

Geonetric Webinar: January 2017

Marketing and Digital Trends for 2017

GEONETRIC®

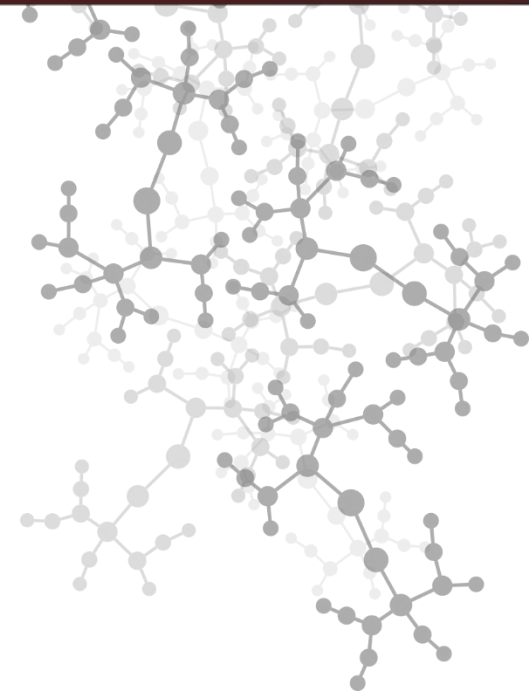
2017 Digital Marketing Trends in Healthcare Survey

Download the eBook:
geonetric.com/marketingsurvey



#GEONETRIC

Follow the conversation live

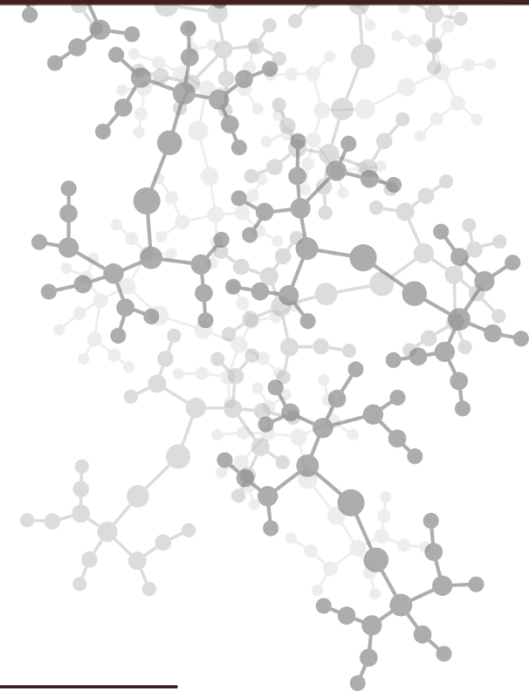


Today's Presenter



Ben Dillon
Chief Strategy Officer

- 20 years in healthcare marketing
- SHSMD President-Elect
- EHS&T Editorial Advisory Board Member
- Frequent speaker at industry conferences
- Twitter: @benatgeo



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Marketing and Digital Trends for 2017

GEONETRIC®

Trend 1:
Healthcare will see more
uncertainty in the coming year



Repealing Obamacare: Trump says fast, Congress says slow

By MJ Lee, CNN National Politics Reporter
Updated 8:58 AM ET, Mon January 16, 2017



Source: CNN
Trump describes Obamacare plan 01:38

(CNN) — Emboldened by Donald Trump's surprise victory, Republican lawmakers vow Election Night that they wouldn't waste a single day to pursue their most urgent mission: repealing Obamacare.

OPINION | ELIZABETH WARREN

The GOP's strategy for Obamacare? Repeal and run.

Share icons for email, Facebook, Twitter, Google+, and LinkedIn.

Print icon and 125 comments icon.

Top 10 Trending Articles



KEITH BE

Senator Elizabeth Warren spoke during a rally for the Affordable Care Act in Boston on Sunday.

By Elizabeth Warren | JANUARY 15, 2017

REAL-TIME NEWS FROM AL.COM

200,000 Alabamians could lose healthcare as Obamacare repeal looms

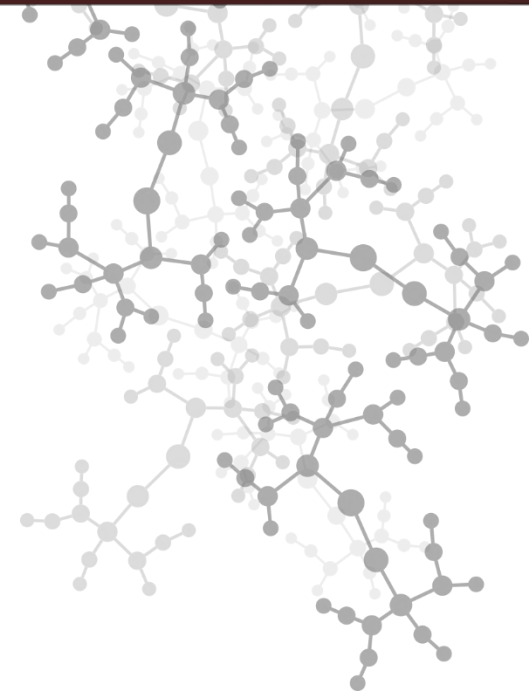
84 Posted on January 16, 2017 at 6:30 AM



In this May 24, 2016 photo, House Speaker Paul Ryan of Wis. faces reporters at Republican National Committee headquarters on Capitol Hill in Washington. (AP Photo/J. Scott Applewhite)

What that means for you:

- More pressure to measure results
- Greater importance on consumer-focused marketing
- Move from awareness and brand-building to filling schedules



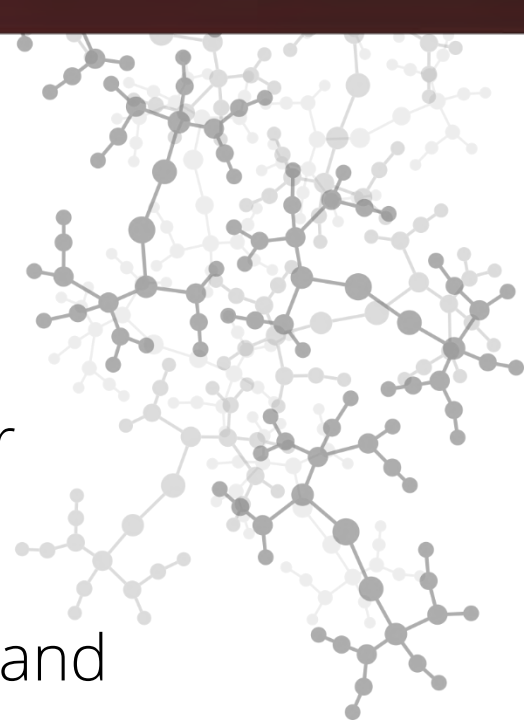
Trend 2:

In response, healthcare providers
continue to get bigger



According to Becker's Healthcare:

- Thirty-one percent of executives plan to launch new segments or business lines to drive growth, up from 17 percent last year.
- Thirty-eight percent of the executive respondents report merger and acquisition transactions are driving their growth plans for 2017.
- Twenty-six percent of the respondents who said M&A activity would drive their growth in the coming year reported organic growth initiatives as their top strategy.
- Almost half of the respondents said they expect capital needs to rise in 2017.



What that means for you:

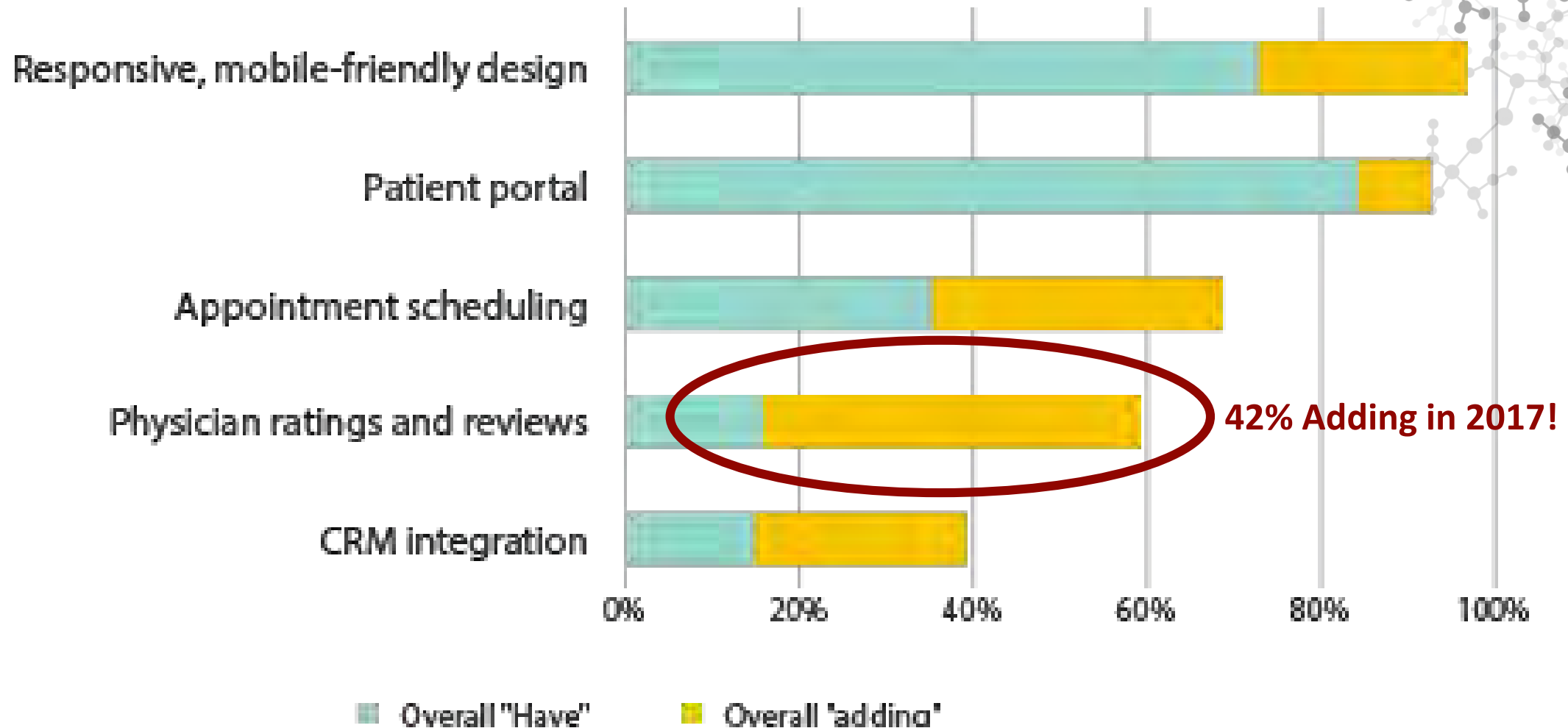
- You are telling a more complex story
- Getting the content strategy, information architecture, and navigation correct is more important than ever
- The website is key to messaging
- Marketing leads operations here



