

Choosing the Right CMS in an Evolving Ecosystem

Webinar Information

- Webinar lasts one hour
- Enter questions at any time
- Recording will be posted in our webinar archive within 48 hours
- Please mute your phones
- Please take the post-webinar survey which will appear at the conclusion of the webinar
- Follow along on Twitter using #Geonetric, and let us know if you have any lightbulb moments while watching

Today's Presenter



Jennie Ocken | Technical Product Strategist



Ben Dillon | Chief Strategy Officer

Choosing the Right CMS in an Evolving Ecosystem

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

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 get 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⁾

DE LA
COMPRA
CISTELLA
DE LA
COMPRA

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



A grayscale background image showing a hand holding a scallop shell. Inside the shell, a small, delicate plant or seedling is growing. The overall tone is soft and natural.

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

v

~~Tools Make the Work Easier~~

Content Management

A high-angle, close-up photograph of a woman with long brown hair, wearing a black jacket, sitting at a desk. She is holding a pen to her chin, looking thoughtful. On the desk in front of her is a laptop with a yellow sticker, a black computer mouse with a red light, an open notebook, a plate with a donut, a smartphone, a cup of coffee, and a small vase with pink flowers. The scene is brightly lit, suggesting a modern office or home workspace.

Search Engine Optimization



A photograph of two young women lying on their backs on the metal bed of a dark-colored pickup truck. The woman on the left has long, wavy brown hair and is wearing a maroon long-sleeved shirt and dark pants. She is looking up at the sky with her hands near her face. The woman on the right has long, wavy blonde hair and is wearing a blue denim jacket over a green shirt. She is also looking up at the sky with a smile. The truck's bed has some metal rivets visible. In the background, there are some trees and a clear sky. The text "Social Sharing" is overlaid in the top right corner.

Social Sharing

Marketing Automation



Customer Relationship Management



Help your customers better sleep at night?
(e.g. by helping with big issues, diminishing concerns, or
eliminating worries, ...)
Limit or eradicate common mistakes customers
make?
(e.g. usage mistakes, ...)

Get rid of barriers that are keeping your customers
from adopting solutions?
(e.g. know or no solution, knowledge gap, better alternative
exists, less motivation to change, ...)

Pain Relievers



Describe how your products and services alleviate customer
pains. How do they attract or reduce negative emotions,
undesired costs and situations, and does your customer
experience or could experience before, during, and after
getting the job done?

Analytics



the Center of ∇ Digital Presence
Find Your Market ∇

My Plan:



INFO

STRATEGY =





Sources

- 1) Google blog: <https://googleblog.blogspot.com/2015/02/health-info-knowledge-graph.html>
- 2) Pulse Digital Marketing: <https://www.linkedin.com/pulse/20141201164134-219949639-healthcare-digital-marketing-2015-10-eye-popping-statistics>
- 3) Pew Research Center: <http://www.pewinternet.org/2013/01/15/health-online-2013/>
- 4) Makovsky: <http://www.makovsky.com/insights/articles/733>
- 5) Google The Digital Journey to Wellness: <http://www.thinkwithgoogle.com/research-studies/the-digital-journey-to-wellness-hospital-selection.html>
- 6) Jackson Health Care: <http://www.jacksonhealthcare.com/physician-trends/main-feature-story/physician-trends-2015-report/>
- 7) Accenture: https://www.accenture.com/us-en/insight-patient-engagement-digital-self-scheduling-infographic.aspx?c=psv_hlthtvref_00054&n=otc_0615
- 8) American Well: <https://www.americanwell.com/top-10-stats-you-need-to-know-about-telehealth/>
- 9) eMarketer: <http://www.emarketer.com/Article/Digital-Ad-Spend-US-Healthcare-Pharma-Industry-Catch-Up/1012526>
- 10) MM&M /Ogilvy CommonHealth Healthcare Marketers Trend Report 2016: http://media.mmm-online.com/documents/214/healthcare_marketers_trend_rep_53381.pdf

Questions?