

Geonetric Webinar

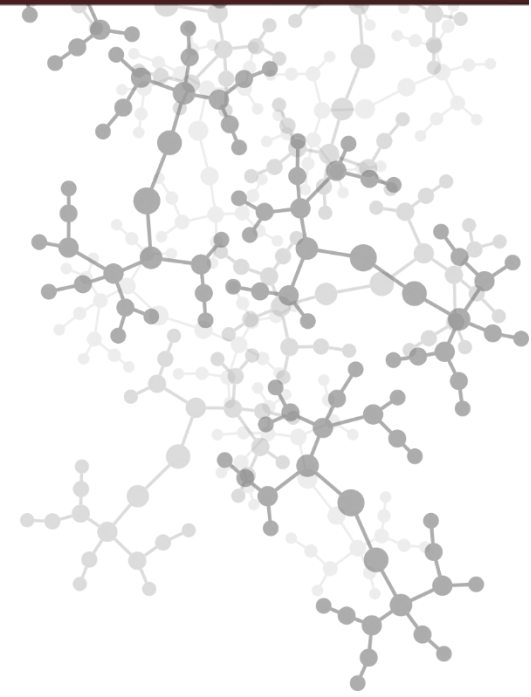
# **Industry Trends**

From Geonetric's Healthcare  
Digital Marketing Survey

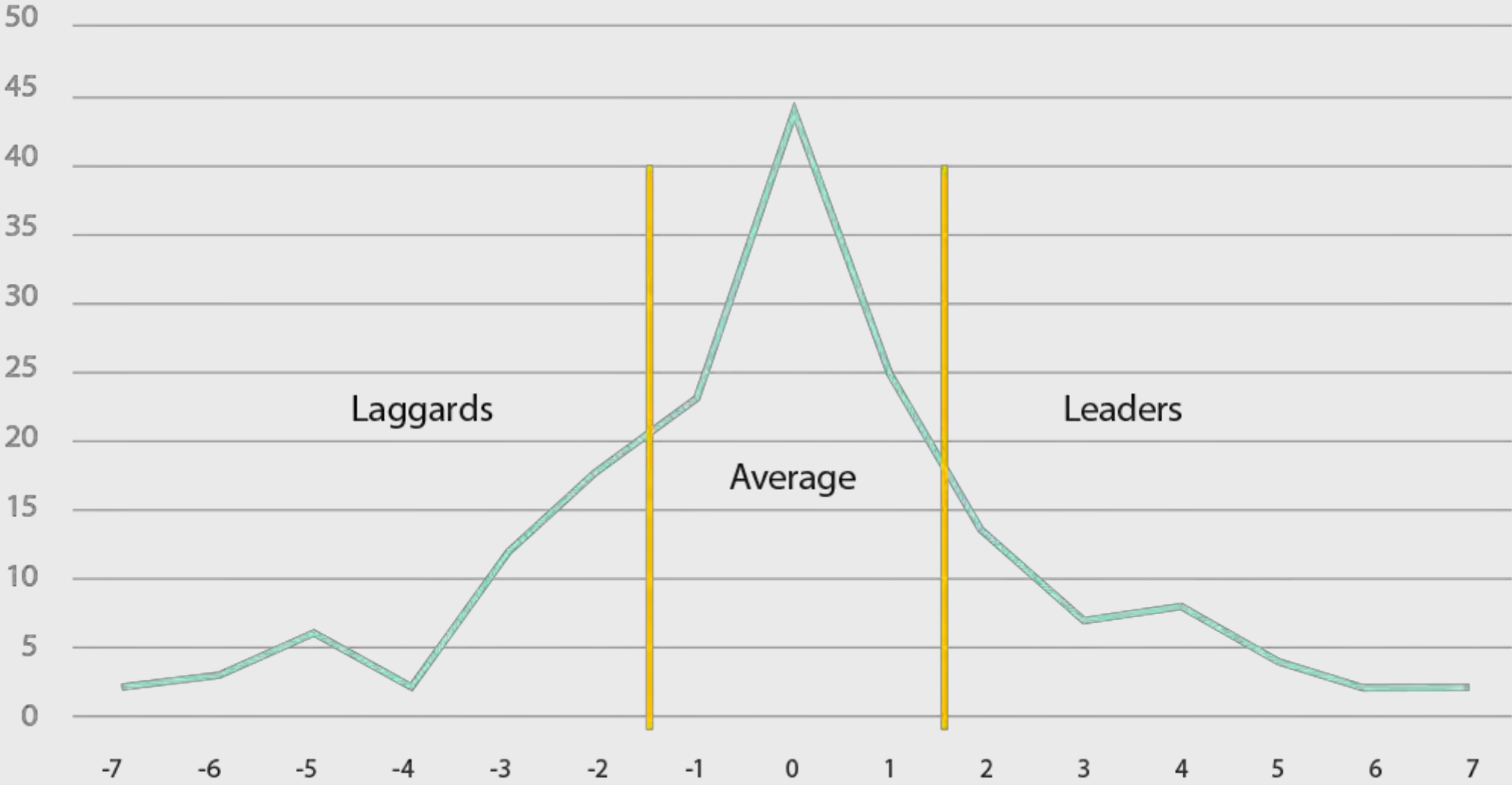
GEONETRIC<sup>®</sup>

# Survey Methodology

- Data Collection
- Partnership with eHealthcare Strategy & Trends
- Peer groups & segmentation
- Outside coding



# Distribution of Leaders and Laggards



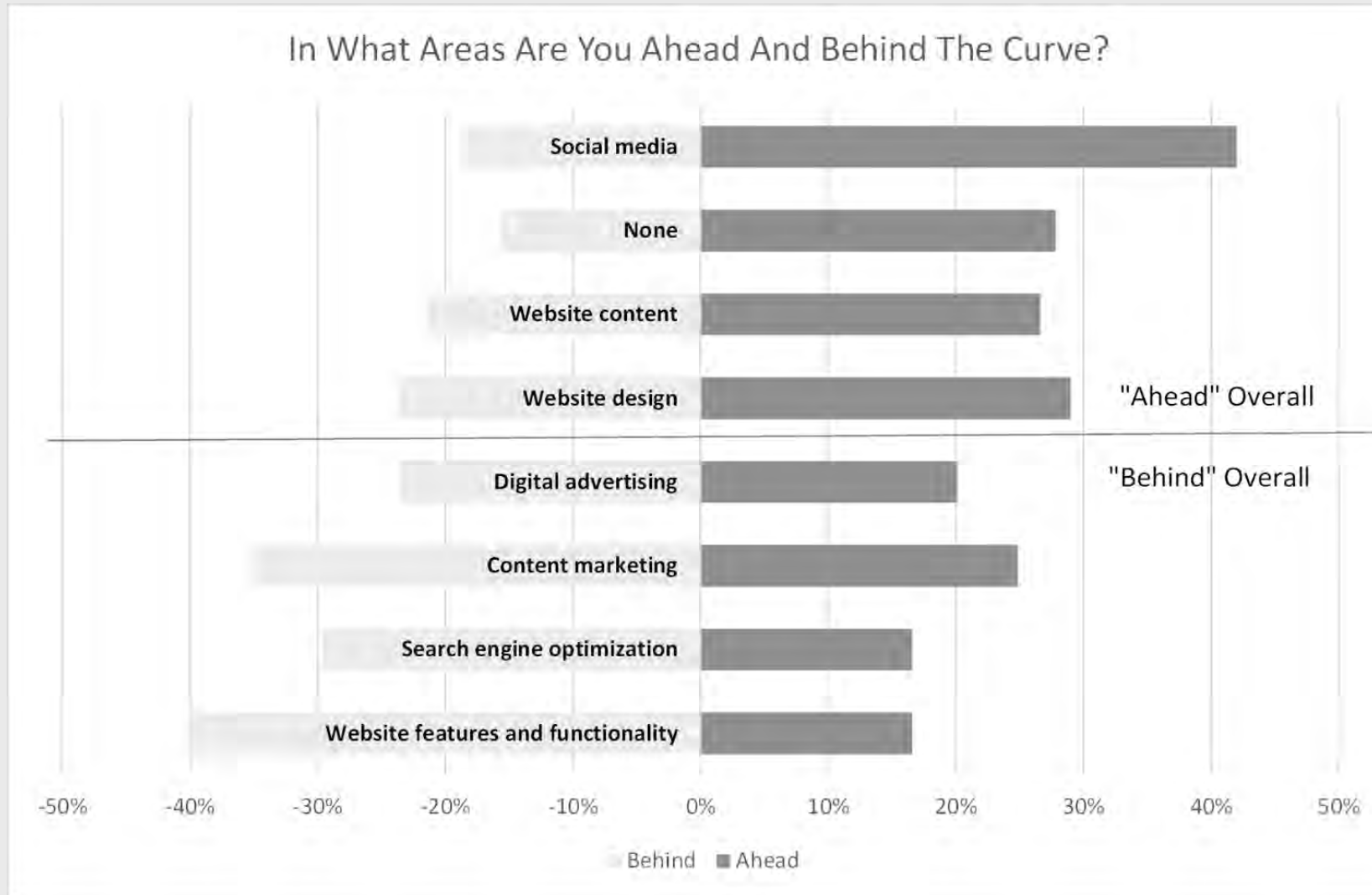
Source: Geonetric 2016 Digital Marketing Trends in Healthcare Survey

# Respondent Organization Type



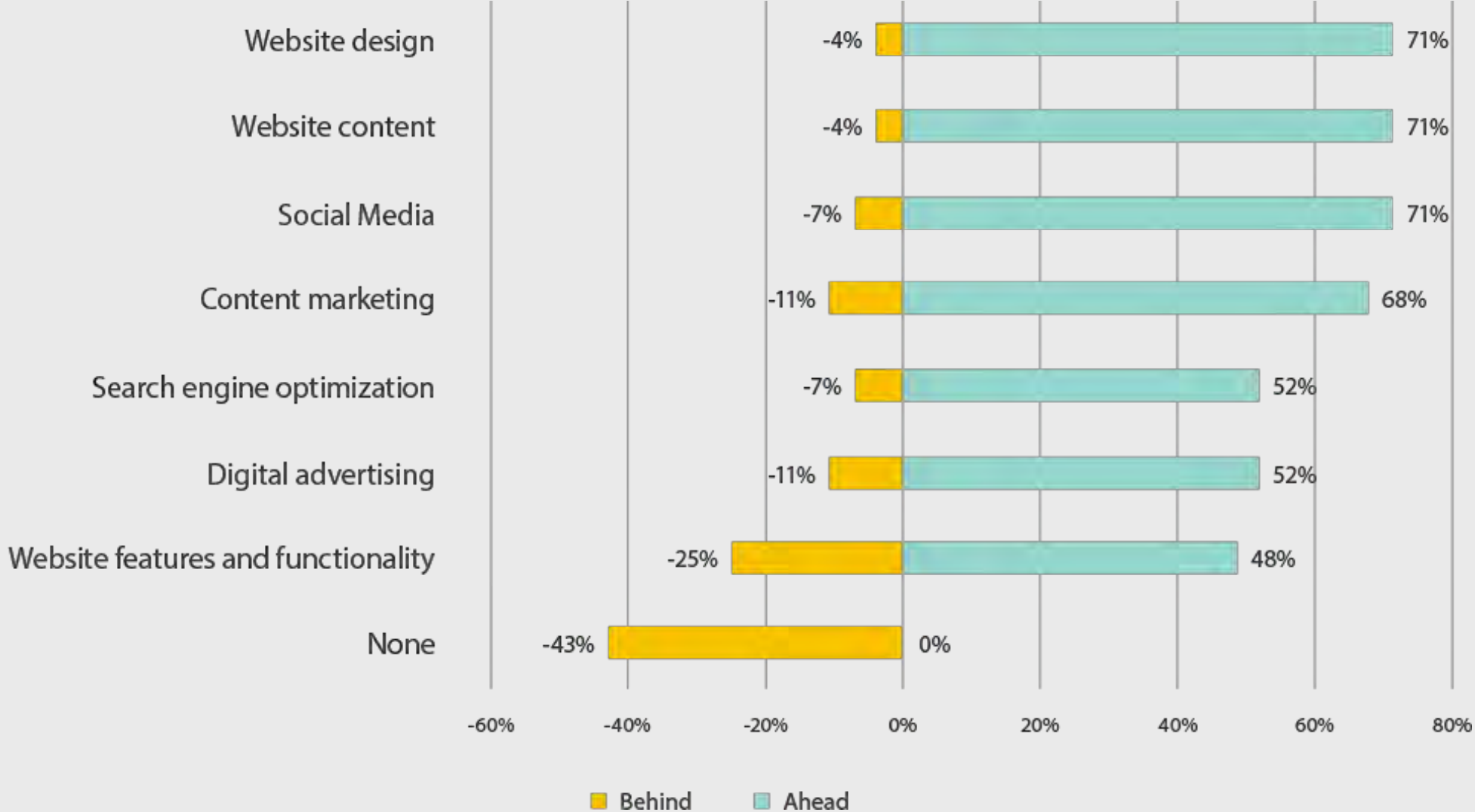
Source: Geonetric 2016 Digital Marketing Trends in Healthcare Survey