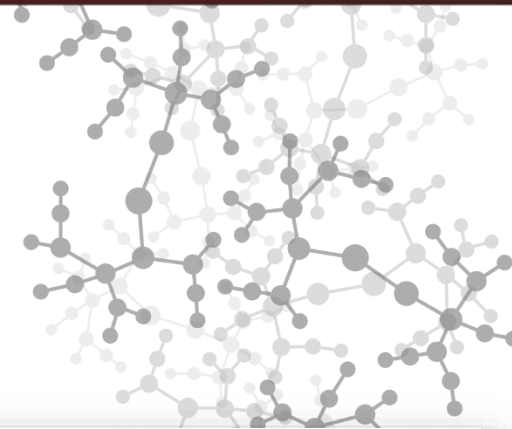
Trend 3:

Transparency will grow considerably,
but we still have a long way to go

Adoption of Advanced Website Features: "Overall"



Pricing Transparency Is Another Story



UnitedHealthcare
Showing Information for: Neil Smith 01/01/1980 | Hello Neil Smith | Log Out
CUSTOMER LOGO

myHealthcare Cost Estimator

Care Estimates | What is myHealthcare Cost Estimator? | How It Works

Get Your Answers Here

myHealthcare Cost Estimator pulls together all the information you need to make an informed choice about where to receive care based on cost and quality information - personalized for you.

Get started using the search toolbar or browsing all treatments and conditions.

[What is myHealthcare Cost Estimator?](#) | [How It Works](#)

See My Benefits | New Search | Saved Searches | Help | Hide

Health Insurance Information: Medical With HSA
Individual: Deductible: \$1,800 | Out-of-Pocket Maximum: \$3,200
For more information on coinsurance and/or co-pays, click on Review Plan Details
[Review Plan Details](#)

Find Out How You Can Use an HSA to Help Pay for this Treatment:
[Tell Me More](#)

Individual Responsibility [Review Plan Details](#)
Paid Year-to-Date: **\$1,400**
Deductible \$1,800 | Out-of-Pocket Max \$3,200
Year-to-Date Spending
Health Account Balances:
Choice HSA: Available Balance: **\$500**

Welcome! Enter your search criteria above to get started

guroo

Search for a care bundle or test

[BROWSE THE A-Z LIST](#)

X-ray Hip - 2 Views

[PRINT](#) [LOCATE](#)

CARE BUNDLE OVERVIEW | CARE BUNDLE DETAILS | WHAT TO EXPECT | QUESTIONS TO ASK | HOW TO PREPARE | RELATED CARE BUNDLES

Care Bundle Overview

This x-ray creates several different images of a hip joint.

[Learn More](#)

Cost Overview

[hide cost ranges](#)

National Average	\$39 - \$72
IN YOUR AREA:	
Iowa State Average	\$57 - \$142
Cedar Rapids, IA Average	\$69 - \$75

How Are These Numbers Calculated?

The cost information on Guroo is estimated and is based on over 758 million claims from a set of insurers and their reported negotiated rates with providers. These estimates are trended to and considered valid through December 30, 2016 based upon claims paid between June 30, 2012 and June 29, 2014.

[Do not avoid getting health care based on the information on this site.](#)

SAVEON medical

WHAT IS SAVEON? | HOW IT WORKS | BLOG | [SIGN UP](#) | [LOG IN](#)


Find a Cheap MRI Near You

Our price transparency tool helps patients find affordable medical procedures

[Find Radiology](#) | [Find Pharmacy](#) | [Find Surgery](#) | [Find Labs](#)

Brain CT | Iowa City, IA 52246 | [SEARCH](#)

My Cost Out-of-Pocket Price Estimator



[Need help at any time?](#) 

Final - Review Your Estimate

Procedure: Chest X Ray (two views)
Insurance: [No Insurance \(100% self-pay\)](#)
Approximate Charge: \$231.00 (total charge)

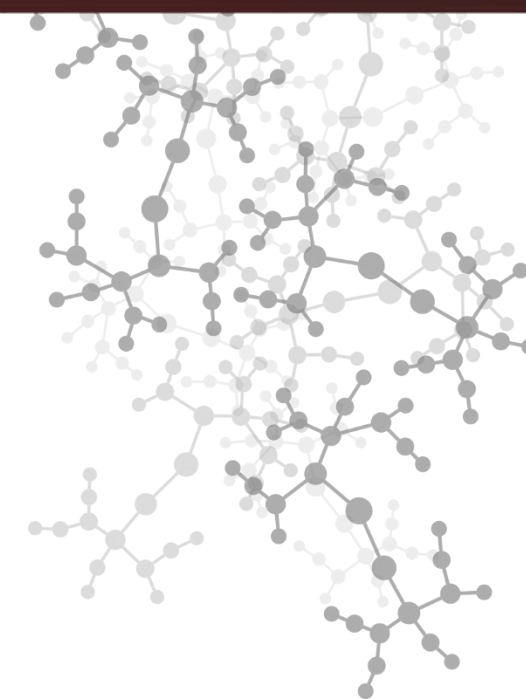
Estimate of how much you will owe: \$231.00

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.

 [Email](#)  [Print](#)

[Begin a new estimate](#)

[» Back to Pricing Introduction](#)



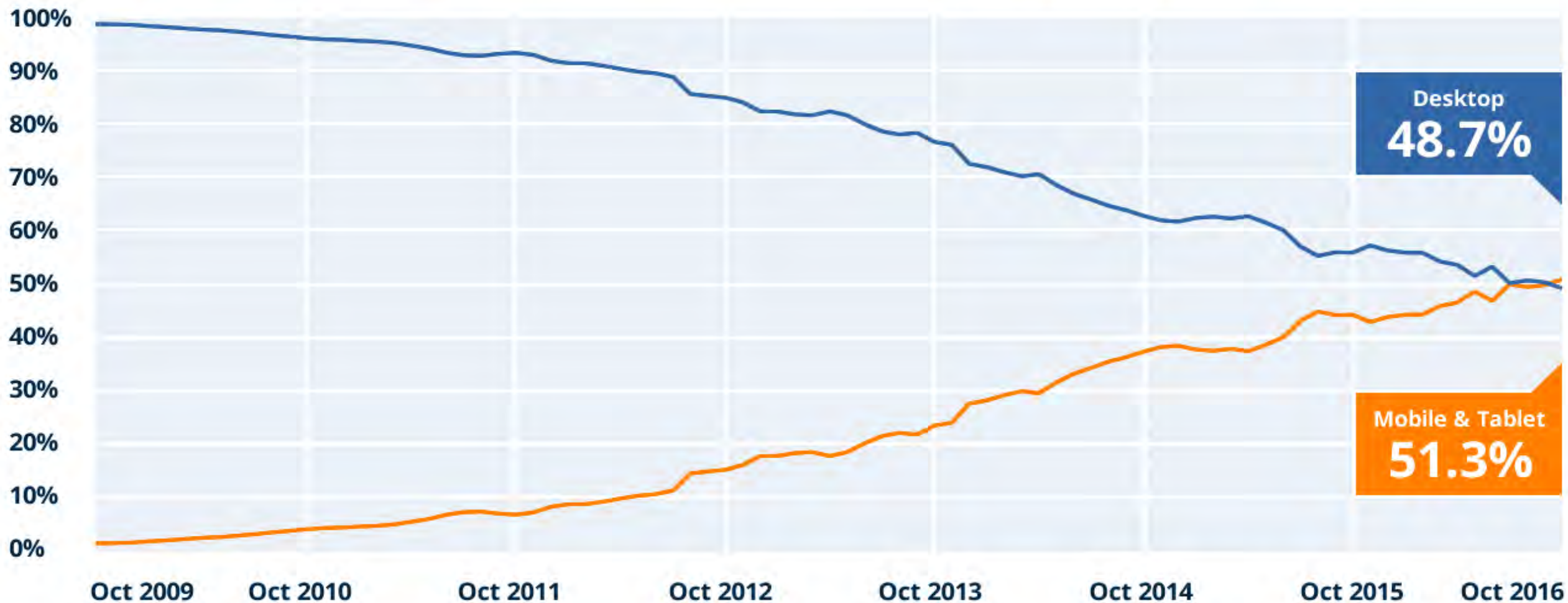


Trend 4:
Mobile continues to change the game

Internet Usage Worldwide

October 2009 – October 2016

■ Desktop ■ Mobile & Tablet



Mobile-first Indexing

Friday, November 04, 2016

Today, most people are searching on Google using a mobile device. However, our ranking systems still typically look at the desktop version of a page's content to evaluate its relevance to the user. This can cause issues when the mobile version of a page has more content than the desktop page because our algorithms are not evaluating the mobile content that is seen by a mobile searcher.

