Choosing the Right CMS in an Evolving Ecosystem

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Webinar Information

- Webinar lasts one hour
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Today's Presenter

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Choosing the Right CMS in an Evolving Ecosystem

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Health Marketing ~~is~~ has always not been Changing

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Stages of the Marketing Funnel

Awareness

Interest

Consideration

Intent

Evaluation

Purchase

Loyalty

Advocacy

Awareness
HELLO

Awareness

1 in 20 Google Searches are for **health related information** (1)

Searching for health information is the third most popular activity people do online, after using search engines and checking email (2)

35% go online to **diagnose a medical condition**. Of those, 41% say a **medical professional confirmed** their diagnoses and 35% **did not got a professional opinion** (3)

66% are willing to use **mobile apps to manage their health**, 79% are willing to use a **wearable device** including 94% of women who were pregnant recently (4)

Paid search ads resulted in 35% conducting more research, 28% visiting the advertised hospital site, 21% considering the advertised hospital, 5% contacting the advertised hospital (5)

Interest

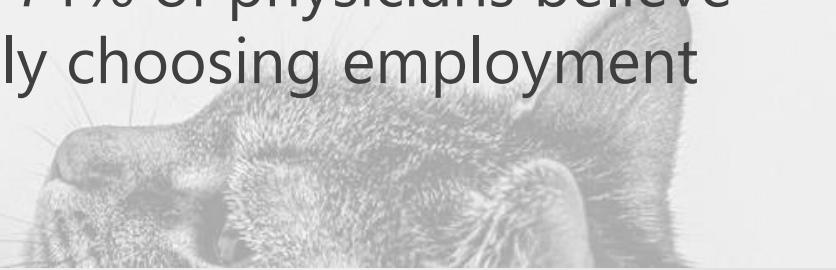
Interest

72% of Internet users say they **looked online for health information** within the past year. (3)

Healthcare companies who **blog** see 55% increase in website traffic (2)

Most people **turn to their doctor** or other health care professional (70%) or family and friends (60%) over others who have the same health condition (24%) when they had a serious health issue. (3)

However, 81% of physicians are **at capacity or overextended** seeing 22 patients per day and spending only 20 minutes with each patient. 71% of physicians believe there is a physician shortfall and physicians are increasingly choosing employment over private ownership. (6)



Consideration

Consideration

During the online research process, 38% of people focus on **specific symptoms or departments**, 37% on **conditions or diseases**, 19% on branded content from a specific hospital, and 6% on treatments or procedures. (5)

At the beginning of the research process, only 10% of people use **branded terms** (like a specific hospital), however, by the end, 48% of searches include branded terms. (5)

Patients search for **general health information** (57%), evaluation of specific features of a facility (29%), comparisons across facilities (28%), to discover new hospitals (21%), or in consideration of hospitals they already know (16%). (5)

47% of users search for **specific providers**, 38% search for **specific facilities**. (3)

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Fes-te soci del Club.
Hazte socio
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Intent

Intent

77% of patients use search engines **prior to booking appointments**. And 76% use the hospitals site specifically. Only 52% used non-hospital health information sites. Compare to 32% TV, 20% magazines, and 18% newspapers. (5)

Search drives nearly three times as many visitors **to hospital sites**, compared to visitors from other referral sites. (5)

90% of adults said they would trust medical information shared by peers in their social media networks. 41% of patients said **social media** influenced their selection of a healthcare provider. (2)

Evaluation

Evaluation

44% of patients who research hospitals on a **mobile device schedule an appointment** while only 34% who only use desktops will. Mobile searches read reviews of the facility (29%) and locate a facility for treatment (27%)

Before the moment of conversion, patients typically **search on symptoms and condition terms**.