# In What Areas Are You Ahead or Behind the Curve?



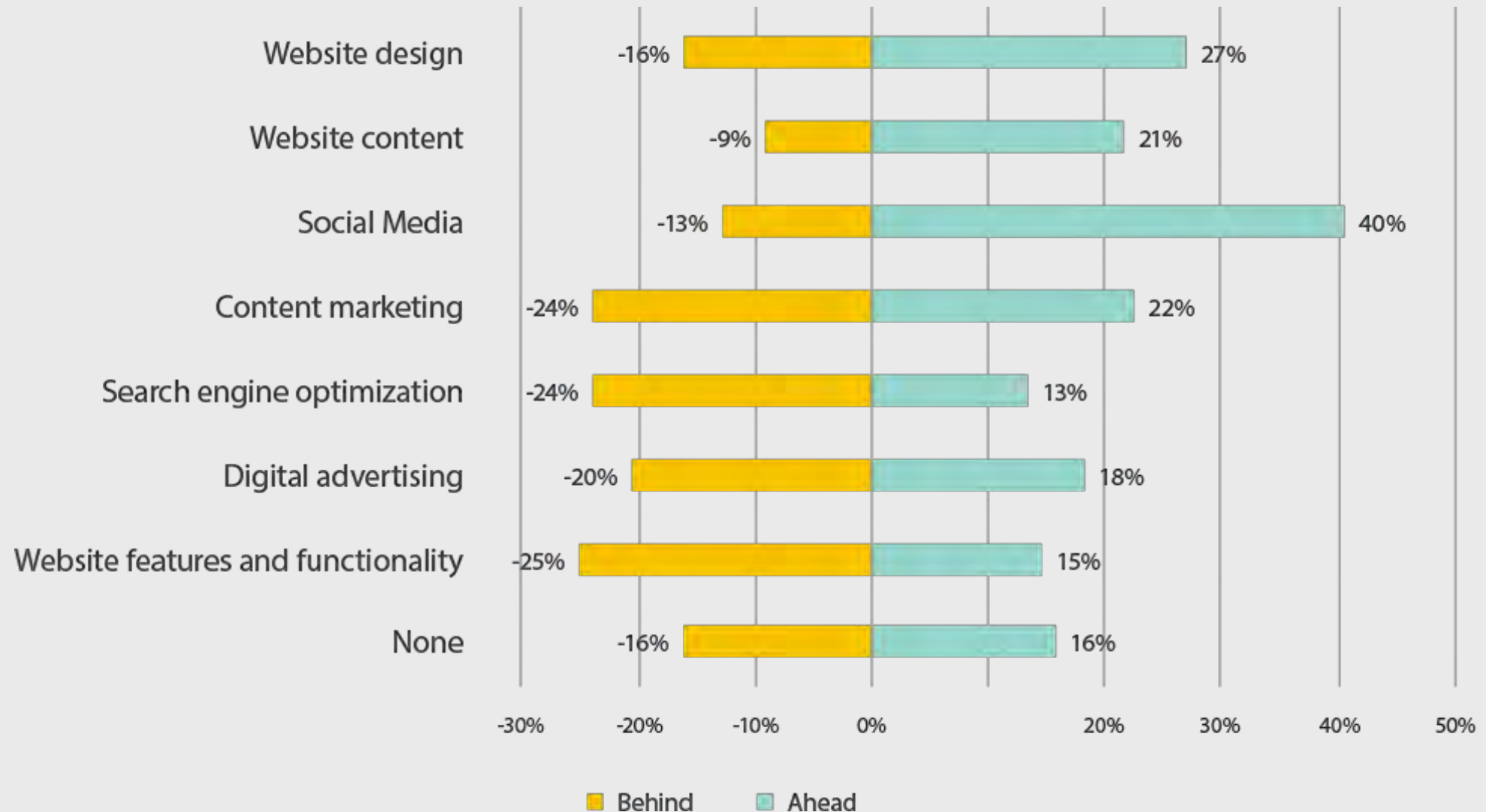
Source: Geonetric 2016 Digital Marketing Trends in Healthcare Survey

# Leaders: In What Areas Are You Ahead or Behind the Curve?



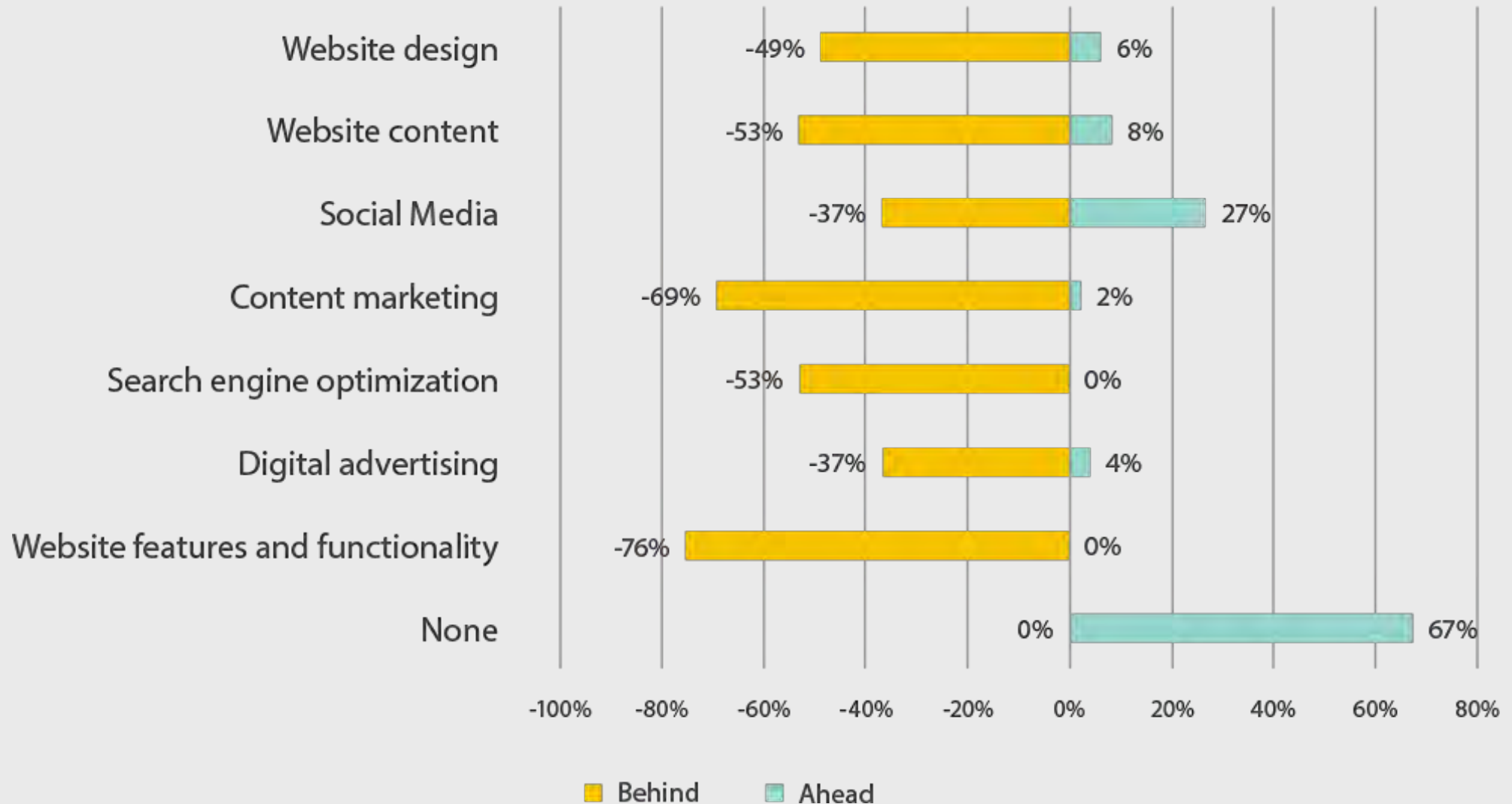
Source: Geonetrix 2016 Digital Marketing Trends in Healthcare Survey