Examples of interstitials that make content less accessible



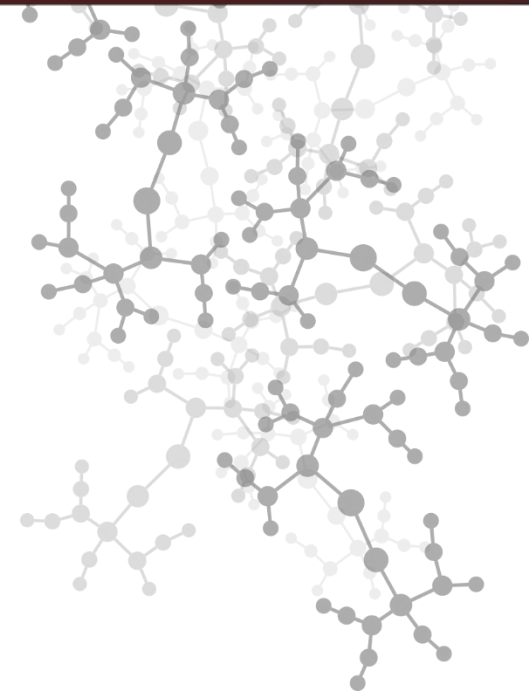
An example of an intrusive popup

An example of an intrusive standalone interstitial

Another example of an intrusive standalone interstitial

What that means for you:

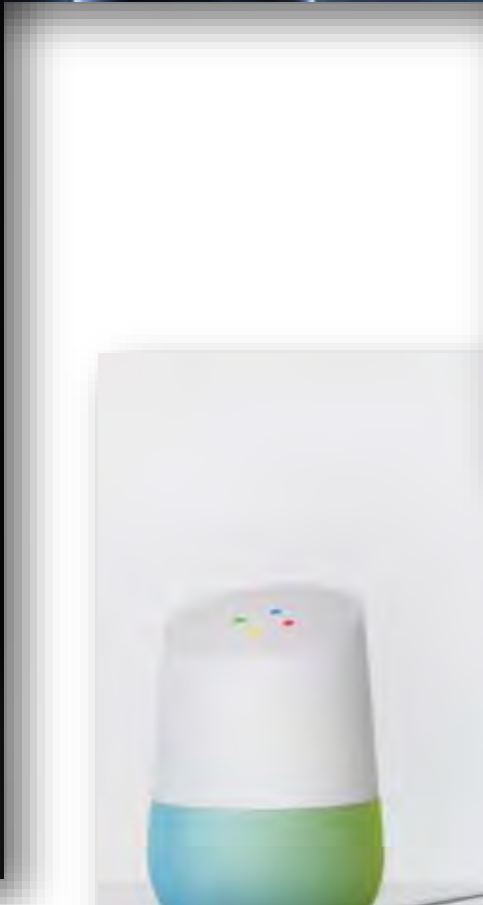
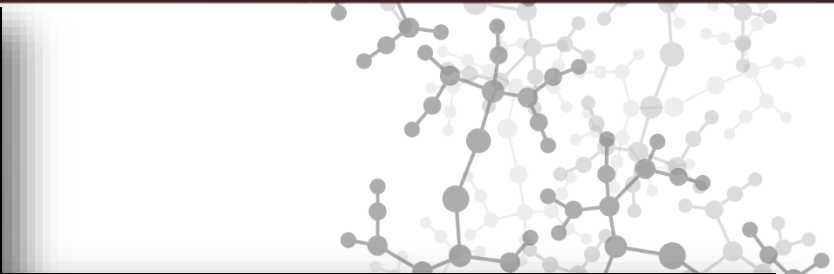
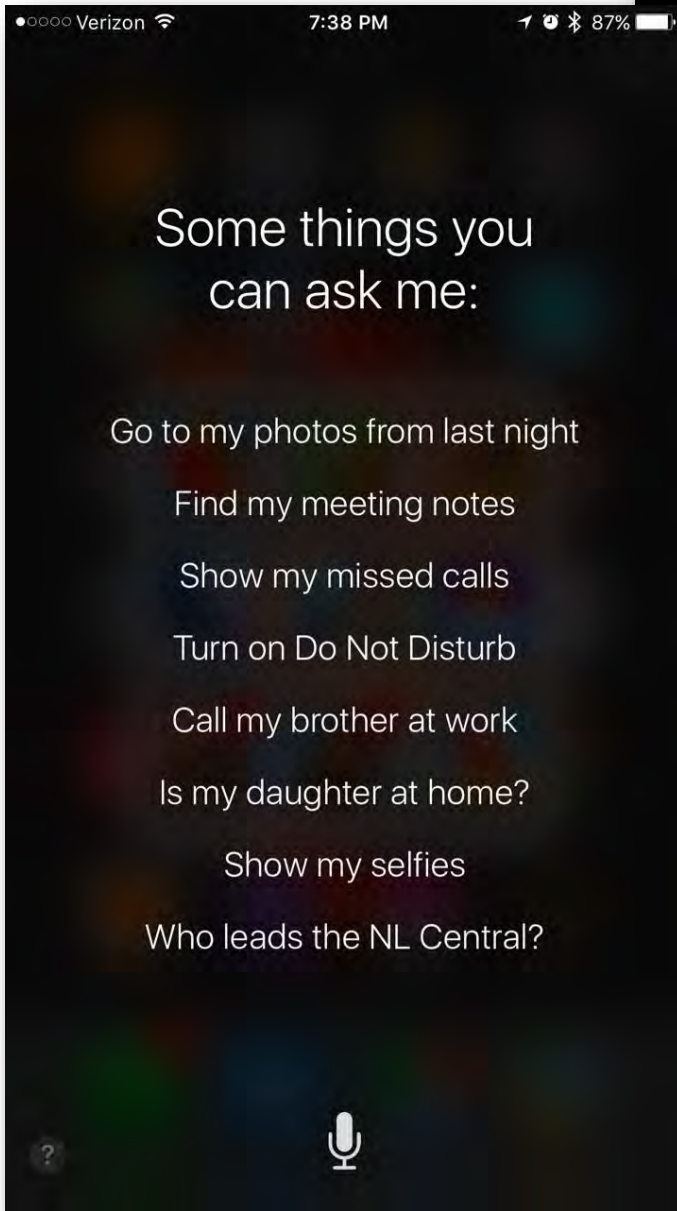
- The bar has been raised for mUX
- First generation responsive websites work
- mUX Audit and plan to update or redesign



Trend 5:

Search engines continue their
march to become answer engines







university of iowa healthcare



All News Images Maps Shopping More Settings Tools

About 23,900,000 results (0.94 seconds)

University of Iowa Health Care

<https://www.uihealthcare.org/>

Changing Medicine. Changing Lives.® **University of Iowa Health Care** (UI Health Care) represents the integrated health care enterprise of the University of Iowa ...

University of Iowa Hospitals and Clinics |

<https://uihc.org/>

UI Health Care - North Liberty ... **UI Health Care** - Southeast Iowa City ... For the second year in a row, **University of Iowa** Hospitals and Clinics Comprehensive ...

Job Seekers | University of Iowa Hospitals and Clinics

<https://uihc.org/job-seekers>

America's #1 Health Care Employer 2016: Forbes Magazine named **University of Iowa Health Care** as the Number 1 employer in the Health Care industry ...

Medical Services | University of Iowa Hospitals and Clinics

<https://uihc.org/medical-services>

UI Stead Family Children's Hospital ... **UI Health Care** - Southeast Iowa City · UI Sports Medicine Center · **University of Iowa** Hospitals and Clinics ...

Health Care | The University of Iowa

<https://uiowa.edu/health-care>

Health Care. Doctor and ... UI grants strengthen public health initiatives in five Iowa communities. **Iowa** Now ... **University** Employee Health Clinic · UI Dental ...

Outlook Web Access - Health Care Information Systems

https://hcis.healthcare.uiowa.edu/selfservice/help_outlook.html

One option would be to use Outlook via UI **Health Care** Remote Access ... Launch your web browser and go to <https://mail.healthcare.uiowa.edu>; When the login ...



University of Iowa Hospitals and Clinics ★

Website Directions

3.7 ★★★★★ 86 Google reviews

Hospital in Iowa City, Iowa · Horn

University of Iowa Hospitals and Clinics is a 732-bed public teaching hospital and level 1 trauma center affiliated with the University of Iowa. Wikipedia

Address: 200 Hawkins Dr, Iowa City, IA 52242

Phone: (319) 356-1616

Number of beds: 732

Founded: 1898

Affiliated university: University of Iowa

Suggest an edit

Add missing information

Add business hours

Atrial fibrillation

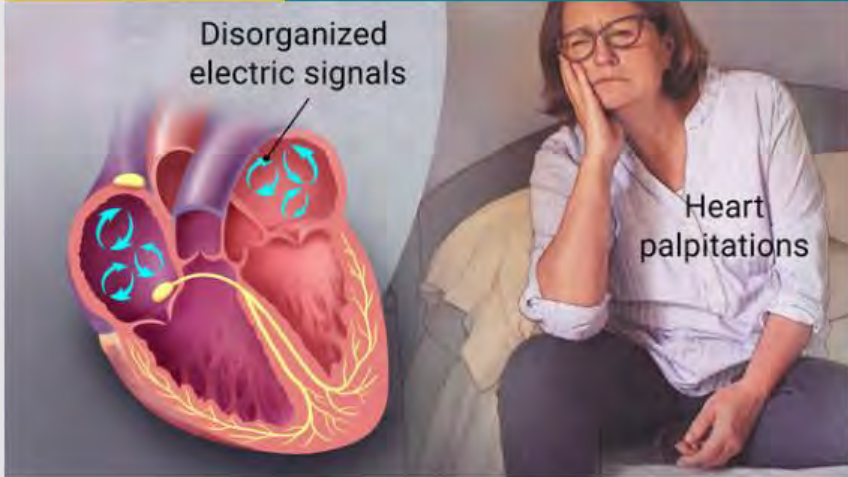
Also called: AF, a-fib



ABOUT

SYMPTOMS

TREATMENTS



An irregular, often rapid heart rate that commonly causes poor blood flow.

