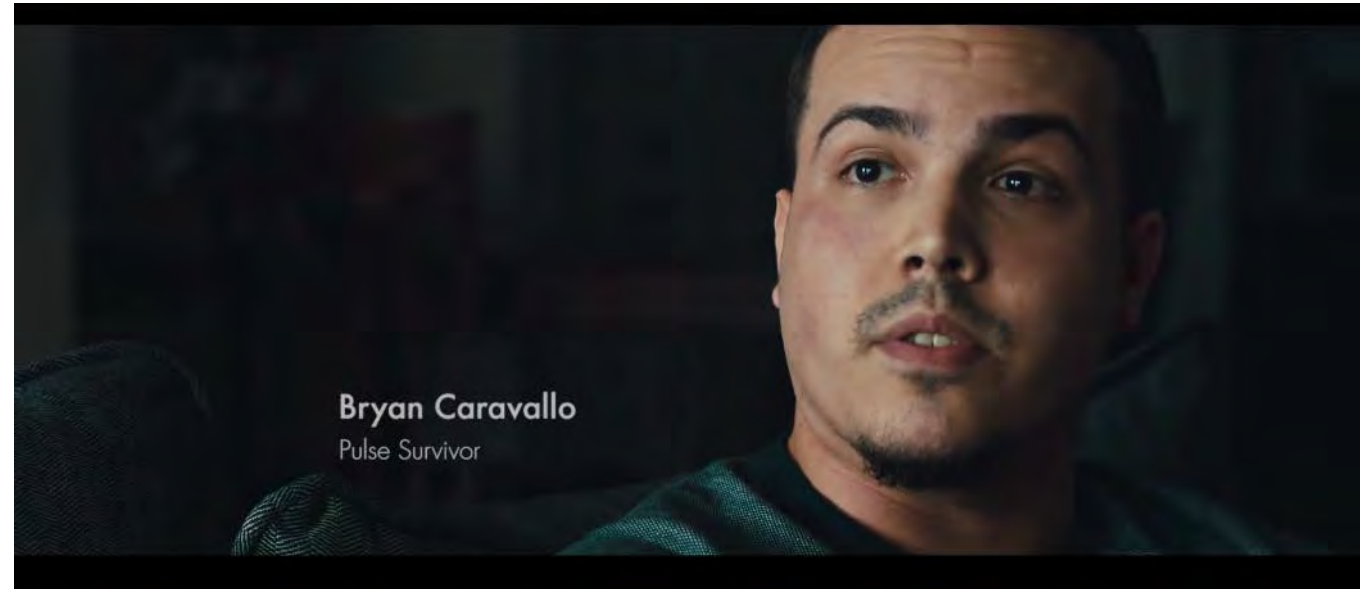


Orlando Health

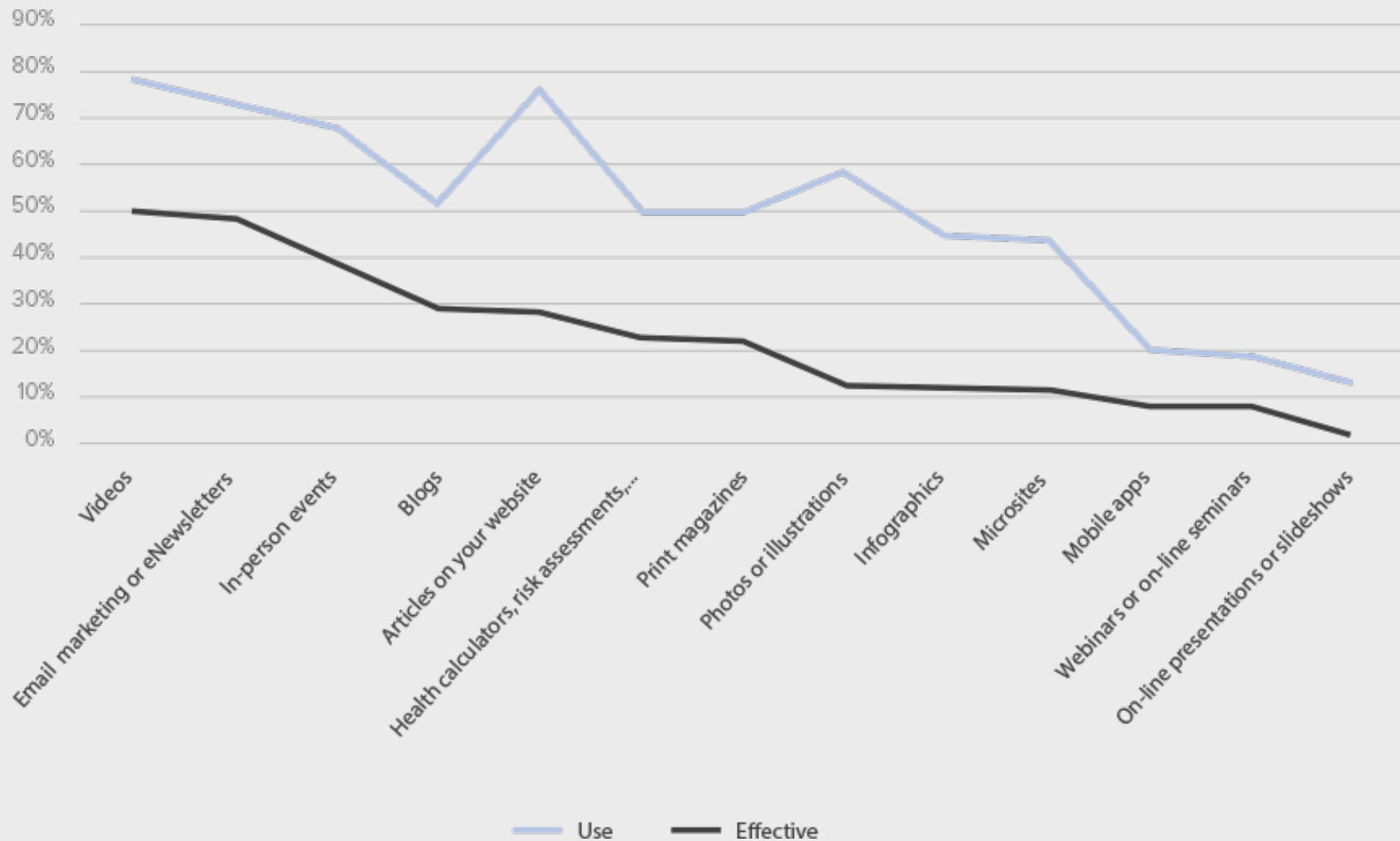
December 12 at 4:43pm · 🌟

Six months ago our city and our organization experienced a tragedy that will affect many of us for the rest of our lives. The families of the victims, the Orlando community, our physicians and team members have received support from all over Central Florida and the world.

We would once again like to extend our appreciation to all of our Orlando Health team members, physicians and volunteers, members of law enforcement, EMS, fire department, and other first responders for their amazing response to the events that occurred in the early morning hours of that Sunday.



Content Marketing Gap Analysis: Use vs. Effectiveness



Source: Geonetric 2016 Digital Marketing Trends in Healthcare Survey



AveraChart
access your medical records

Search ...



[Classes & Events](#)

[Careers](#)

[Avera Balance](#)

[AveraNow](#)

[Health
Services](#)

[Find a
Doctor](#)

[Find a
Location](#)

[Find a
Health Plan](#)

[Patients
& Visitors](#)

[For Health Care
Professionals](#)

[Urgent &
Emergency Services](#)

A photograph of a family of four (father, mother, and two children) wearing helmets and riding bicycles on a path through a wooded area. The image is used as a background for the main content area.

**Find a
Doctor →**

**Find a
Location →**

**Find a
Health Plan →**

Staying on brand
doesn't have to be boring





TIME


LIGHTBOX SNAPCHAT

This Doctor Used Snapchat's Spectacles To Record a Surgery

Olivier Laurent @olivierlaurent Dec. 12, 2016

The new camera-equipped sunglasses can record 10-second video clips

Snapchat Spectacles Surgery 9/12/2016 London Independent Ho...



For Dr. Shafi Ahmed, hernia repair surgery is a routine operation. But on Dec. 9 at the London Independent Hospital, something was different. This time, as the British surgeon made an incision in his patient's abdomen, he was wearing Snapchat's [Spectacles](#) – a pair of sunglasses fitted with a



If you're up really late studying for finals, try swapping your contact solution with coffee for a quick pick-me-up.



Deck the halls with boughs of hollypeño, Fa la la la la la la la la!