# Average: In What Areas Are You Ahead or Behind the Curve?



Source: Geonetric 2016 Digital Marketing Trends in Healthcare Survey

# Laggards: In What Areas Are You Ahead or Behind the Curve?



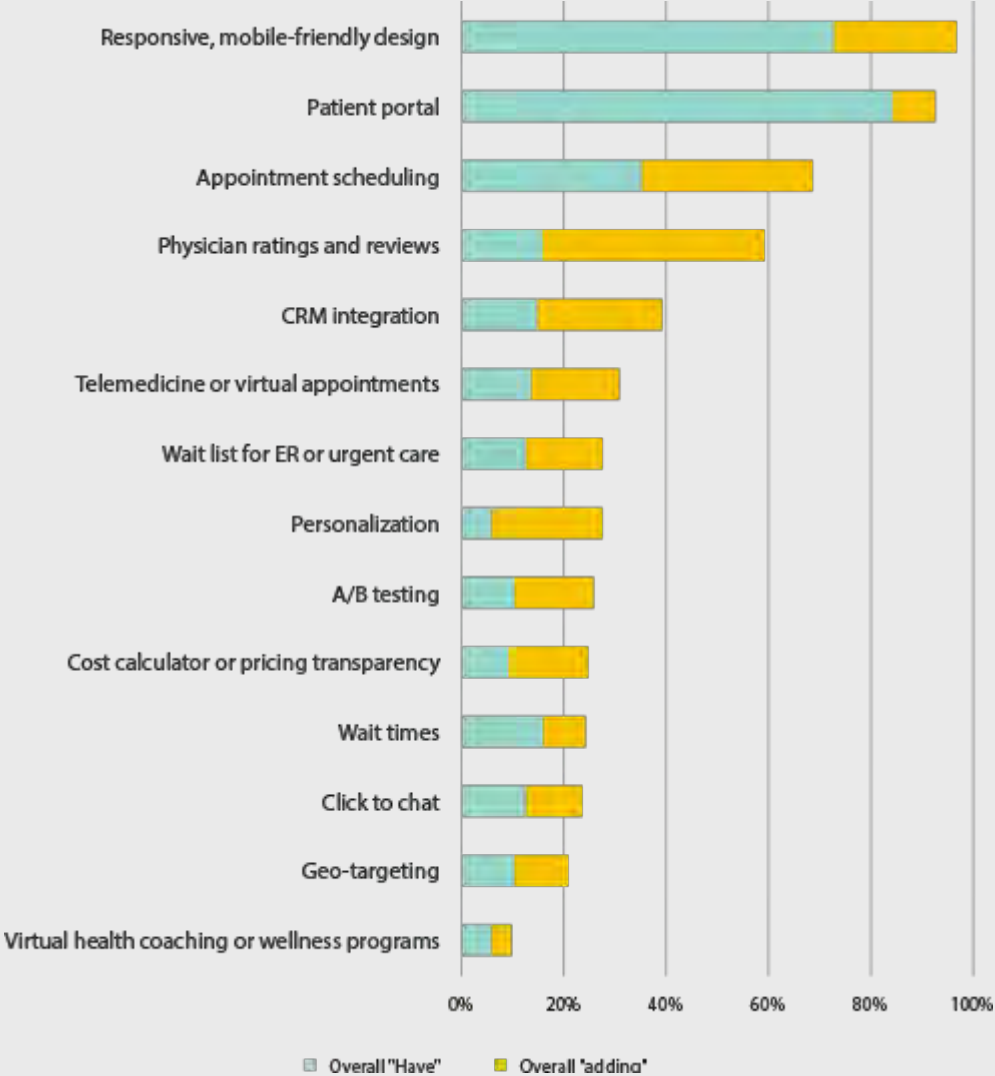
Source: Geonetric 2016 Digital Marketing Trends in Healthcare Survey



# Marketing Technology

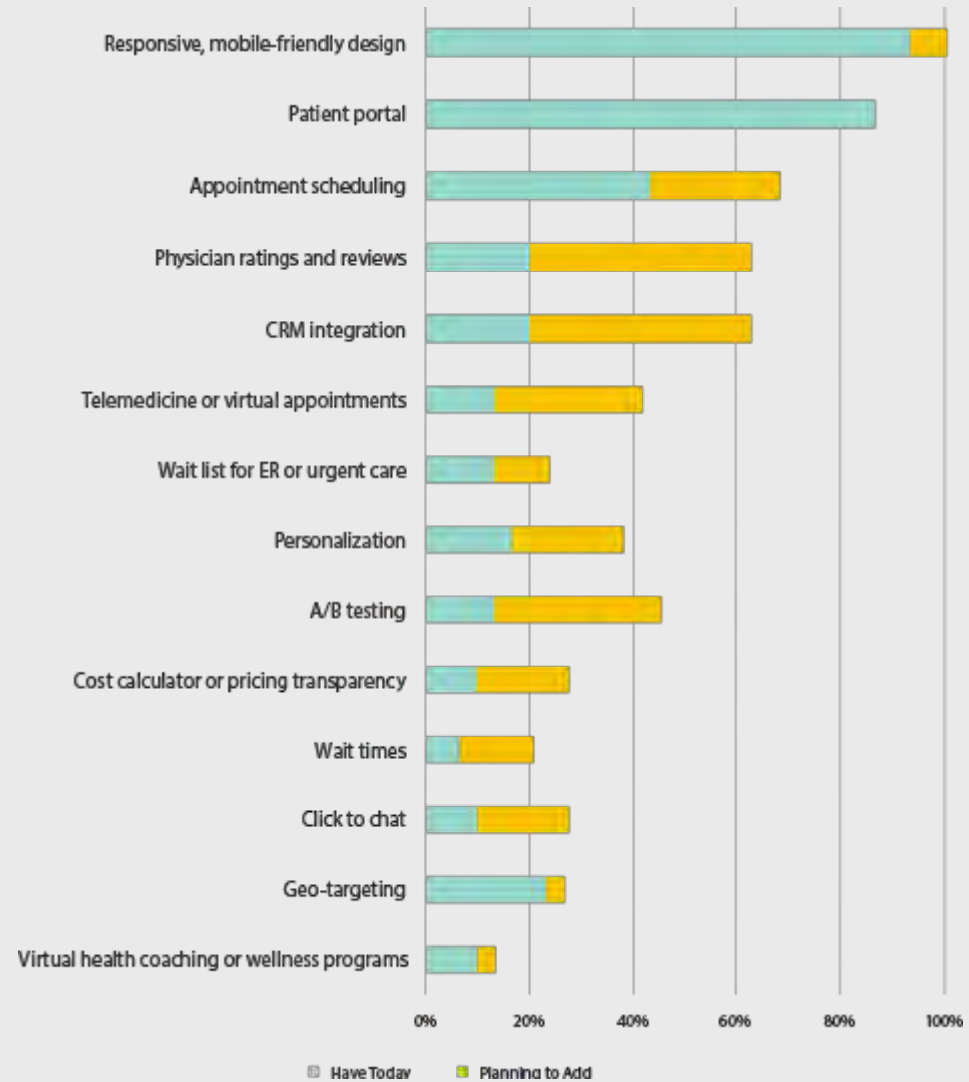


# Adoption of Advanced Website Features: "Overall"



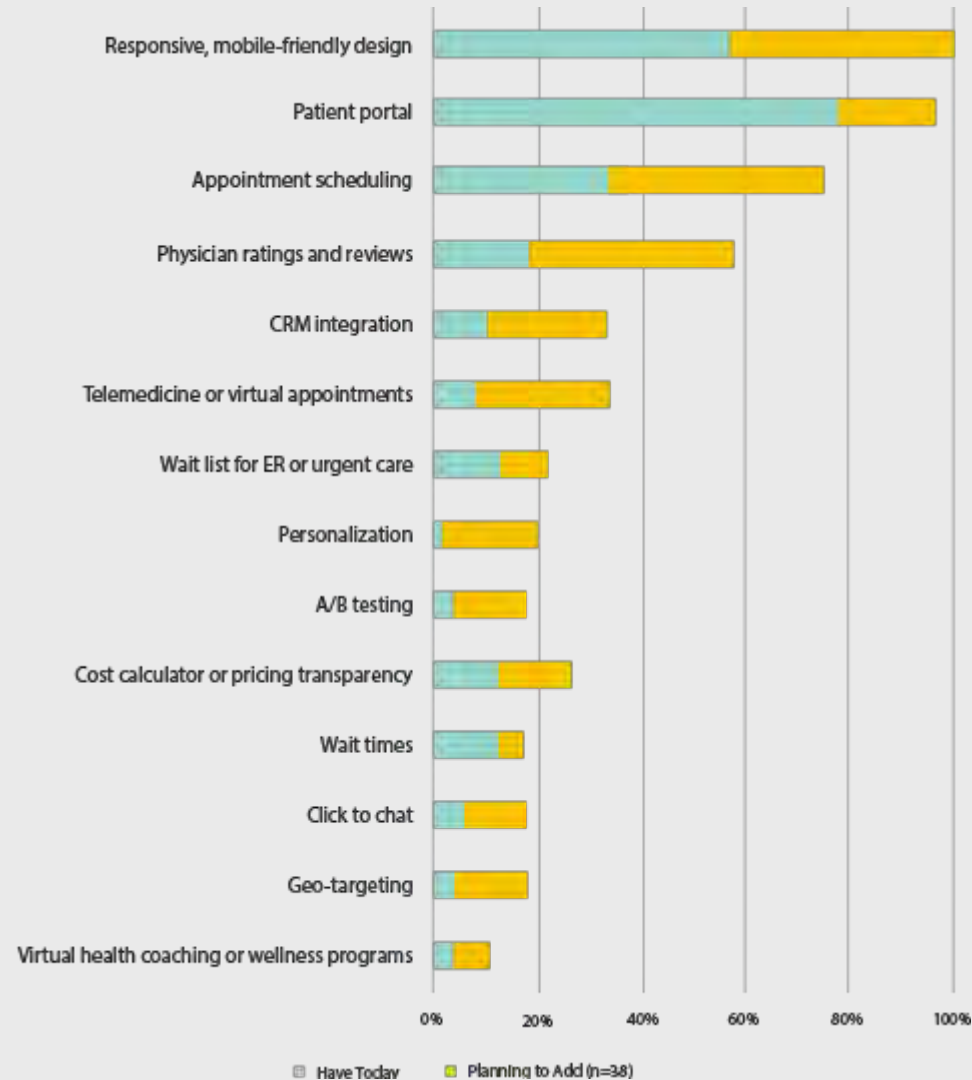
Source: Geonetrix 2016 Digital Marketing Trends in Healthcare Survey

# Adoption of Advanced Website Features: "Leaders"



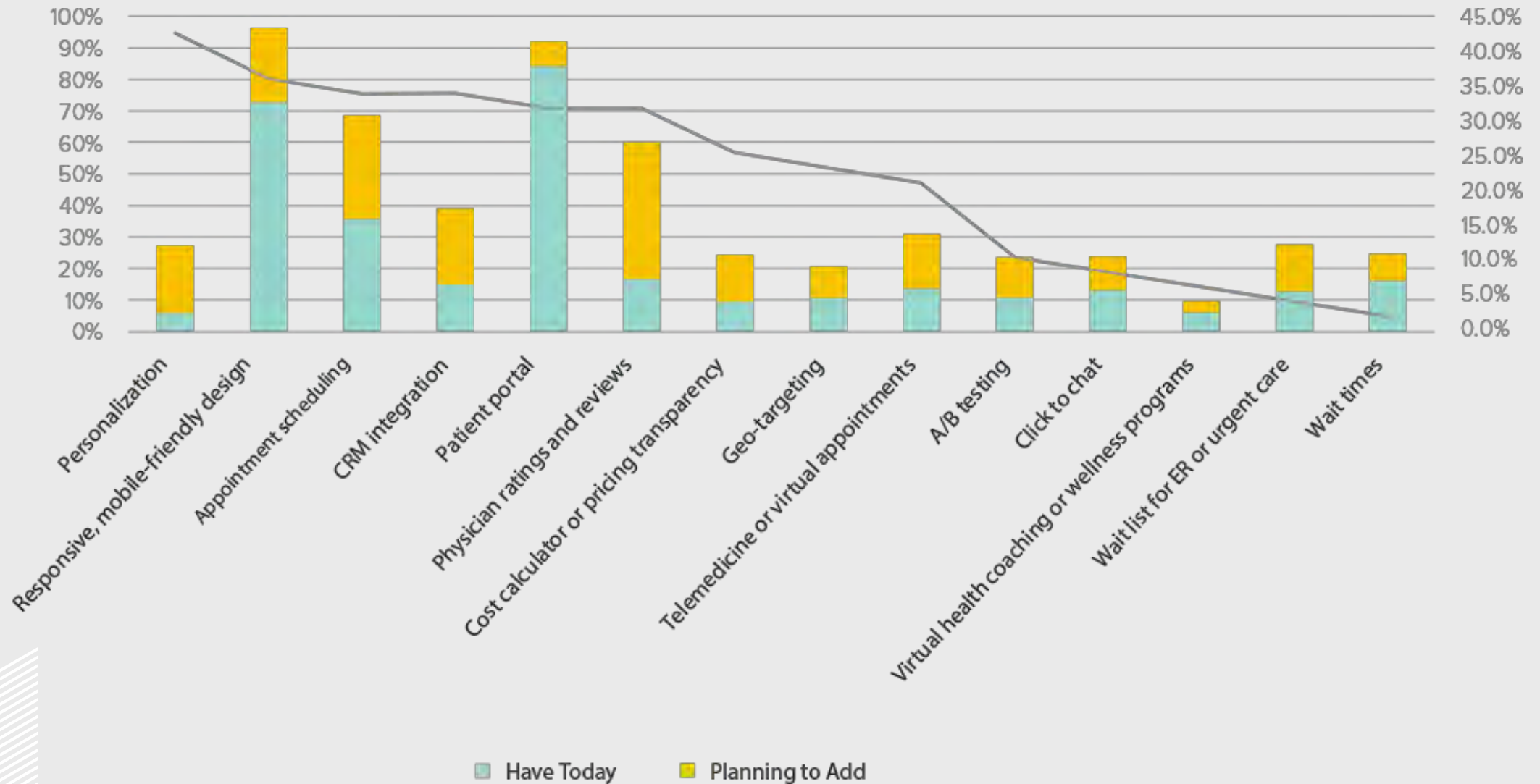
Source: Geonetrix 2016 Digital Marketing Trends in Healthcare Survey