Common

More than 200,000 US cases per year

- Treatable by a medical professional
- Requires a medical diagnosis
- Lab tests or imaging often required
- Chronic: can last for years or be lifelong

The heart's upper chambers (atria) beat out of coordination with the lower chambers (ventricles).

This condition may have no symptoms, but when symptoms do appear they include palpitations, shortness of breath, and fatigue.

Treatments include drugs, electrical shock (cardioversion), and minimally invasive surgery (ablation).

Ages affected



Consult a doctor for medical advice

Sources: Mayo Clinic and others. [Learn more](#)

[Download PDF](#)

Related conditions

Supraventricular tachycardia

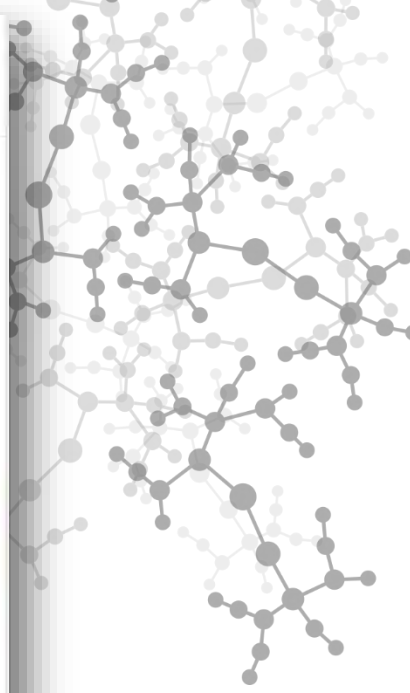
A faster than normal heart rate beginning above the heart's two lower chambers.

Common

Arrhythmia

Improper beating of the heart, whether irregular, too fast, or too slow.

Very common





Rating ▾ Hours ▾

The University of Iowa College of Dentistry & Dental Clinics

4.5 ★★★★★ (27) · Dental School

801 Newton Rd · (319) 335-7499

Open until 5:00 PM



WEBSITE



DIRECTIONS

Advanced Dentistry of Iowa

4.4 ★★★★★ (13) · Dental Clinic

1513 Mall Dr · (319) 354-1409

Open until 5:00 PM



WEBSITE



DIRECTIONS

Classic Smiles

4.6 ★★★★★ (10) · Dentist

611 E Burlington St · (319) 359-7673

Open until 6:00 PM

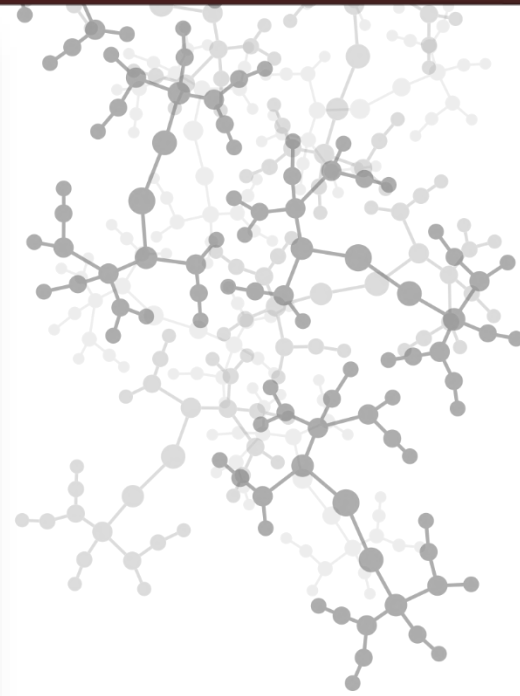


WEBSITE



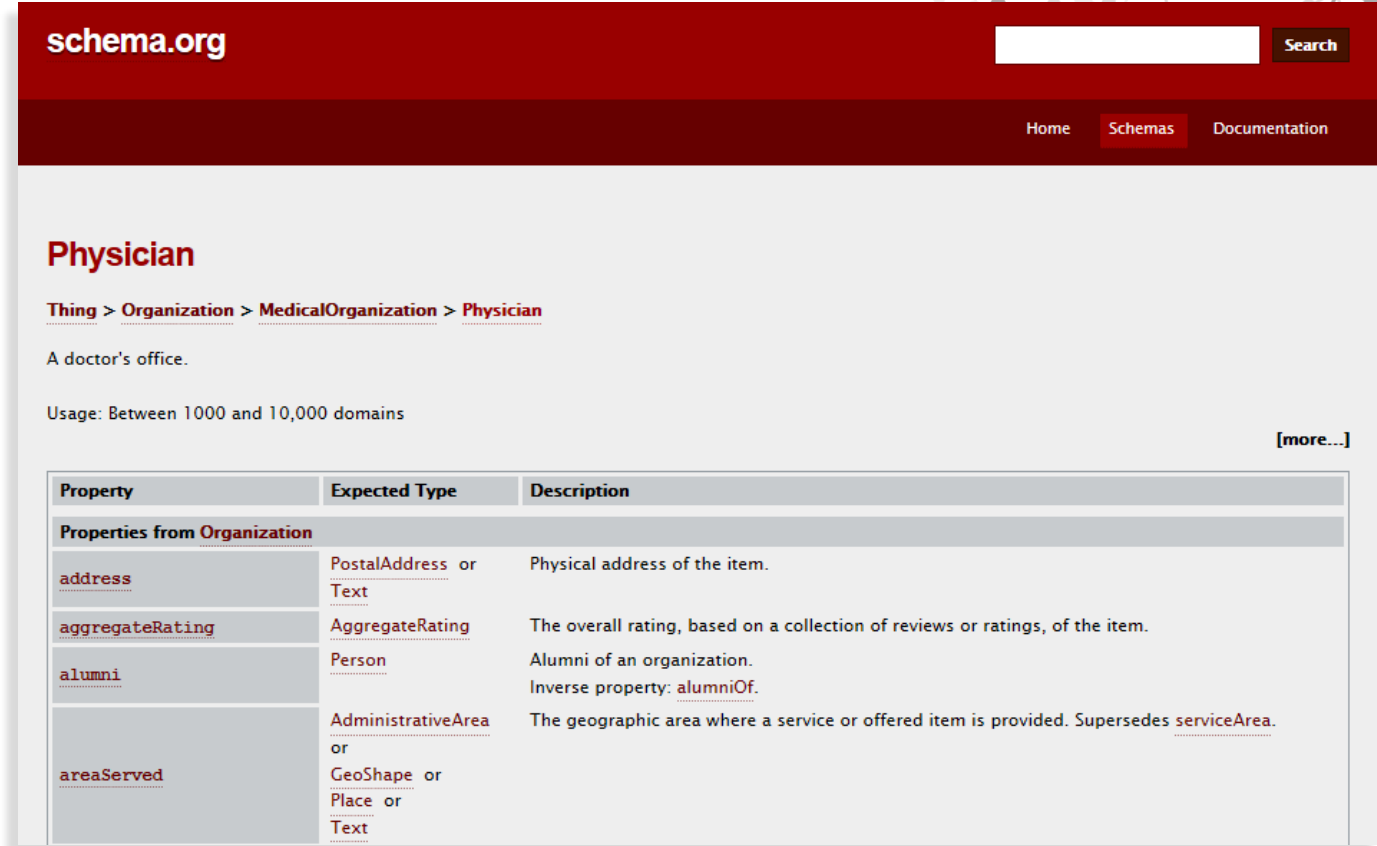
DIRECTIONS

More places



What that means for you:

- Structured content
- Microdata (such as Schema.org)



The screenshot shows the schema.org website interface. At the top, there is a dark red header with the 'schema.org' logo on the left, a search bar in the center, and a 'Search' button on the right. Below the header, there are navigation links for 'Home', 'Schemas', and 'Documentation'. The main content area is titled 'Physician' in a large, bold, dark red font. Below the title, there is a breadcrumb trail: 'Thing > Organization > MedicalOrganization > Physician'. A brief description follows: 'A doctor's office.' Below that, it states 'Usage: Between 1000 and 10,000 domains' and a '[more...]' link. The core of the page is a table with three columns: 'Property', 'Expected Type', and 'Description'. The table lists several properties from the 'Organization' class, including 'address', 'aggregateRating', 'alumni', and 'areaServed', each with its corresponding expected type and a brief description.

Property	Expected Type	Description
Properties from Organization		
address	PostalAddress or Text	Physical address of the item.
aggregateRating	AggregateRating	The overall rating, based on a collection of reviews or ratings, of the item.
alumni	Person	Alumni of an organization. Inverse property: alumniOf .
areaServed	AdministrativeArea or GeoShape or Place or Text	The geographic area where a service or offered item is provided. Supersedes serviceArea .