Please, please do not come tearing through our



It's such a great day to cut down a stalk, put it in your home and decorate it with lights but IF YOU TIE IT TO THE TOP OF YOUR CAR MAKE SURE YOU CAN SEE THE ROAD OUT OF YOUR



Cigna: TV Doctors of America

GEONETRIC®

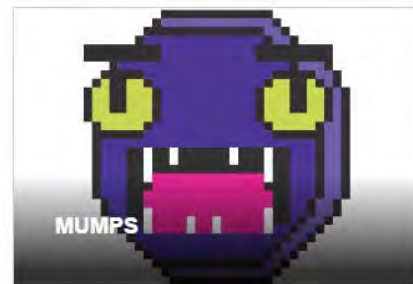
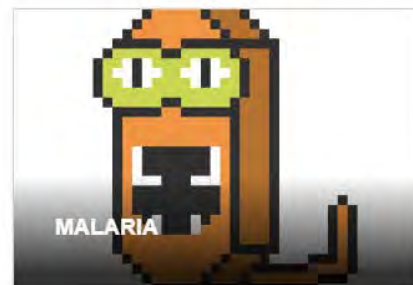
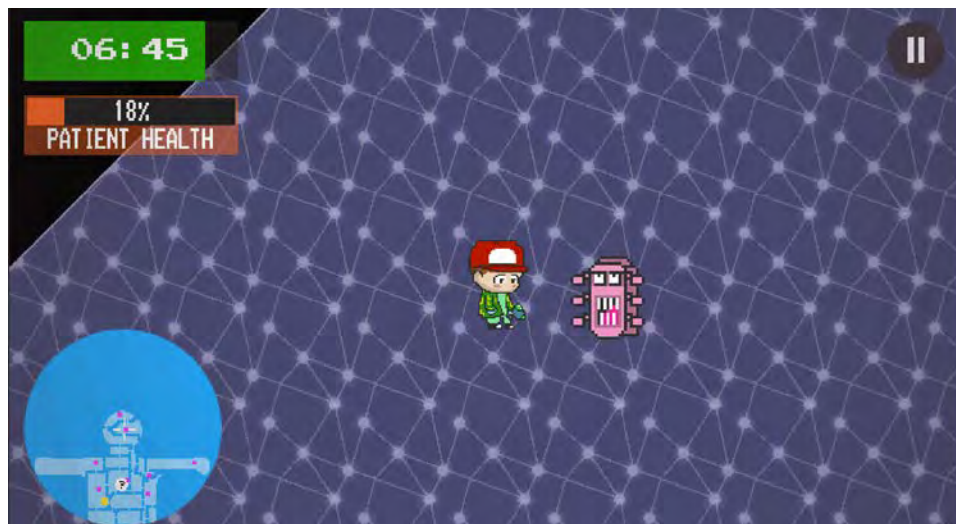
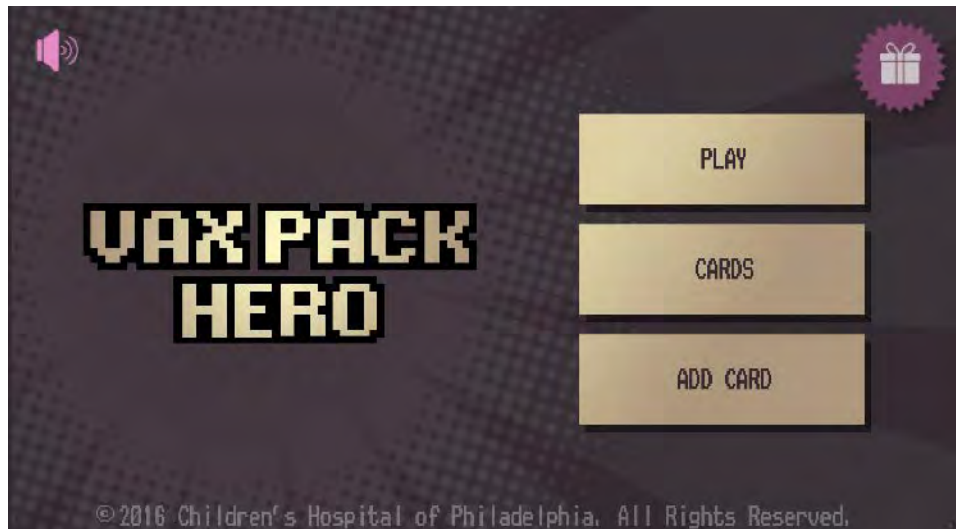
Stranger Things is Proof that Nostalgia Marketing Works



If you've been living under a rock and haven't seen *Stranger Things* yet, then this is all you need to know. The drama-mystery show revived a plethora of nostalgic memories, especially of 80s movies such as *E.T.* and *Goonies*, but with fantastically fresh storytelling that instantly captivated millions of viewers and turned the series into an overnight cult classic.