# Use and Adoption of Advanced Website Features: "Laggards"



Source: Geonetric 2016 Digital Marketing Trends in Healthcare Survey

# Feature Adoption vs. Importance



Source: Geonetric 2016 Digital Marketing Trends in Healthcare Survey

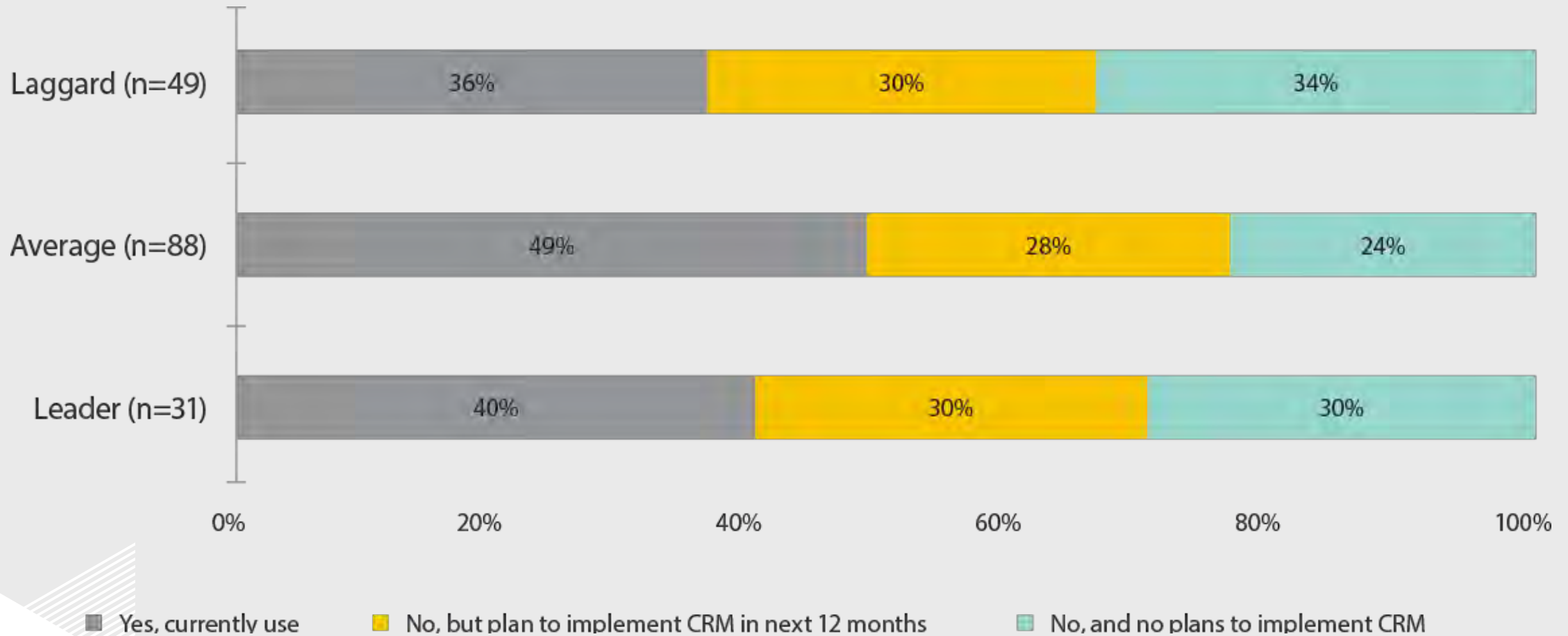
# Do You Plan to Redesign Your Main Website(s)?

	No, no plans to change CMS in near future	No, CMS change recently completed (within 12 months)	Yes, CMS change in progress	Yes, CMS change in progress	Grand Total
No, no plans to redesign in near future	29%	1%	0%	0%	30%
No, redesign recently completed (within 12 months)	8%	11%	0%	1%	20%
Yes, redesign in progress	17%	1%	6%	1%	24%
Yes, redesign in planning stages	10%	1%	1%	14%	25%

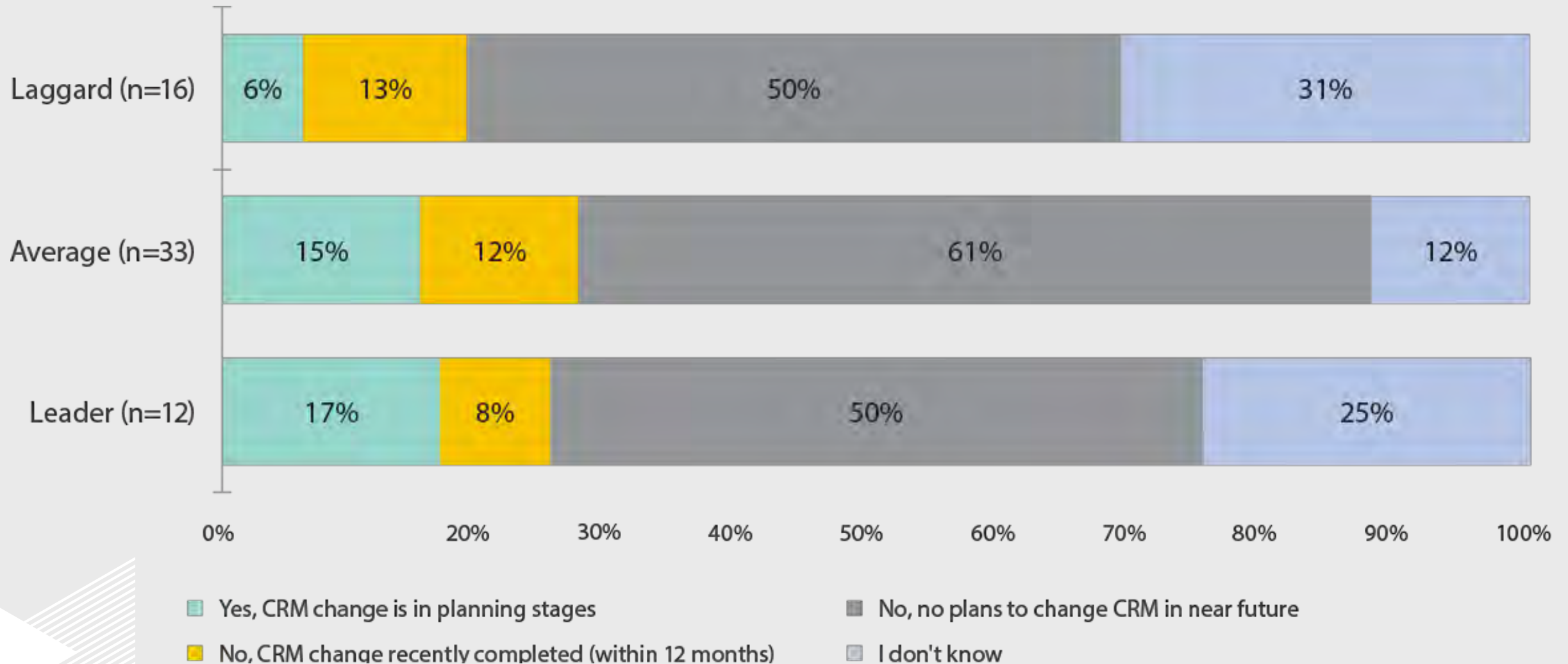
Source: Geonetric 2016 Digital Marketing Trends in Healthcare Survey

# Does Your Organization Use CRM Software?

(Excluding "I don't know" answers)



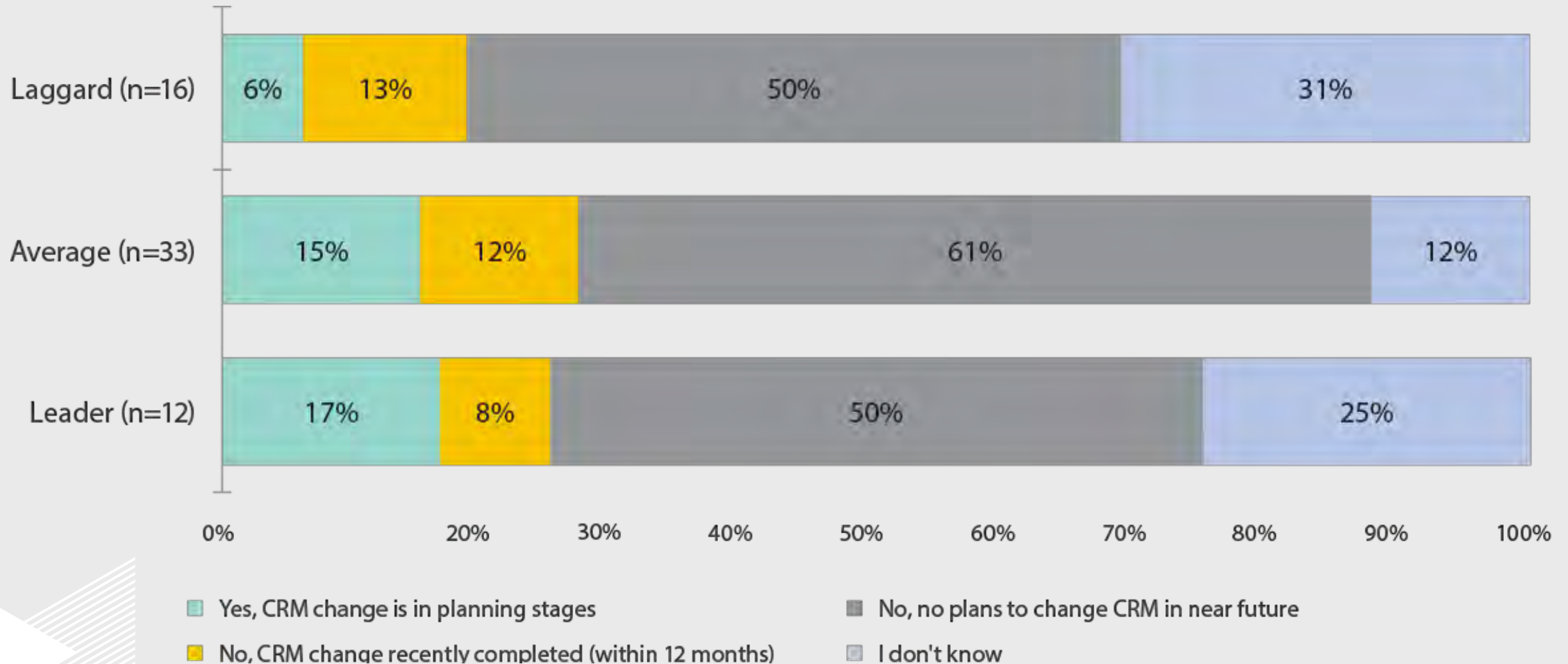
# Do You Plan to Change Your CRM?