48% took **over 2 weeks** to research before booking an appointment. 61% **visited 2 or more hospital sites**

During the research phase, 83% **used a hospital site**, 54% used a health insurance site, 50% used a health information site, and 26% used consumer generated reviews [5]

Purchase

Purchase

When making a conversion decision, patients were focused on the **reputation of facility** (94%), if they accept healthcare plan (90%), recommendation of physician (86%), if the facility uses latest technology (85%), and the recommended by friends and families (51%). (5)

21% **booked online** (5)

66% of US health systems will offer **digital self-scheduling** by the end of 2019. (7)

64% of Americans would be willing to have a **video visit** with a doctor. (8)

Healthcare and pharma industry to represent just **2.8% of total digital ad** spend this year. (9)

Loyalty

Loyalty

51% of patients say they'd feel **more valued as a patient** when doctors use social media, blogs, and other digital engagement outlets[2]

26% say they read or watched **someone else's experience** about health or medical issues in the last 12 months. 16% of internet users say they went online in the last year to find others who might share the same health concerns. [3]

Pharma companies are marketing to healthcare providers (86%) and directly to consumers (76%). When advertising directly to consumers, 66% are using websites, 49% social media, 35% digital ads, 52% report they will increase spend on online advertising and marketing. [10]

59% of patients are likely to **ask for a prescription by name** [4]

Advocacy

Advocacy

After the appointment, 50% of patients **recommended the same facility** to family, friends and colleagues. 12% posted a review on a social network site, 6% posted a review on a website. (5)

43% of patients who watch videos **watched patient testimonials**. (5)

Change

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Tools ~~Make~~ the Work ~~Easier~~

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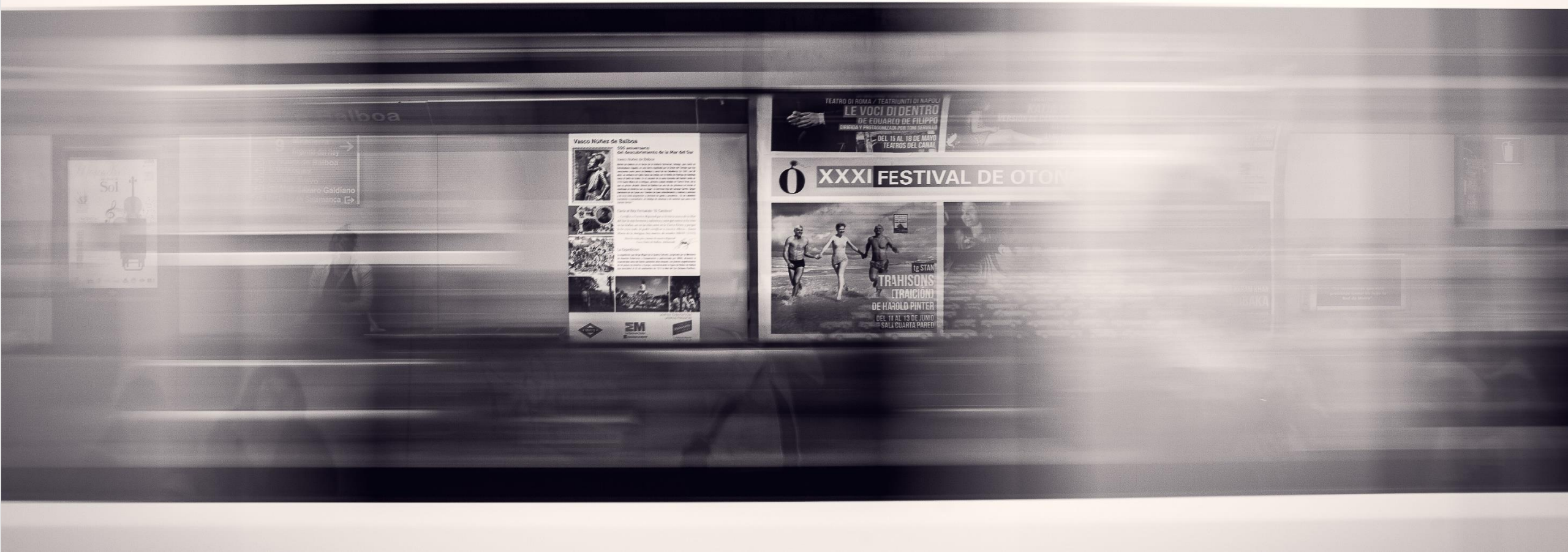
Content Management

Search Engine Optimization



Social Sharing

Marketing Automation

Customer Relationship Management

Analytics

the Center of

Digital Presence

Find Your ~~Market~~

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My Plan:

INFO
STRATEGY =

Sources

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Questions?