The Netflix original series lays the nostalgia factor on thick with 80s fashion and hairstyles, and harkens memories of a time when kids actually went outside and rode bikes. Yet despite these nostalgic, familiar feelings, the series still feels original—which is why so many of us couldn't stop watching.











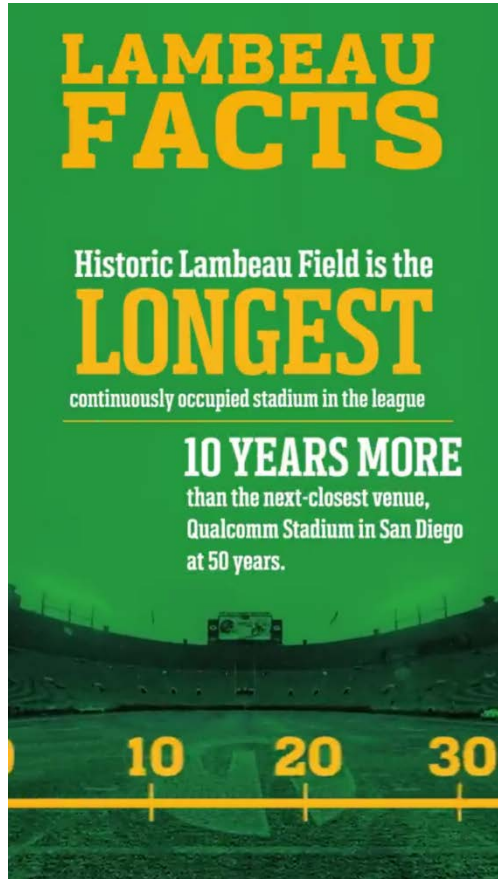
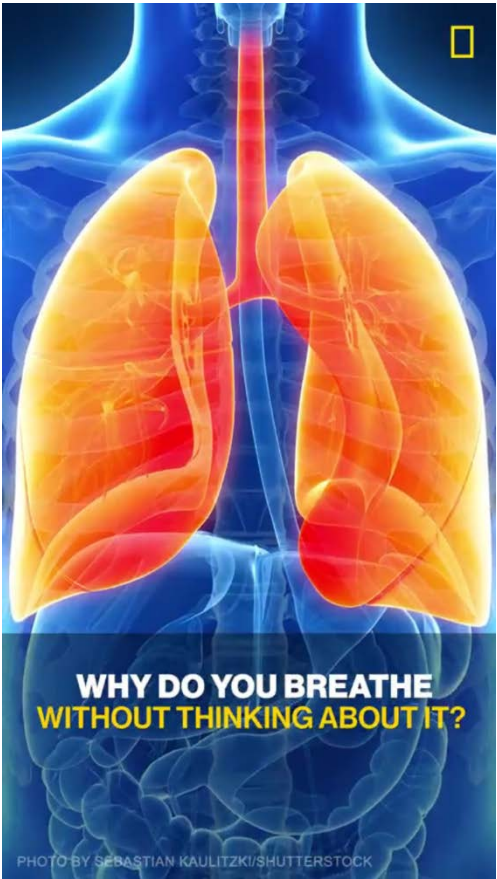