Source: Geonetric 2016 Digital Marketing Trends in Healthcare Survey



# Do You Plan to Change Your CRM?

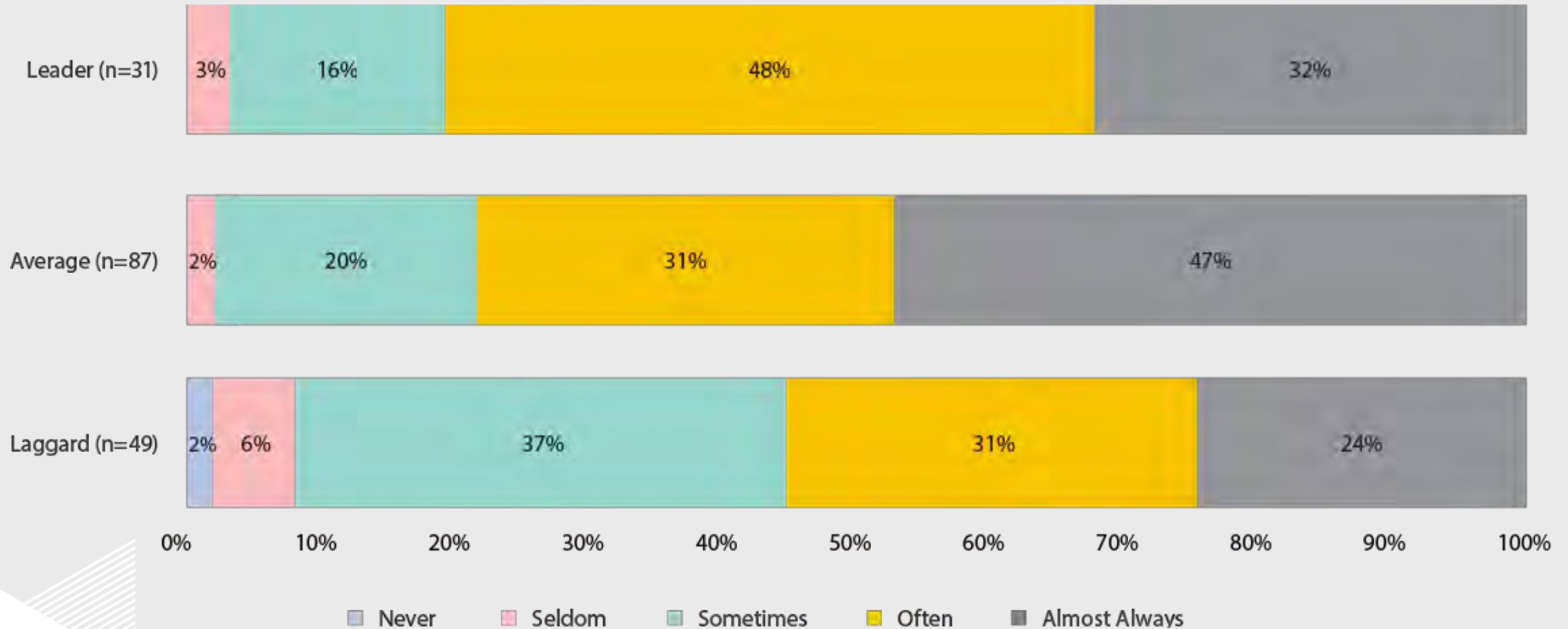


Source: Geonetric 2016 Digital Marketing Trends in Healthcare Survey

# Goals, Metrics & Planning

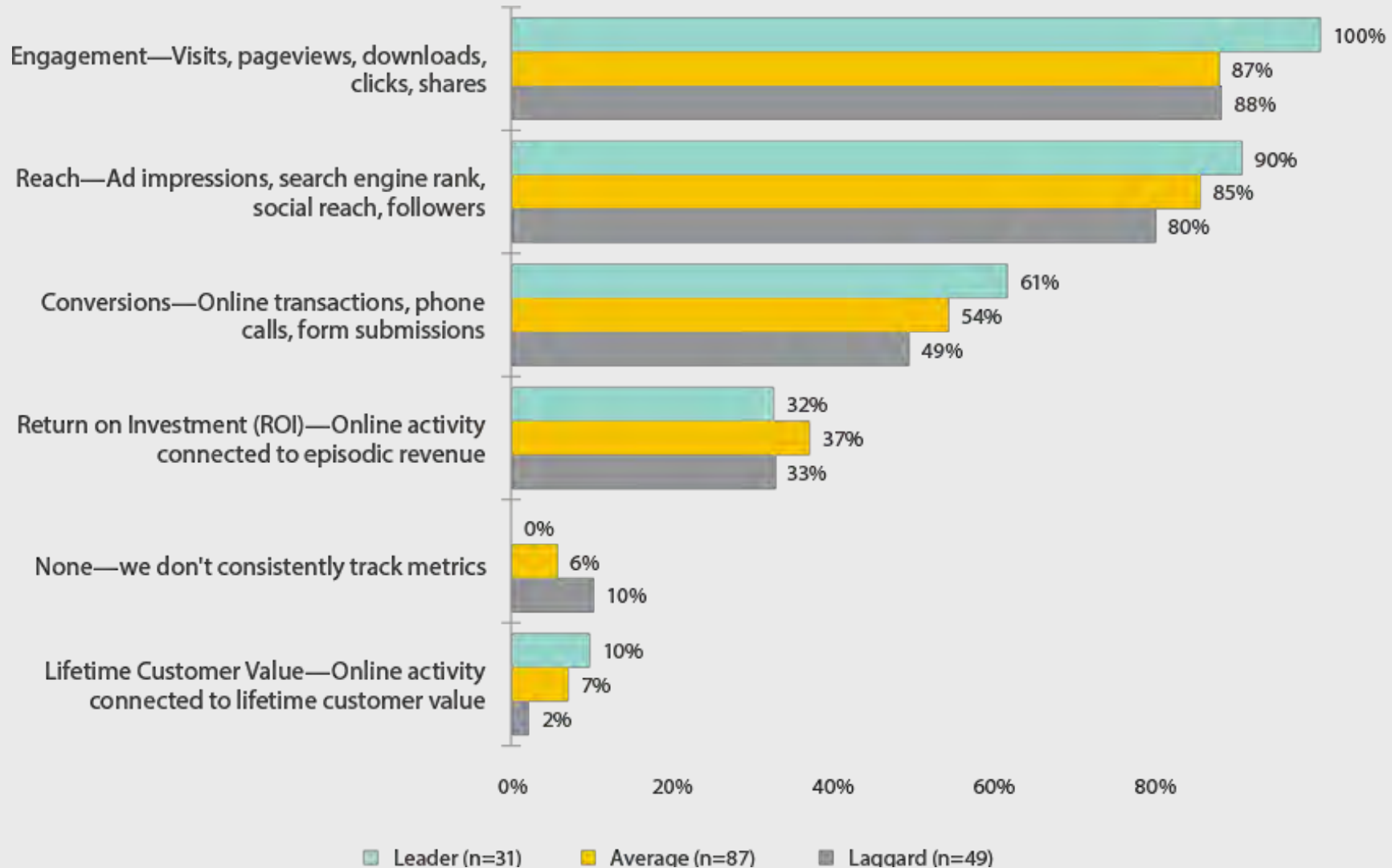


# How Frequently are Your Offline and Online Marketing Activities Planned Together as an Integrated Strategy?



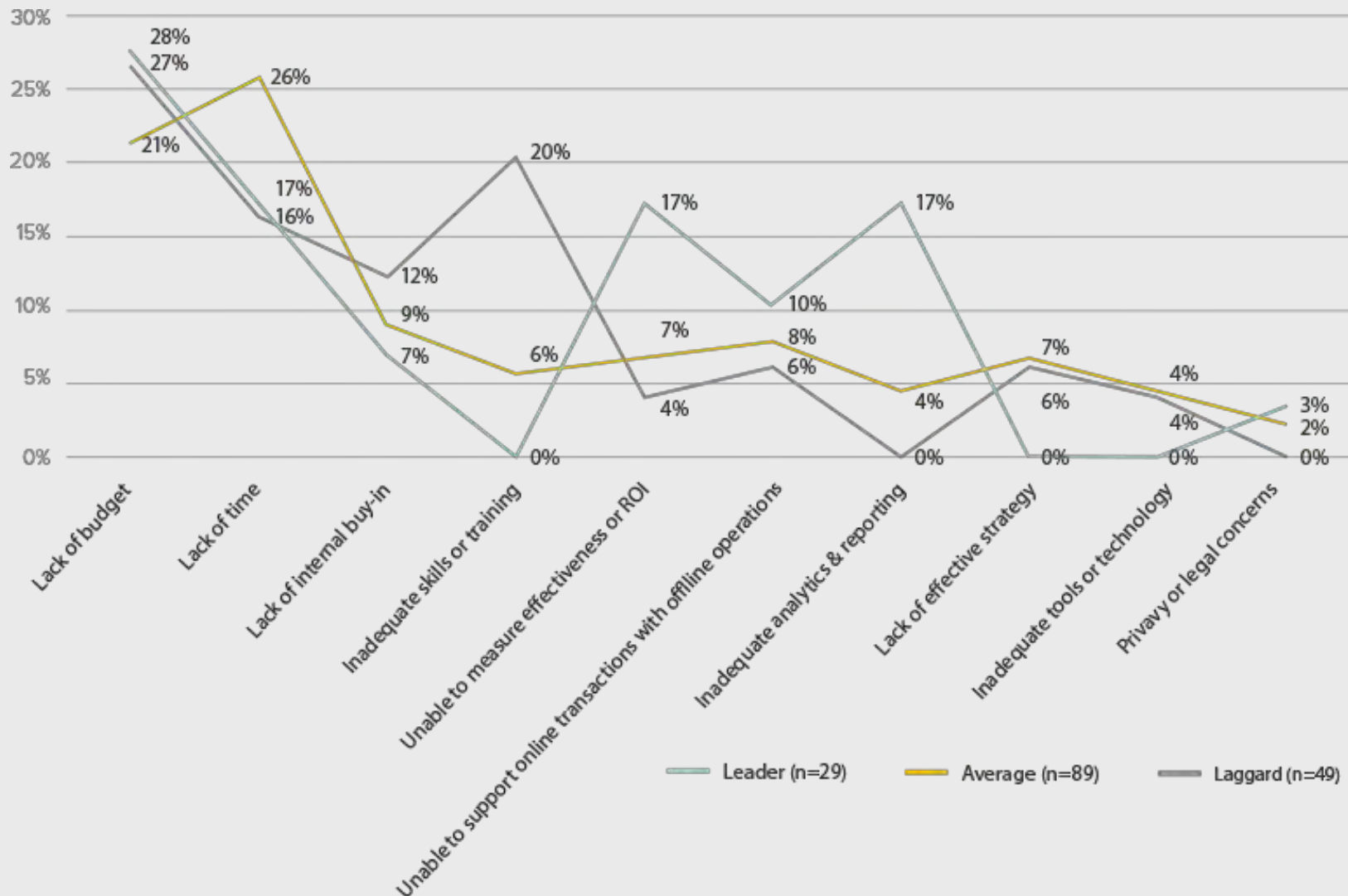
Source: Geonetric 2016 Digital Marketing Trends in Healthcare Survey