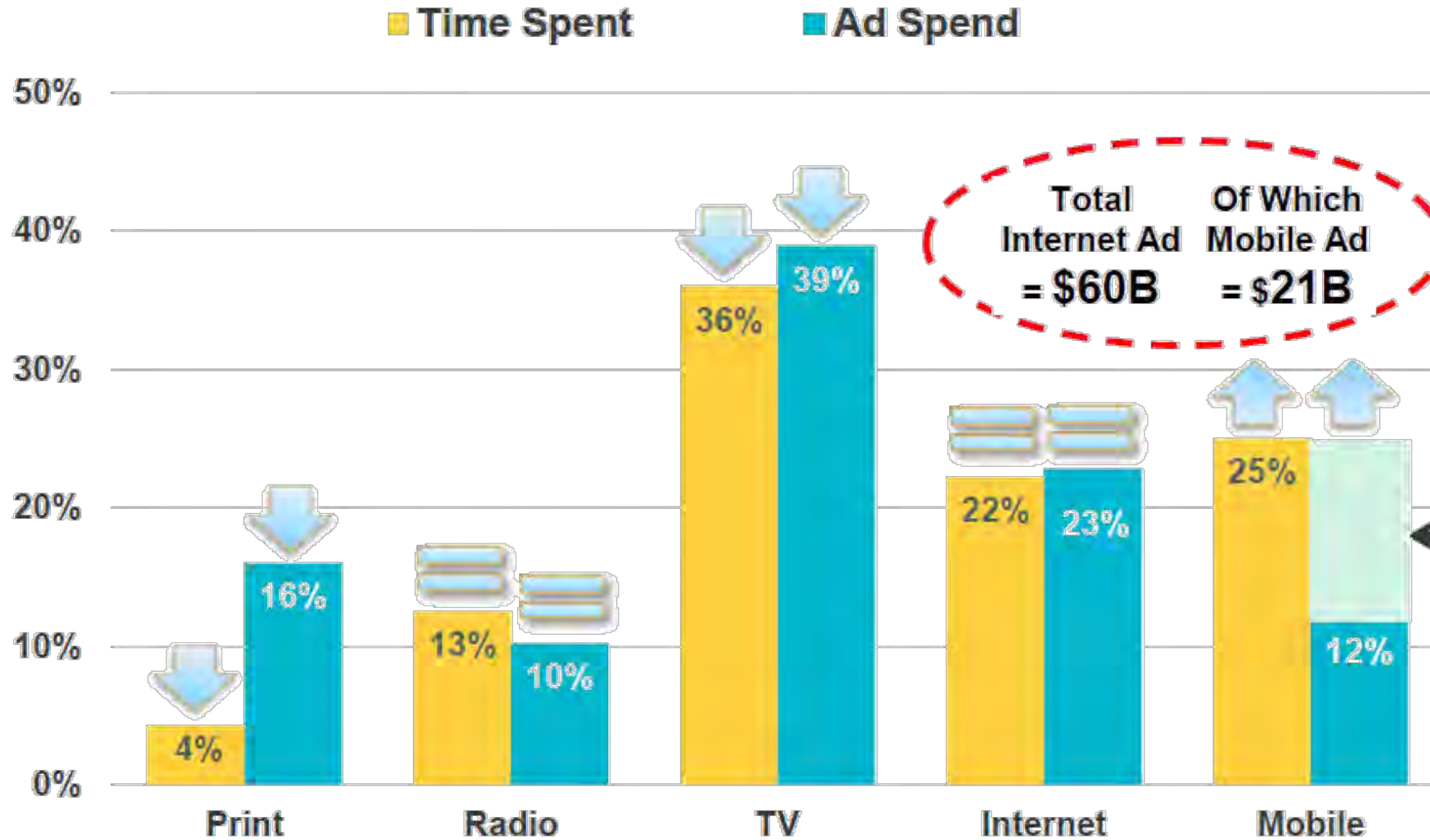
Trend 6:

Digital Marketing continues to surge



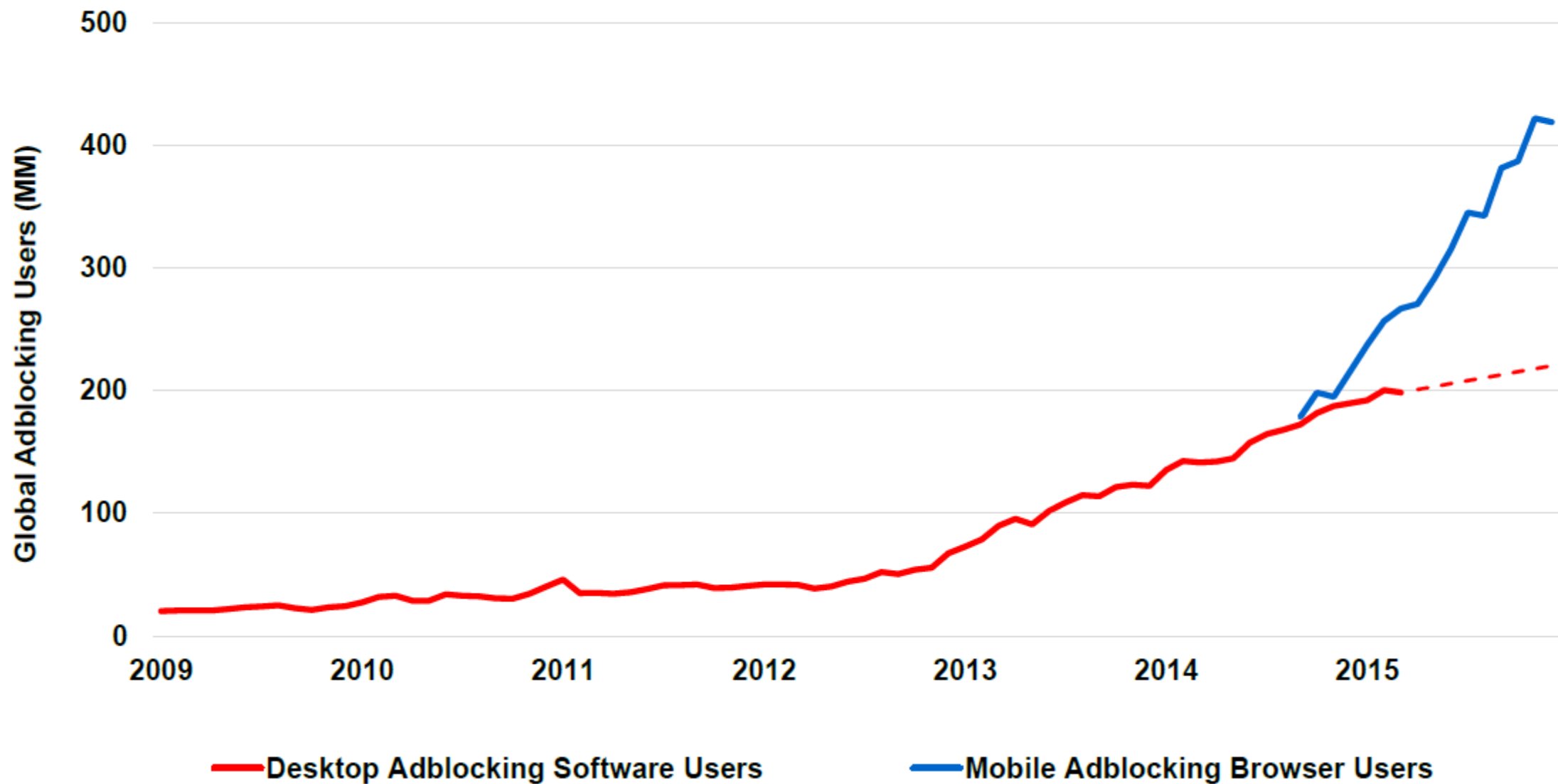
% of Time Spent in Media vs. % of Advertising Spending, USA, 2015

% of Total Media Consumption Time or Advertising Spending



~\$22B Opportunity in USA

Global Adblocking Users on Web (Mobile + Desktop), 4/09 – 3/16





TRENDING STORY
YouTube Labs pairs brands & agencies with creators



YEAR IN REVIEW
Here are Marketing Land's top 10 of 2017

Social Media Marketing

Kick off each Monday with the best news and ideas in social media.

Your email here.

SUBSCRIBE

Facebook organic reach is down 52% for publishers' Pages this year

While on average publishers' organic reach on Facebook has fallen by 52% in 2016, video and a lower reliance on Facebook has neutralized the pain for some

Tim Peterson on August 6, 2016 at 10:00 am

drug store

All Maps Shopping Images News More Search tools

About 78,900,000 results (0.60 seconds)

Drugstore.com
Ad www.drugstore.com/
Earn 5% Back On Every Purchase & Free Shipping On Orders \$35+
Always Earn 5% Cash Back - 60k+ Unique Products - +Free Shipping After \$35
Online Coupons 50% Off GNC Products
Earn 5% Back Auto Reorder & Save 10%

A Walgreens
Pharmacy
15601 Hickman Rd · (515) 987-6807
Closing soon: 12:00 AM

B Hy-Vee Drugstore
Pharmacy
1010 60th St · (515) 440-1481
Closed now

C Medicap Pharmacy
Pharmacy
10 Warrior Ln · (515) 987-8111
Closed now

drugstore.com
Retail company - drugstore.com
Drugstore.com is an internet retailer in health and beauty care products. Its web operations were launched on February 24, 1999. Wikipedia

Customer service: (515) 987-6807
Headquarters: Bellevue, WA
Founder: Jed Smith
Founded: 1998
Parent organization: Walgreens
Subsidiaries: Beauty.com Inc, DS Distribution Inc, International Vision Ltd

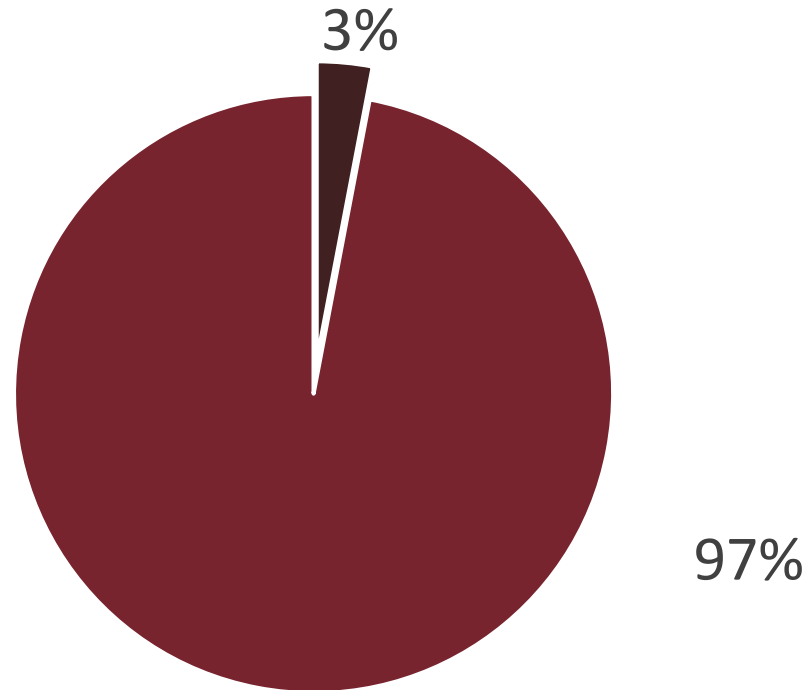
Profiles
Twitter Google+

People also search for View 5+ more
Walgreens Vitacost theVitamin Shoppe Ulta Beauty CVS Pharmacy

Feedback

Where Did All the Organic Search Results Go?