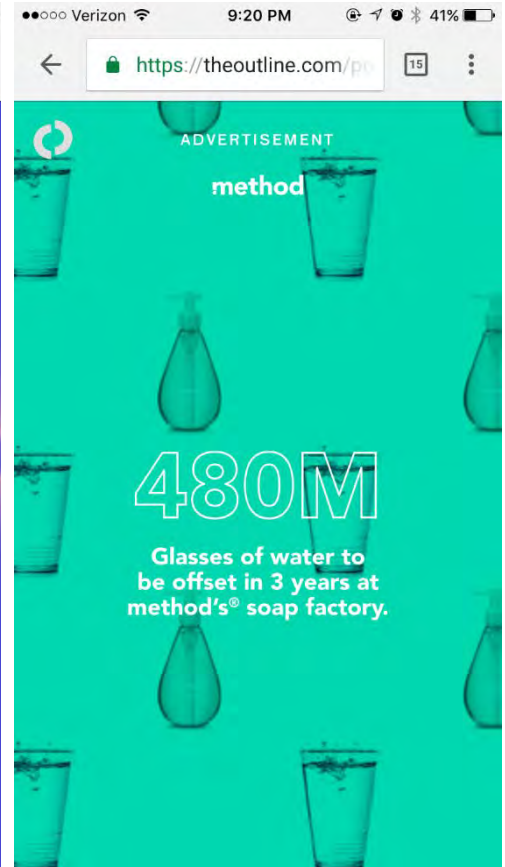
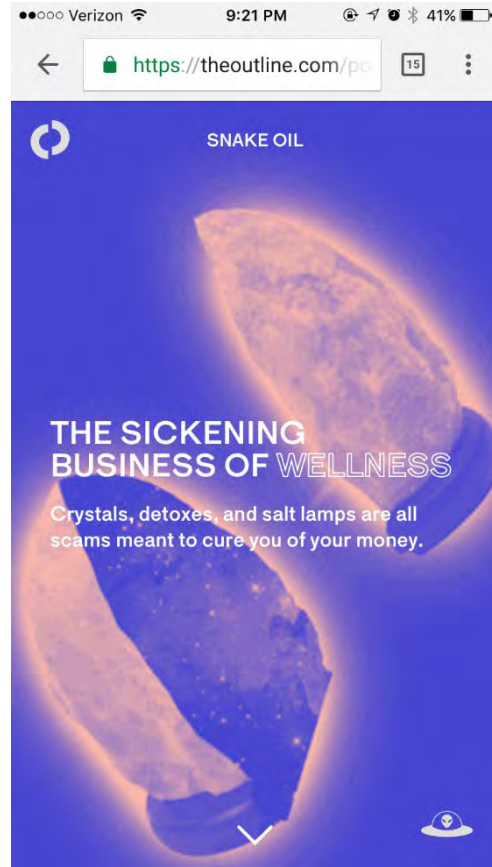
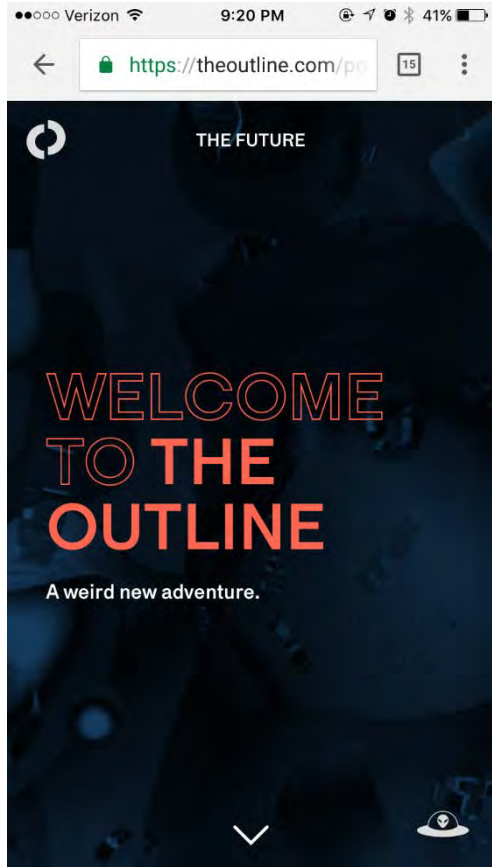
Marketing
isn't everything