# Which Metrics Do You Consistently Track?



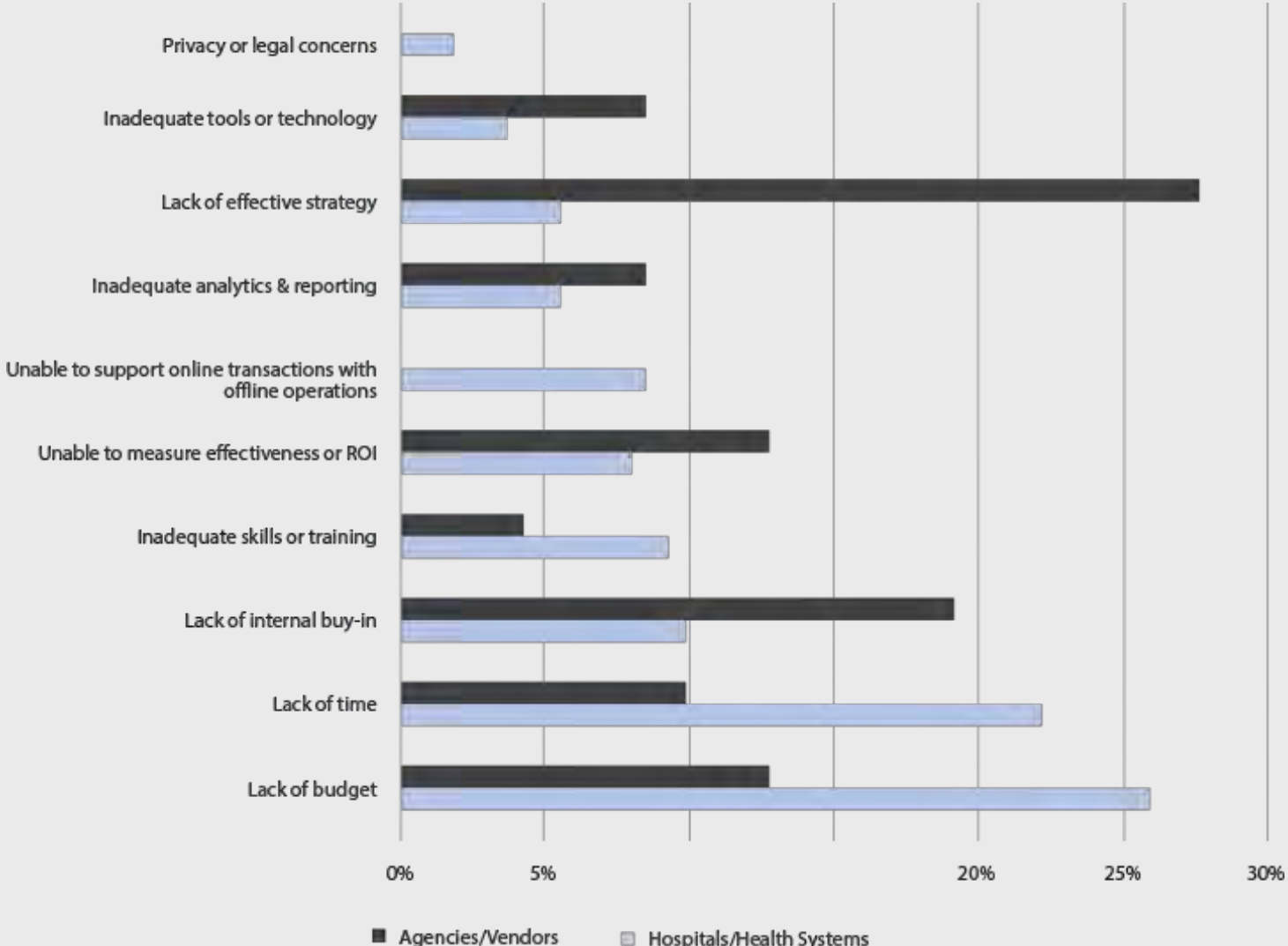
Source: Geonetric 2016 Digital Marketing Trends in Healthcare Survey

# What is the Single Greatest Barrier Preventing Your Digital Marketing Efforts From Being More Successful?



Source: Geonetric 2016 Digital Marketing Trends in Healthcare Survey

# Biggest Barriers to Progress: Comparing Agency/Vendors with Hospital/Health Systems



Source: Geonetric 2016 Digital Marketing Trends in Healthcare Survey

# Digital Budgets



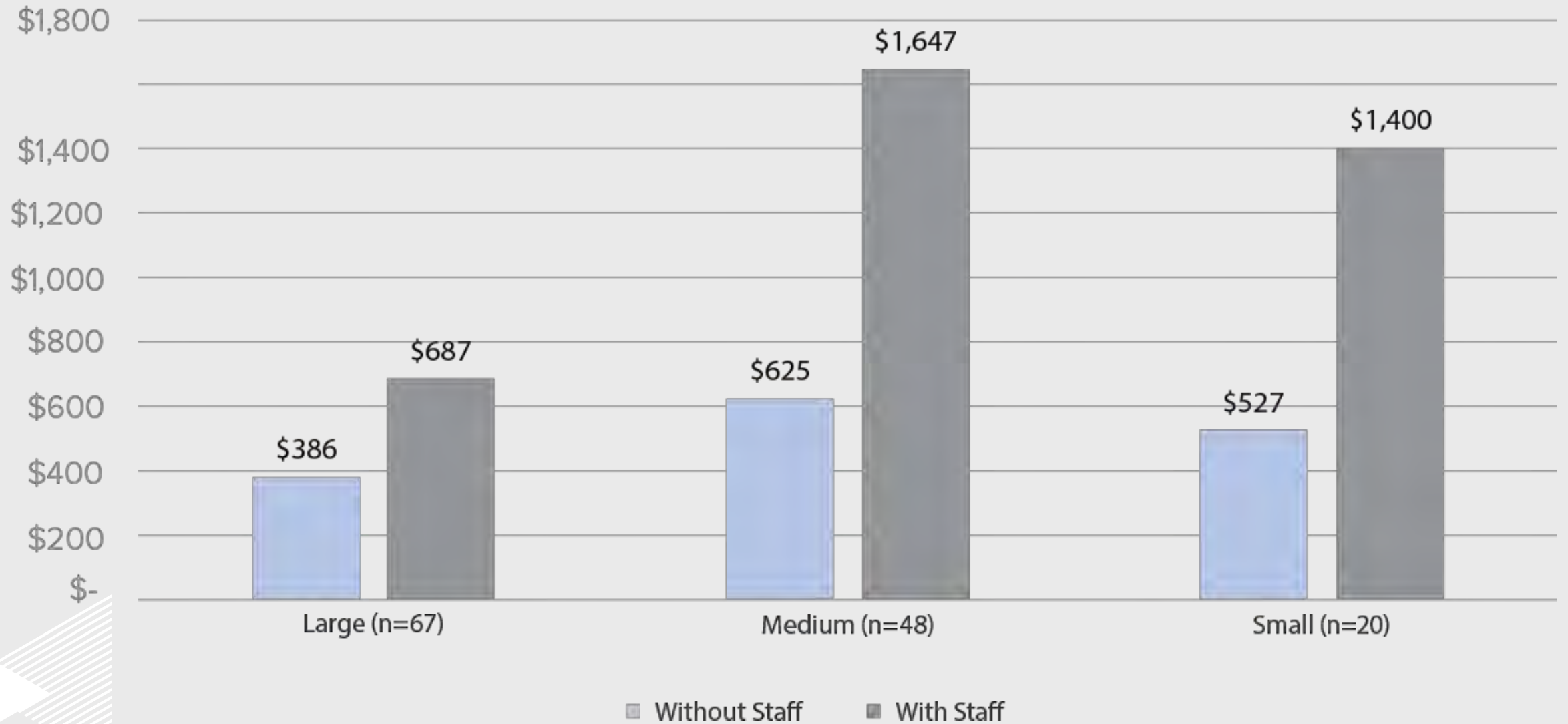
# Average Total Investment



Source: Geonetric 2016 Digital Marketing Trends in Healthcare Survey



# Average Annual Investment per Bed



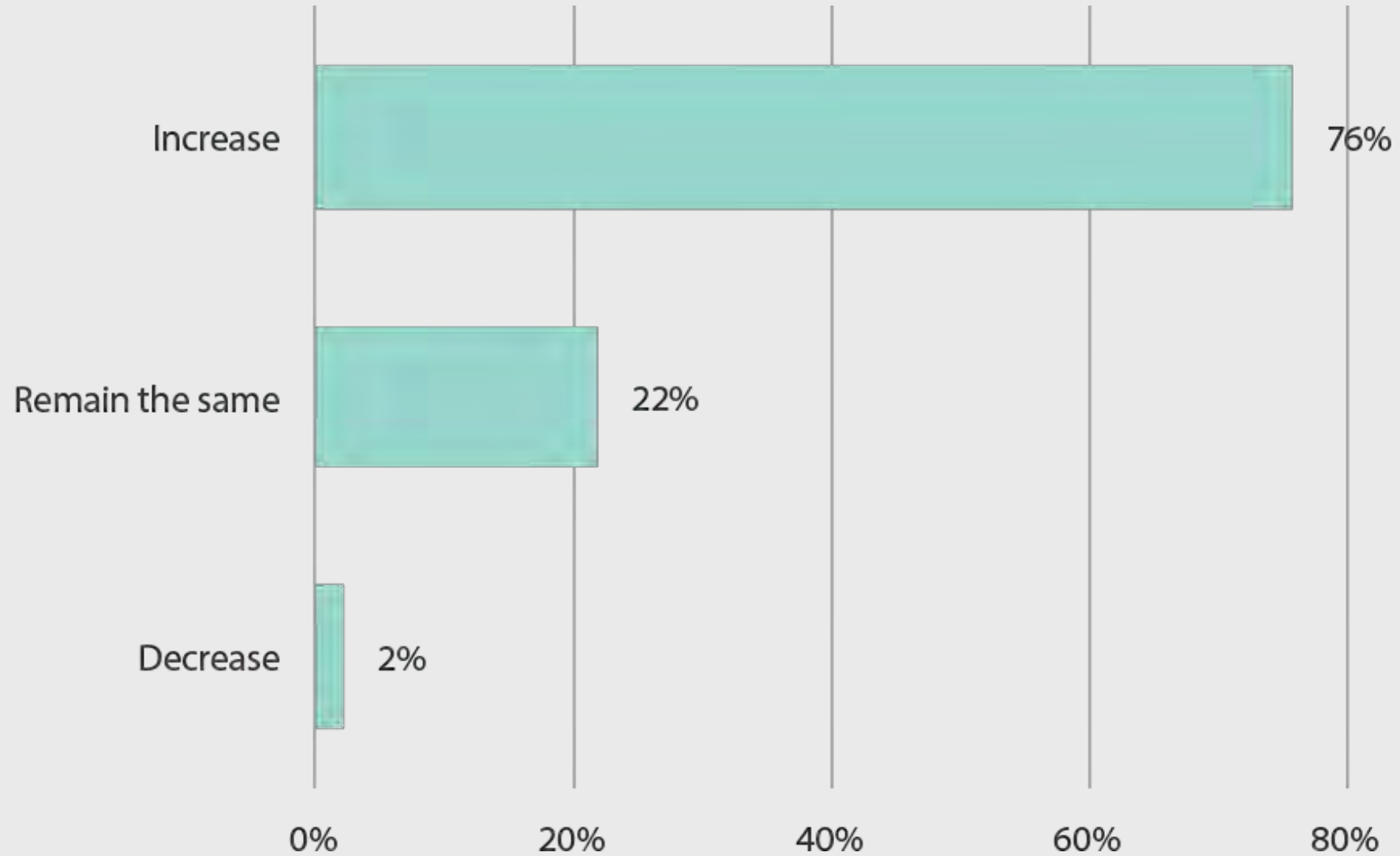
Source: Geonetric 2016 Digital Marketing Trends in Healthcare Survey