- Local Results
- Paid Results
- Knowledge panels
- Answer boxes
- Knowledge graph carousels
- Images
- News results
- In-depth articles



- Local snack packs
- Local one-boxes
- Mega video
- Review stars
- Expanded sitelinks
- Mini knowledge callouts
- Hybrid knowledge graphs / ads

■ Traditional Organic Search Results

■ Nontraditional Organic or Paid Results

Native Advertising

The screenshot shows a Pinterest browser window with the URL <https://www.pinterest.com>. The browser's address bar and tabs are visible at the top. The main content area displays a grid of pins:

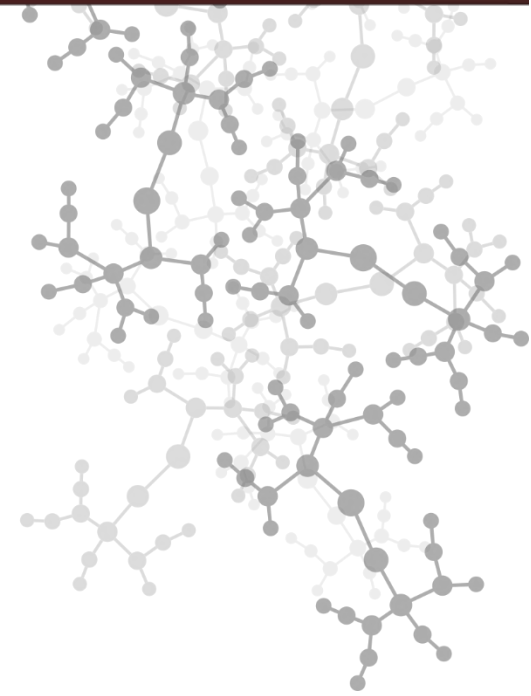
- SEO Tune-Up:** An infographic titled "SEO Tune-Up: An Annual Checklist for Your Site's SEO Strategy" presented by sparkolug. It features a central car icon and eight surrounding cards with tips like "Check Metadata", "Adjust Timing", "Replace Site Pages", "Replace Sparkplugs", "Install GPS", "Upgrade Fuel", "Check Brakes", and "Rotate Tires".
- Slow Cooker Creamy Southwest Chicken:** A recipe pin featuring a photo of chicken and the text "Dairy-Free | Paleo | Whole30".
- Spicy Shrimp with Cauliflower Mash and Garlic Kale:** A recipe pin with a photo of a bowl of shrimp and cauliflower mash, 80.1k likes, and 37 comments. It is attributed to "Pinch of Yum".
- Forget 'Googling' Yourself:** A red advertisement for TruthFinder, stating "This advanced new site has way more info. Enter your name or any name & state to see what is publicly available online about you or anyone!". It includes a photo of a woman and 596 likes.
- Other Pins:** Includes "Cream Donuts are baked, not fried, and..." by Katie Wagner Social... Donuts!, "meals- delicious, healthy gluten free..." by Kerri Olkjer Paleo Recipes, and "Promoted by LowerMyBills.com".

Native Advertising

The screenshot shows a Pinterest page with several pins. The top pin is an infographic titled "SEO Tune-Up: An Annual Checklist for Your Site's SEO Strategy" by sparkolug. Below it is a recipe pin for "SLOW COOKER Creamy SOUTHWEST CHICKEN" by Kerri Olkjer, described as Dairy-Free | Paleo | Whole30. To the right is another recipe pin for "Spicy Shrimp with Cauliflower Mash and Garlic Kale" by Advocate Health Care. A red-bordered advertisement for TruthFinder is overlaid on the right side of the page, featuring a woman's photo and the text: "Forget 'Googling' Yourself. This advanced new site has way more info. Enter your name or any name & state to see what is publicly available online about you or anyone!".

What that means for you:

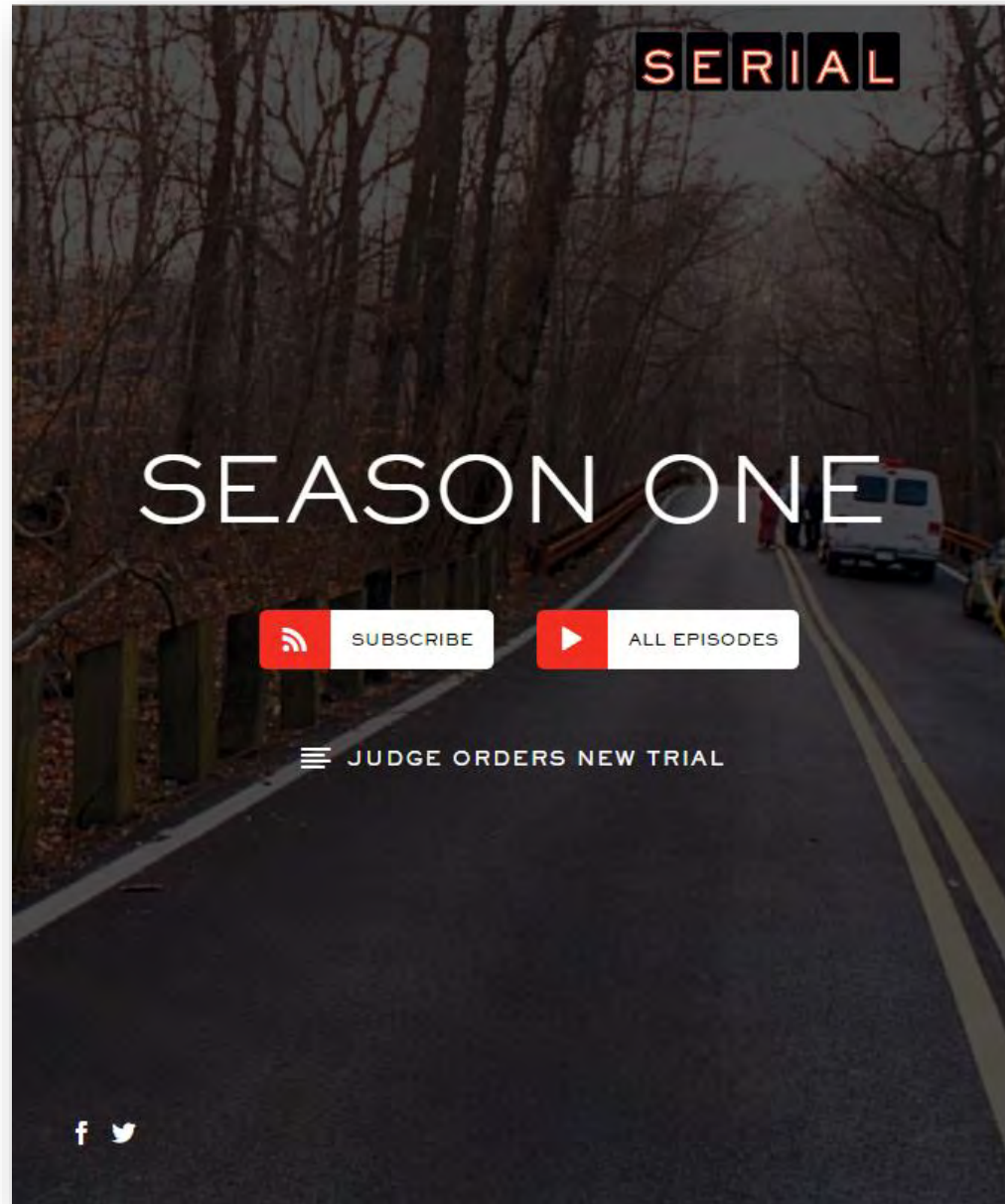
- Free reach is harder than ever
- Get creative and iterate
- Permission based and native advertising



Trend 7:

We're in the age of storytelling



A promotional banner for the podcast 'Serial' Season One. The background is a dark, atmospheric photograph of a road winding through a wooded area with bare trees. In the distance, a white van is parked on the side of the road. The word 'SERIAL' is at the top in a black, monospaced font with orange letters. 'SEASON ONE' is in the center in a large, white, sans-serif font. Below it are two buttons: 'SUBSCRIBE' with a red RSS icon and 'ALL EPISODES' with a red play button icon. At the bottom center, a hamburger menu icon is followed by the text 'JUDGE ORDERS NEW TRIAL'. In the bottom left corner, there are small white icons for Facebook and Twitter.