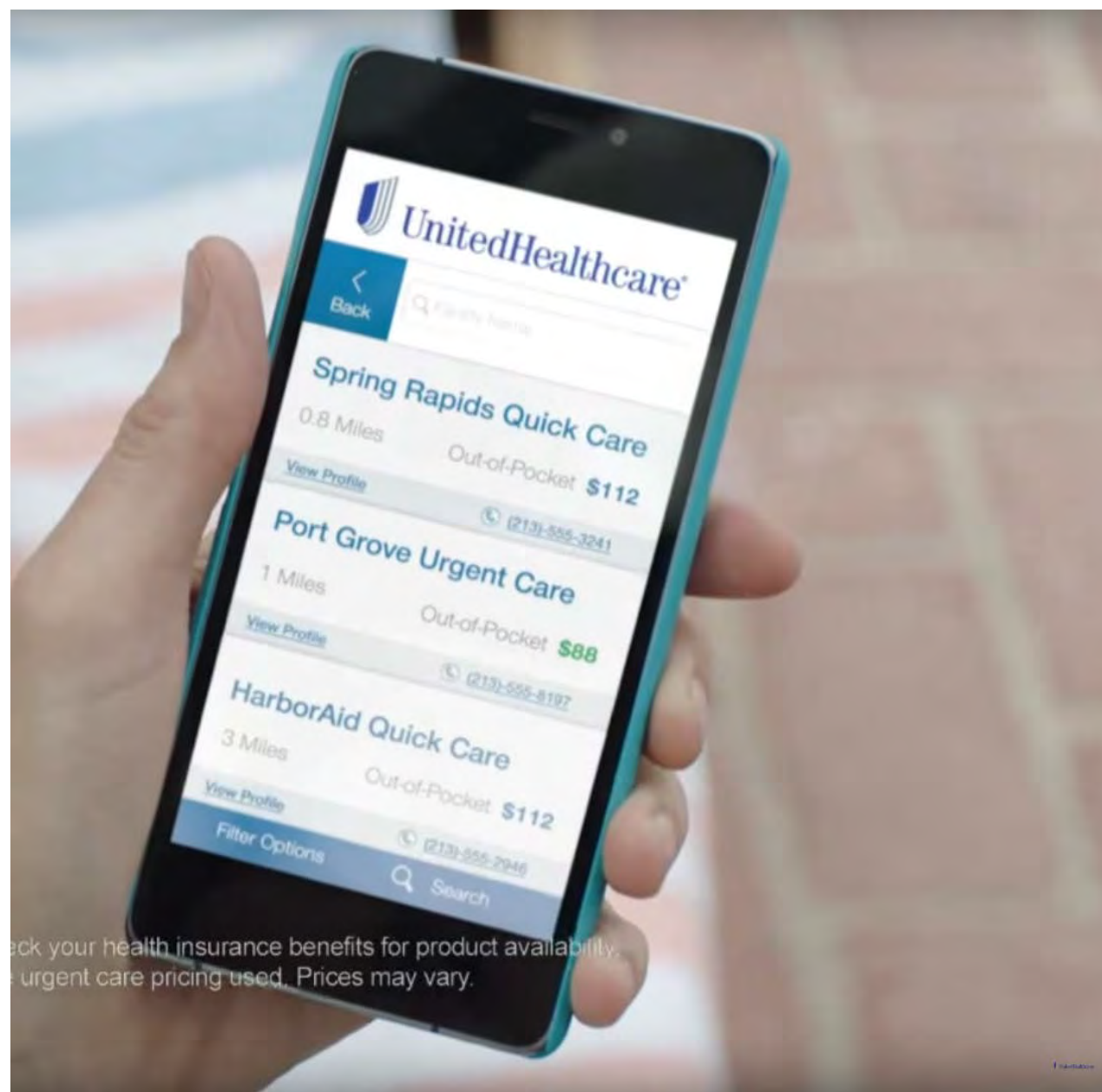


What's Shaping User Experience



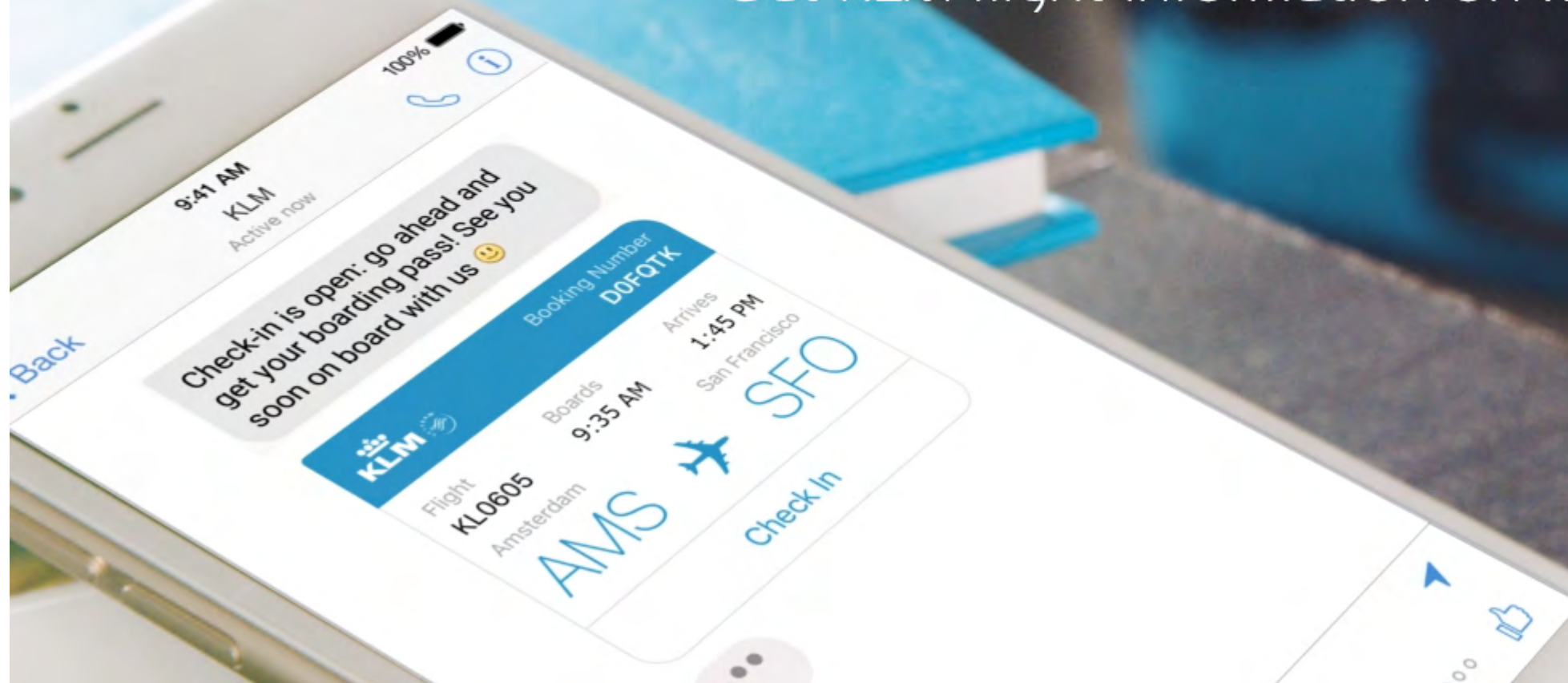


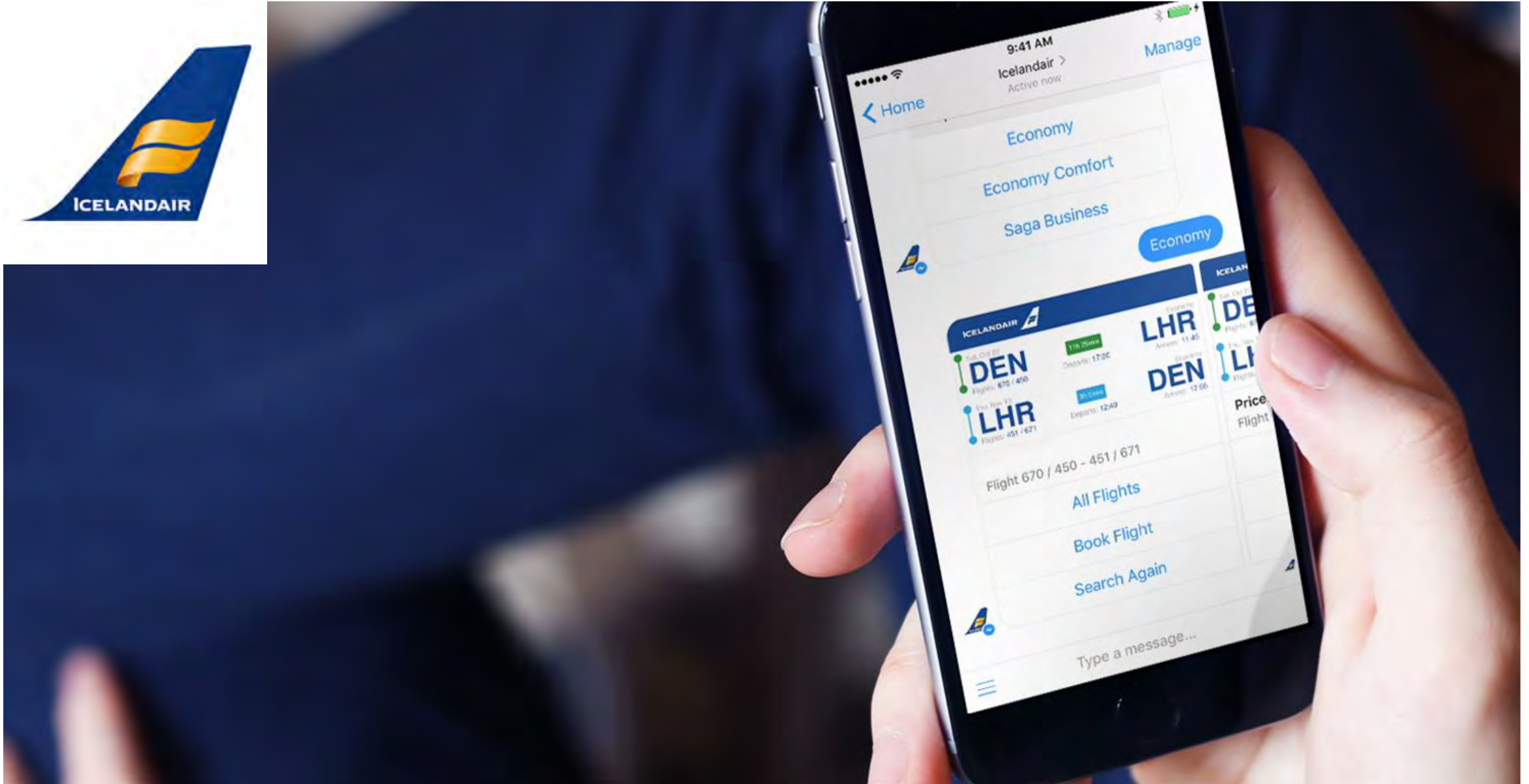






Get KLM flight information on Messenger





Icelandair: Booking flights through Facebook Messenger



Amazon Echo & Echo Dot

Google Home



(More of)
Our Favorite Things
From Google



Examples of interstitials that make content less accessible



An example of an
intrusive popup

An example of an
intrusive standalone
interstitial

Another example of an
intrusive standalone
interstitial

Examples of interstitials that make content less accessible




An example of an
intrusive popup

An example of an
intrusive standalone
interstitial

Another example of an
intrusive standalone
interstitial

Eventual treatment of all
HTTP pages in Chrome:

 **Not secure** | yourhospitalwebsite.com

Examples of interstitials that make content less accessible