# Overall Marketing Budget Will...

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

Source: Geonetric 2016 Digital Marketing Trends in Healthcare Survey

# Client's Digital Marketing Budget Will...



Source: Geonetric 2016 Digital Marketing Trends in Healthcare Survey

# The Digital Marketing Team

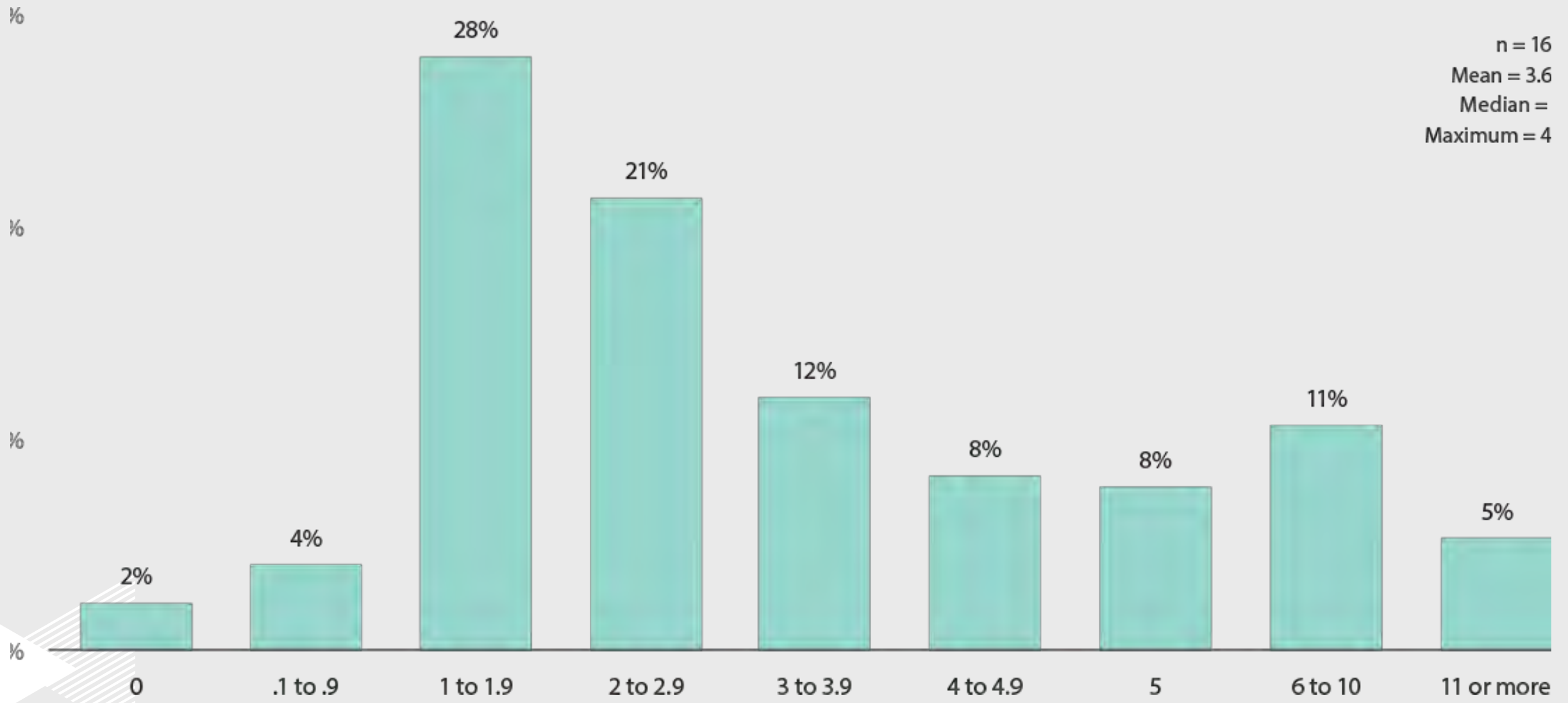


# Team Structure



Source: Geonetric 2016 Digital Marketing Trends in Healthcare Survey

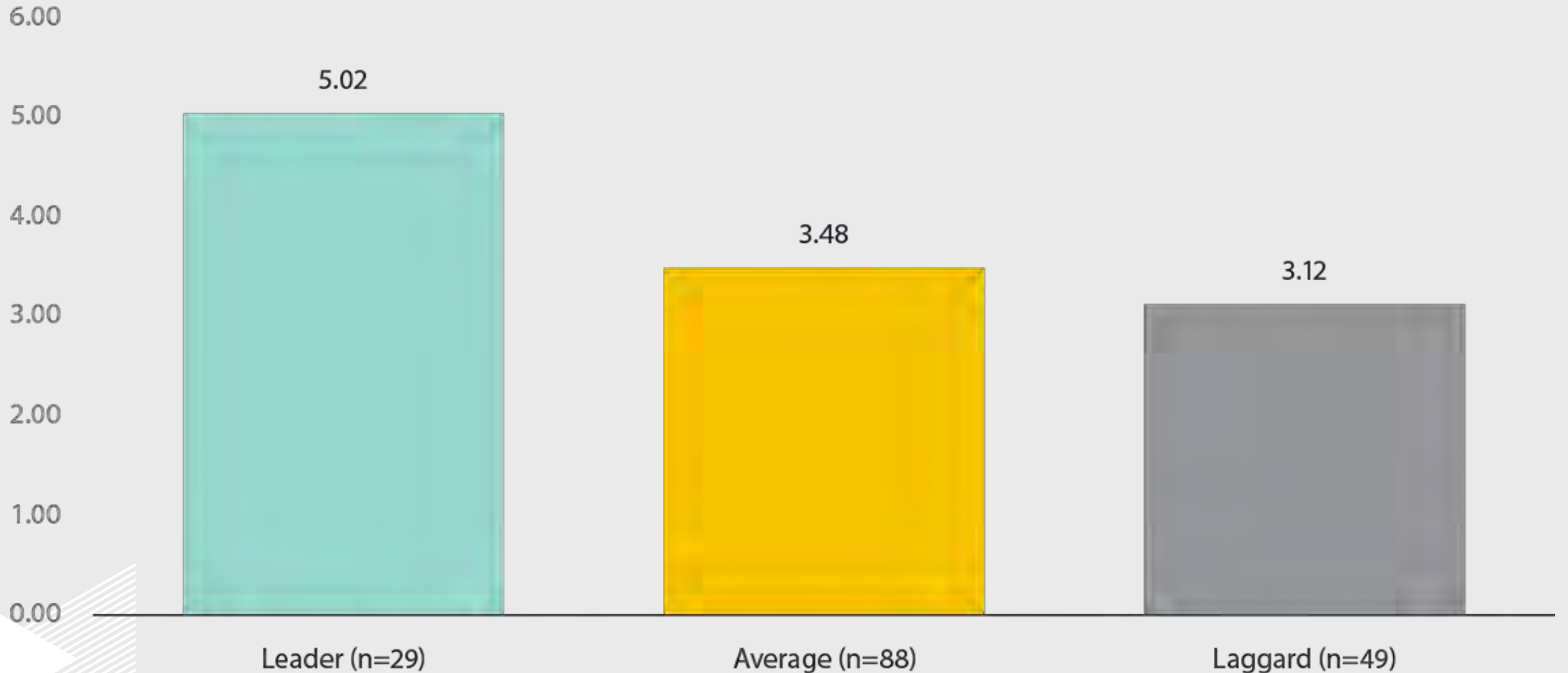
# How Many FTEs Are Part of Your Digital Marketing Team?



n = 16  
Mean = 3.6  
Median =  
Maximum = 4

Source: Geonetric 2016 Digital Marketing Trends in Healthcare Survey

# How Many FTEs Are Part of Your Digital Marketing Team?



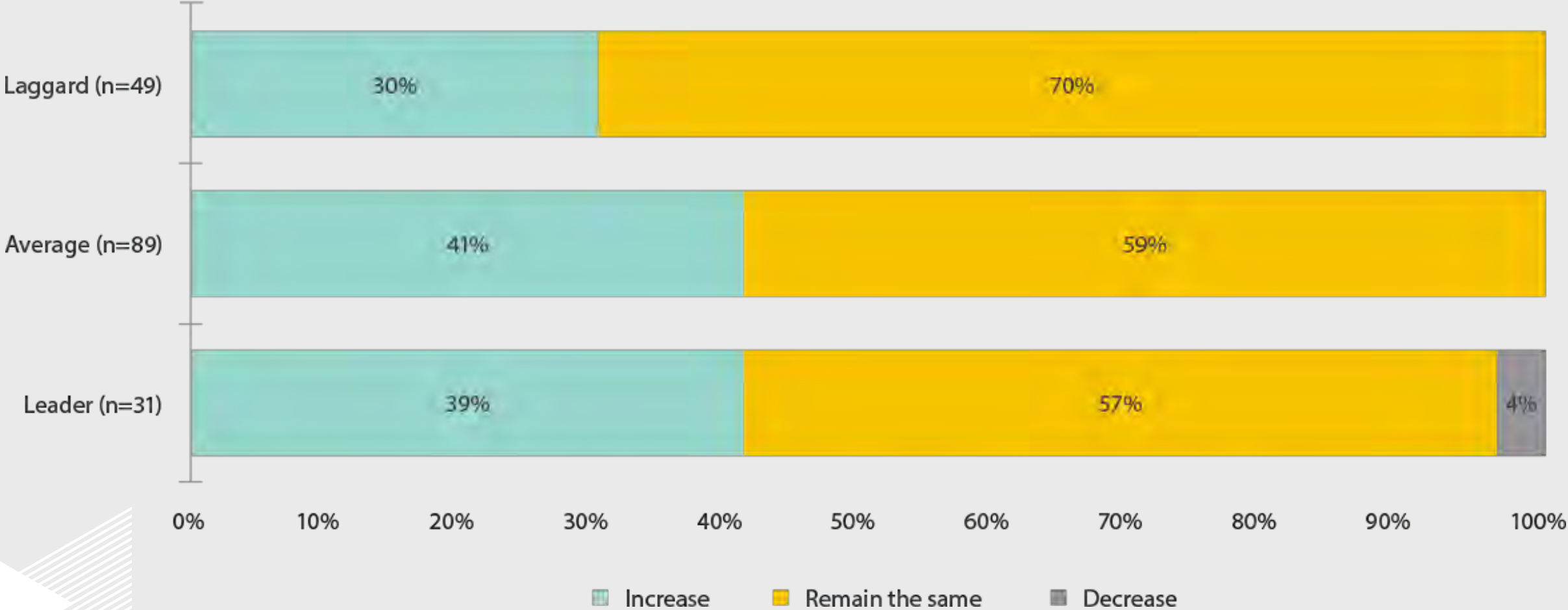
Source: Geonetric 2016 Digital Marketing Trends in Healthcare Survey