SERIAL

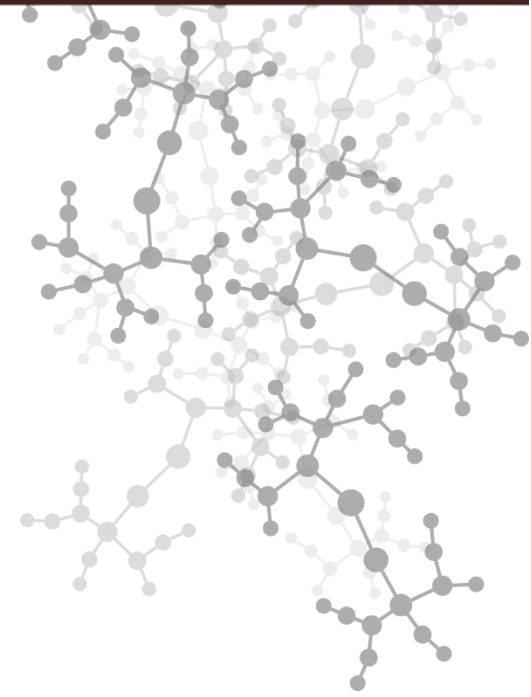
SEASON ONE

SUBSCRIBE

ALL EPISODES

JUDGE ORDERS NEW TRIAL


f



SERIAL

SEASON ONE

 SUBSCRIBE

 ALL EPISODES

☰ JUDGE ORDERS NEW TRIAL



ON THE AIR

THE *Shadow*

WILL BROADCAST

SECRET MESSAGES

TO HIS FOLLOWERS - EVERY

MONDAY and WEDNESDAY
..at 6:30 P.M.
COLUMBIA Network Stations



|| -2:27

Options | Share | Send | Like



Calcum Ap was live.

Page Liked · September 26, 2016 ·

52,669 Views

Like Comment Share

689 Realtime Comments ▾

746 shares 175 Comments

Roxe Anne Gingrich · 1:33 worlds biggest Quaker Oats plant top right, red multi level building
Like · September 26, 2016 at 8:39pm

Alan Whitten · 1:31 I'm not from the area (This is my only knowledge of the floods!) What building is on the island?
Like · 2 · September 26, 2016 at 6:59pm

Brian Heefner · 1:27 Veterans building
Like · September 26, 2016 at 8:10pm

Jim Bertling · 1:25 Whats the level at the cedarriver at hwy1 and cedar river road in mt vernon

Write a comment...

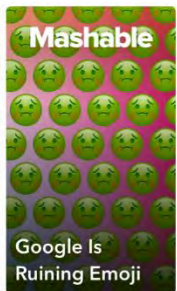
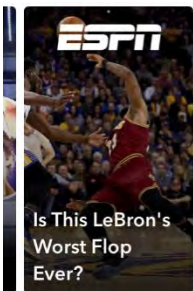


Stories



RECENT UPDATES

FEATURED



LIVE



Ever notice that your friends can't seem to see the emoji you send? 😞

Apple is emoji bae

Every iPhone gets updates at the same time, so glorious new emoji roll out all at once. Send them to a friend on Android, however, and they're probably just going to see a bunch of useless boxes. Womp womp.

What that means for you:

- Unique high-quality content is the key to success here
- Every healthcare organization is going to need to generate a lot more content in the future
- This may look different than in the past – look for skills in photography, design, and video production

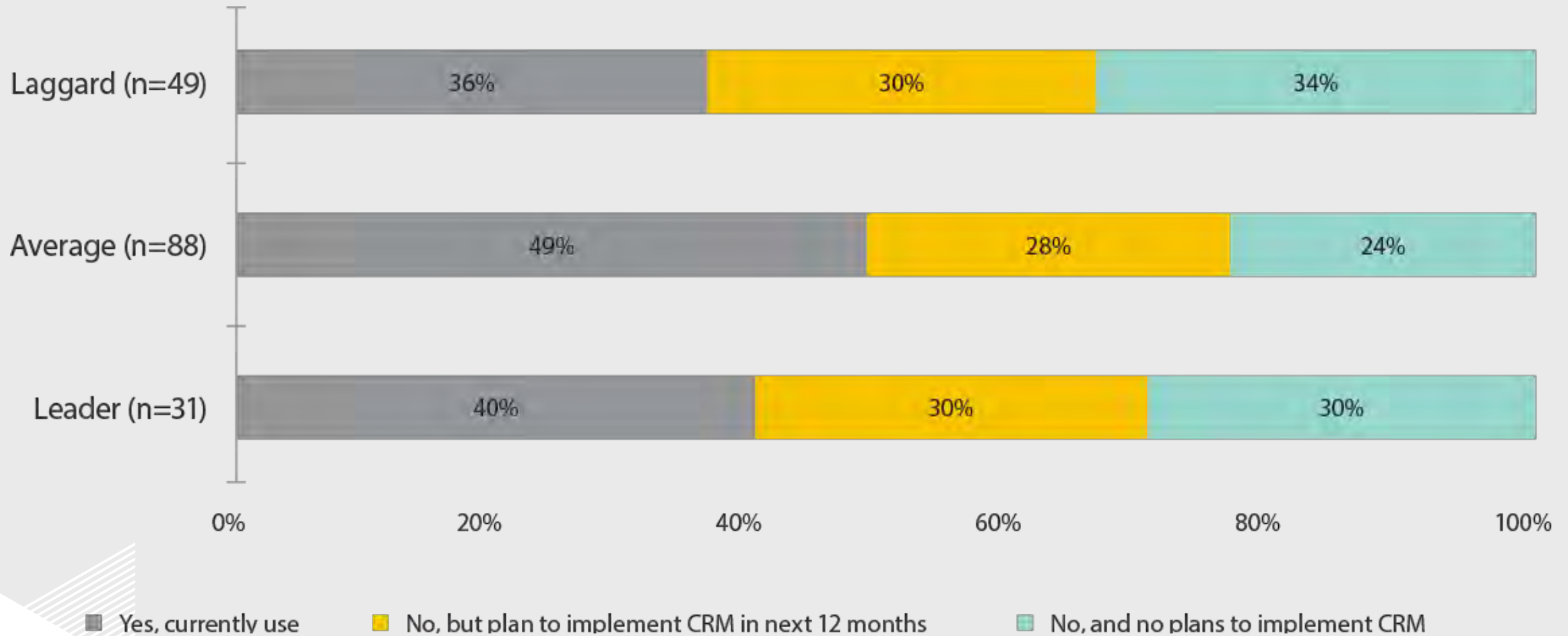
Trend 8:

The growing marketing technology stack

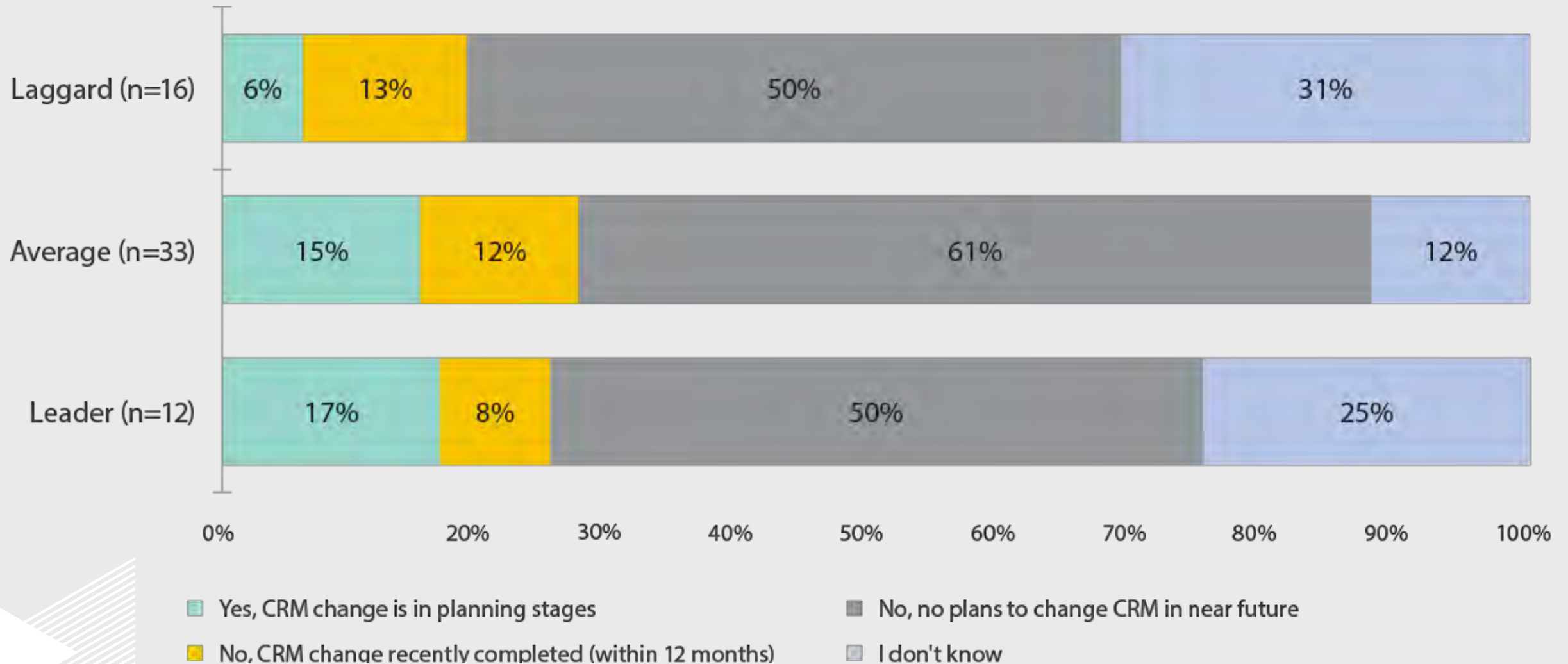


Does Your Organization Use CRM Software?