An example of an
intrusive popup

An example of an
intrusive standalone
interstitial

Another example of an
intrusive standalone
interstitial

Eventual treatment of all
HTTP pages in Chrome:

⚠ Not secure | yourhospitalwebsite.com



Examples of interstitials that make content less accessible



An example of an intrusive popup

An example of an intrusive standalone interstitial

Another example of an intrusive standalone interstitial

Eventual treatment of all HTTP pages in Chrome:

⚠ Not secure | yourhospitalwebsite.com



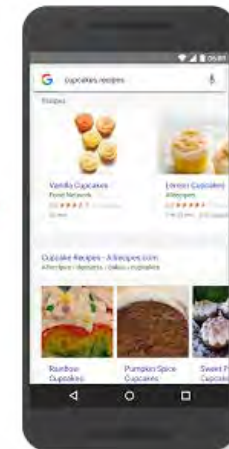
Standard results



Rich Snippets



Rich cards

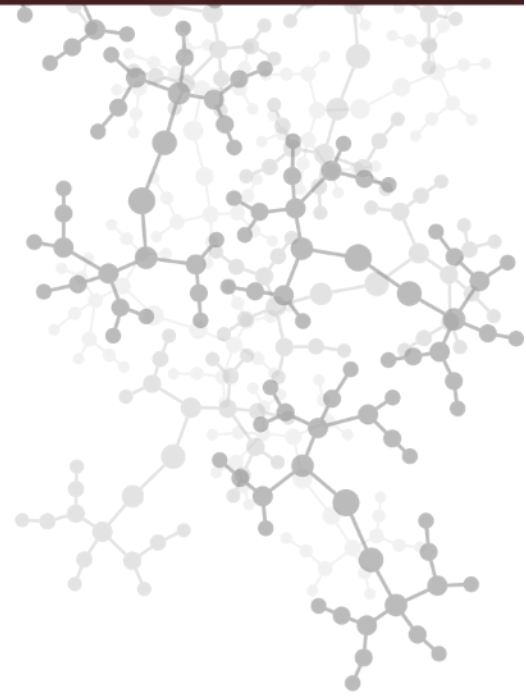


Bringing It All Together



Key Questions

- What do we know about our audience?
- How can we seize the moment?
- Are we telling a new, compelling story?
- Can we stretch our brand in a different emotional direction?
- Is there substance behind our message?
- What experience are we trying to create?



**Go forth and
make something amazing.**



Questions?

Type yours in the “Ask a Question” box



2017 Digital Marketing Trends in Healthcare Survey

Sign up to get the official results:
geonetric.com/marketingsurvey



2017 Digital Marketing Trends for Healthcare

January 18, 2017 – 2 p.m. EDT / 11 a.m. PDT

Last year's predictions included consumerism and transparency. What's in store for 2017? Get ready with a high-level look at the trends that will directly impact healthcare marketing in the coming year.

Register at: geonetric.com/webinars

You'll learn:

- The important "macro" trends and how they relate to healthcare marketing
- Where the latest marketing technology intersects
- How to weave these trends into your plan for 2017 and beyond
- And more...