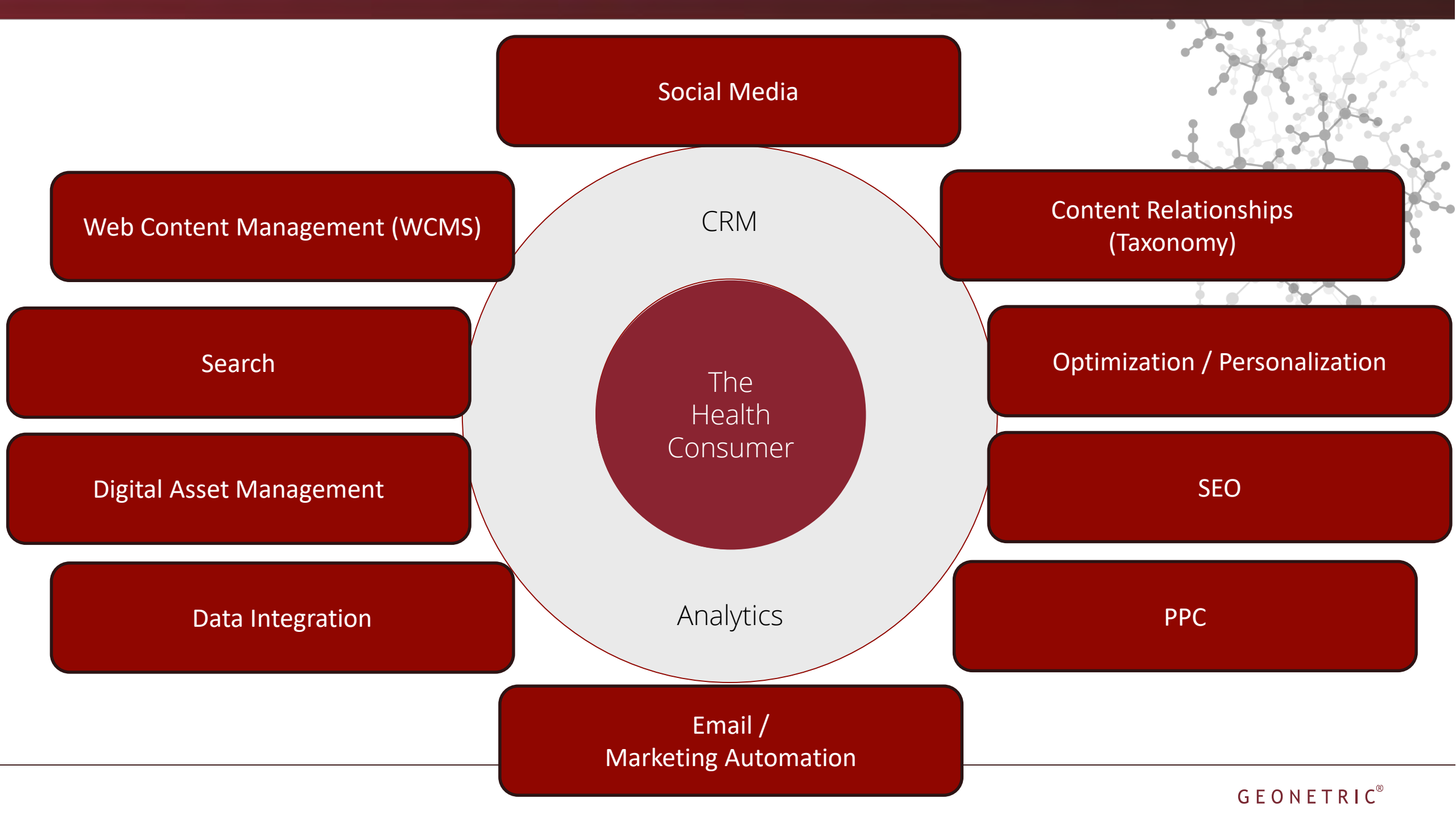
(Excluding "I don't know" answers)



Do You Plan to Change Your CRM?



Source: Geonetric 2016 Digital Marketing Trends in Healthcare Survey



Social Media

Web Content Management (WCMS)

Content Relationships
(Taxonomy)

Search

Optimization / Personalization

Digital Asset Management

SEO

Data Integration

PPC

Email /
Marketing Automation

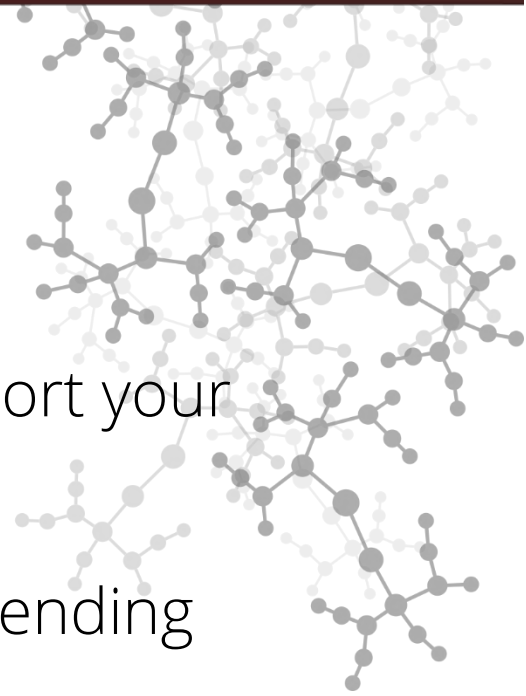
Analytics

The
Health
Consumer

CRM

What that means for you:

- You should have a marketing *technology* strategy in place to support your marketing strategy for the next few years.
- Don't plan to buy unless you plan to use! Understaffing/under spending /underutilization of tools is pervasive.
- These technology solutions are catalysts and enablers of massive change for marketing organizations.

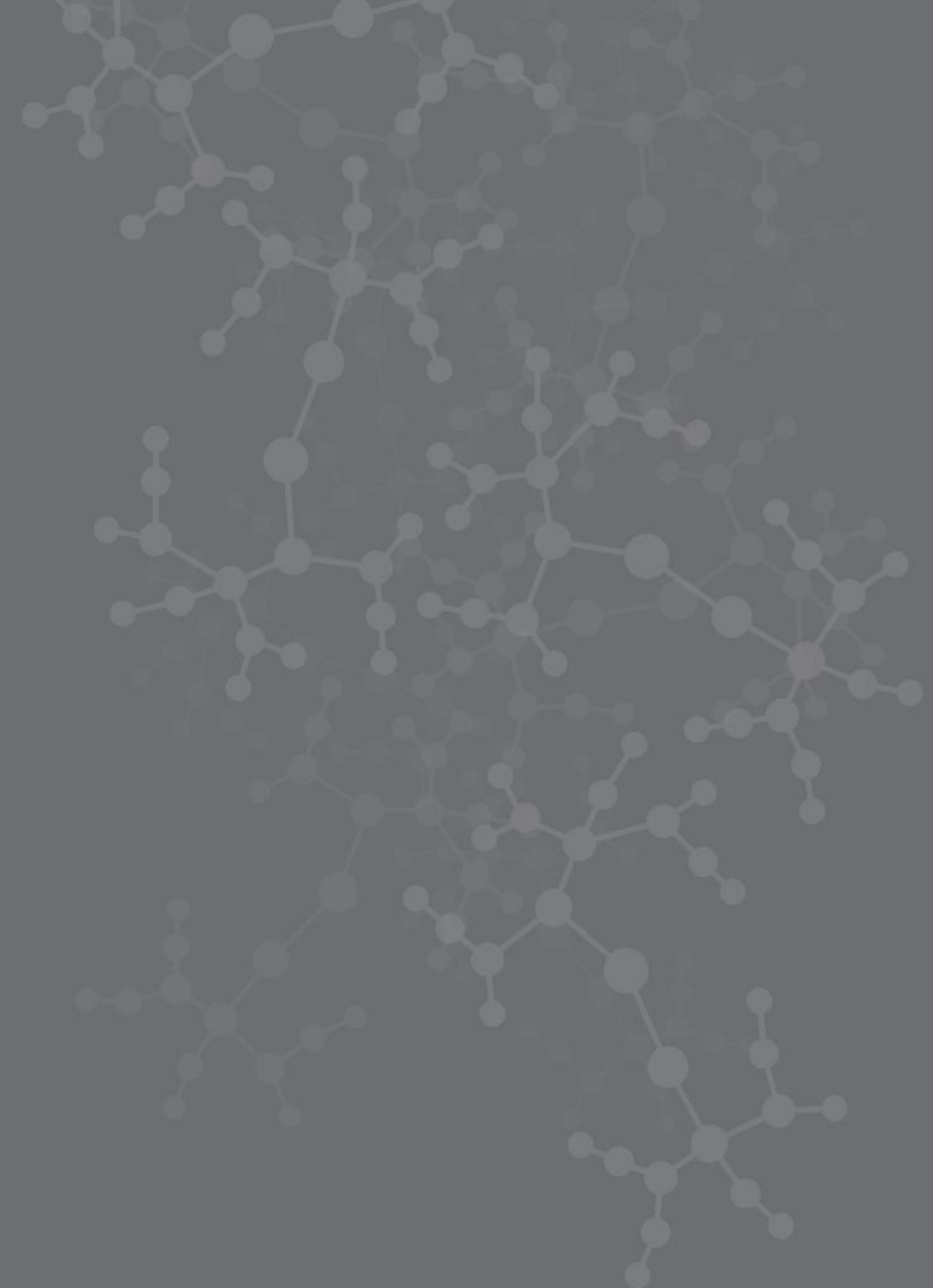


Final Thoughts



Questions?

Type yours in the "Ask a Question" box



Selecting a Web Content Management System for Your Health System



February 22, 2017 - 2 p.m. EDT / 11 a.m. PDT

Nearly 1 in 5 healthcare organizations are currently planning to change their content management system. It's a decision that impacts your ability to deliver on consumer engagement, physician strategies, and service line growth for years to come. Whether you're in the selection process, or wondering if you should be, this webinar will provide the information you need to make an educated choice.

You'll learn:

- Signs your CMS isn't working for you (and how to know if the problem is really something else)
- To maneuver the landscape of approaches and options for managing web content from both a technical and organizational perspective
- Healthcare-specific considerations — including functionality, governance, and security — for selecting a web CMS
- And more...

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