# Average of Beds per Staff Member

Laggard	208.87
Average	281.84
Leader	327.40
<b>Grand Total</b>	<b>269.69</b>

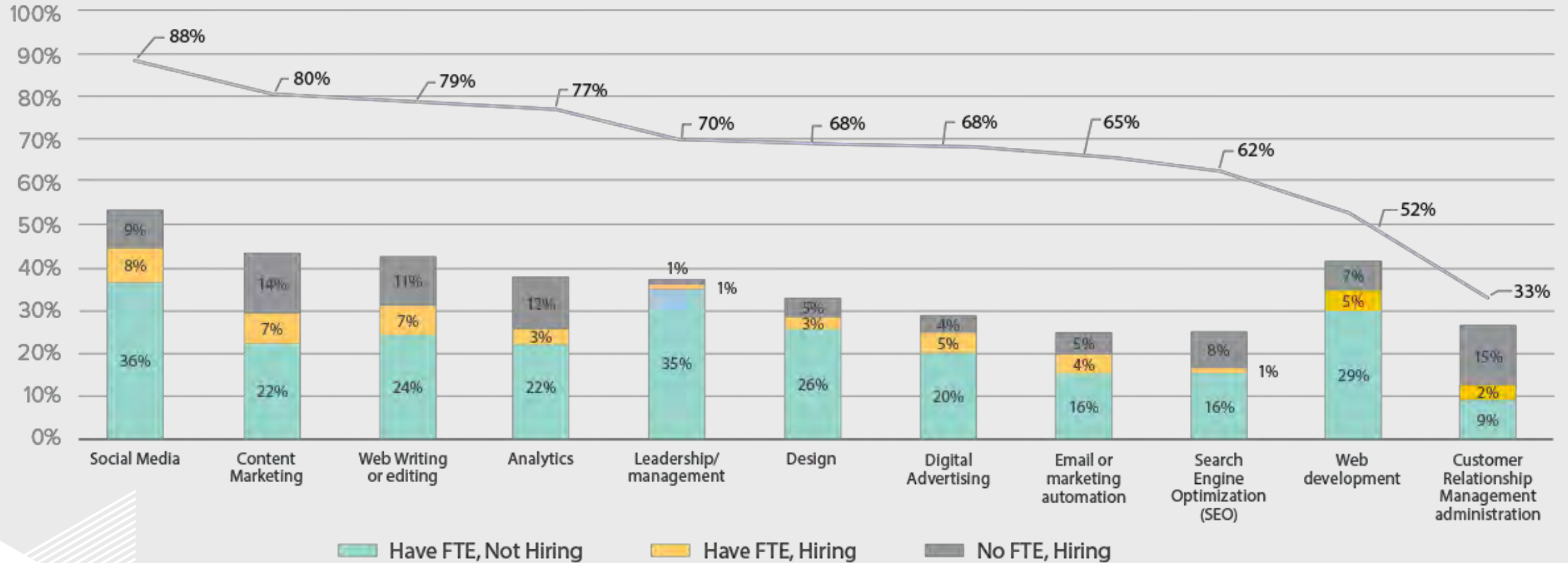


# What Do You Expect to Happen to the Number of FTEs Dedicated to Digital Marketing in the Next 12 Months?



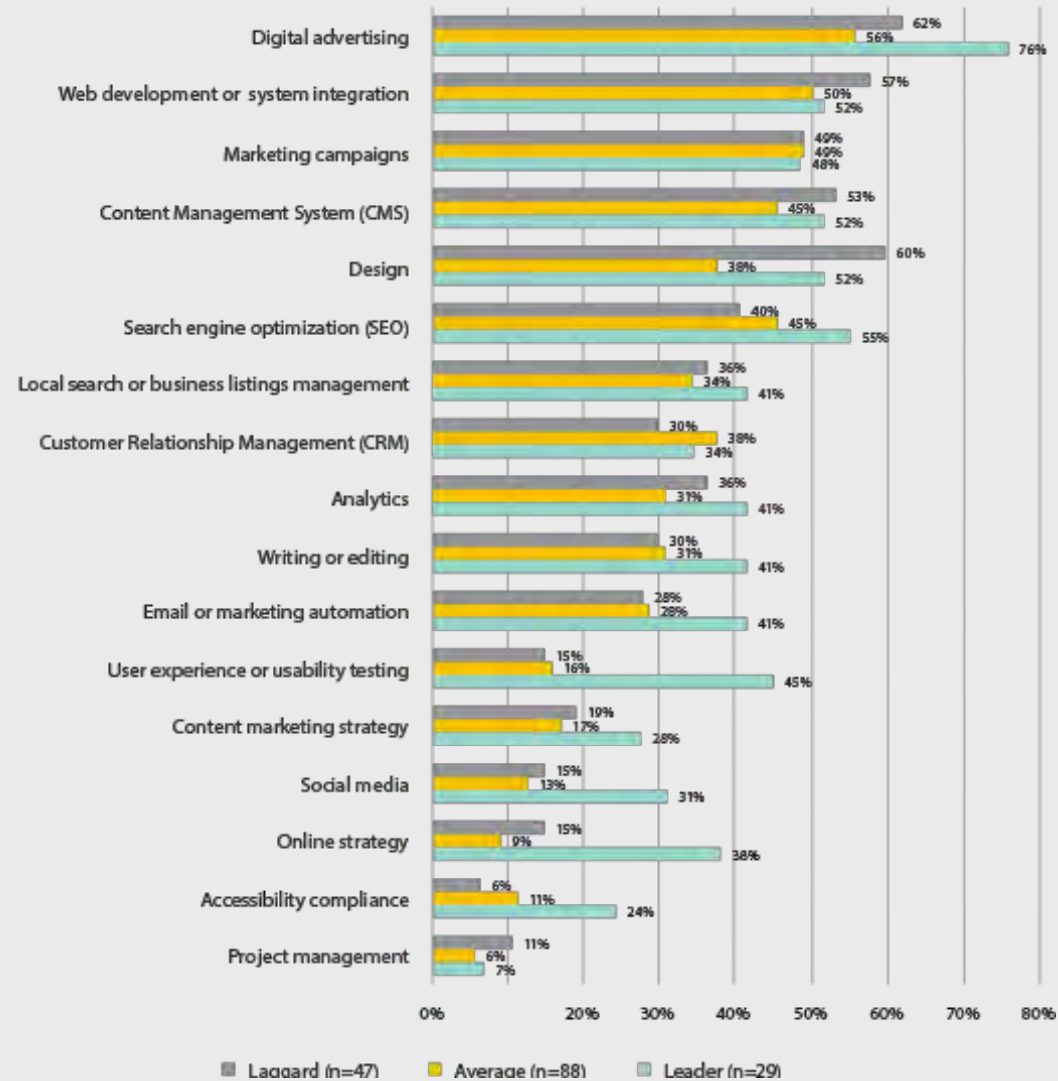
Source: Geonetric 2016 Digital Marketing Trends in Healthcare Survey

# In-house Staffing by Role



Source: Geonetric 2016 Digital Marketing Trends in Healthcare Survey

# Which Do You Purchase Externally?

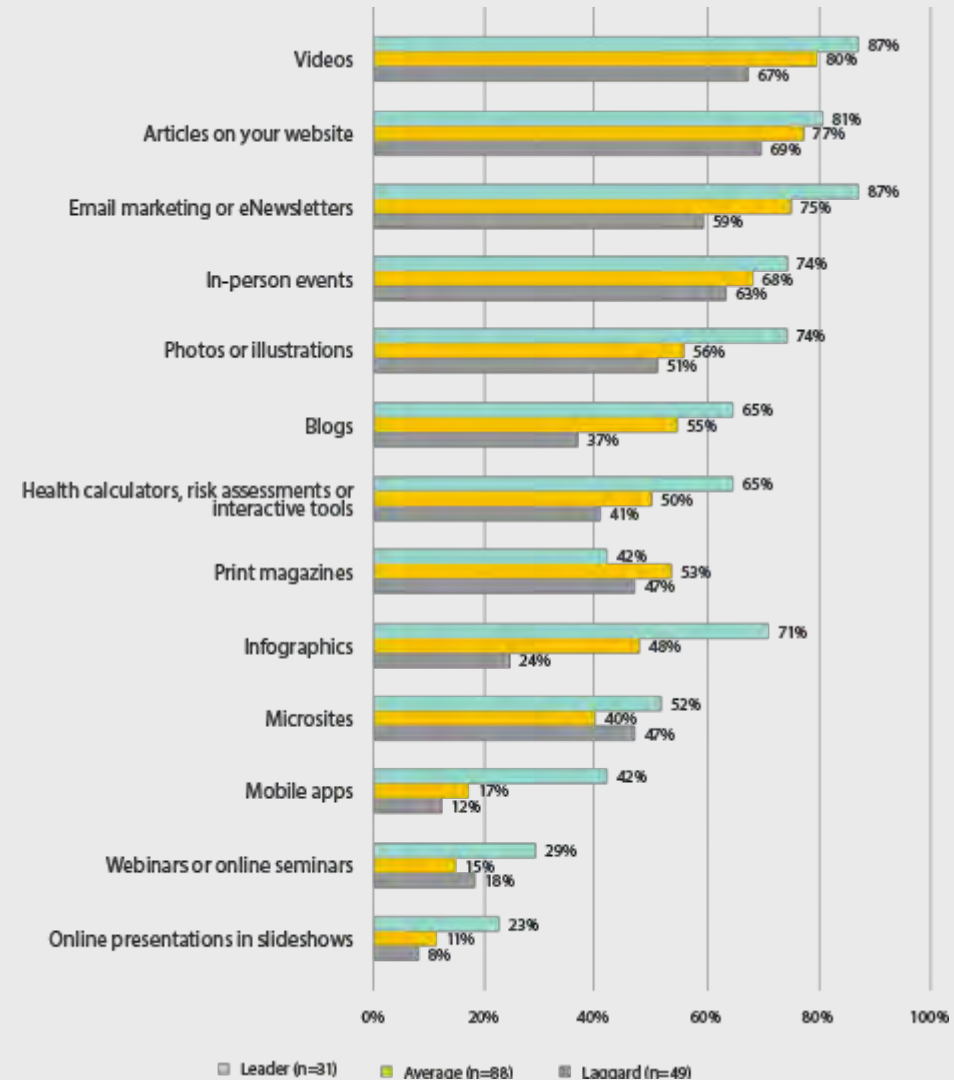


Source: Geonetric 2016 Digital Marketing Trends in Healthcare Survey

# Digital Marketing

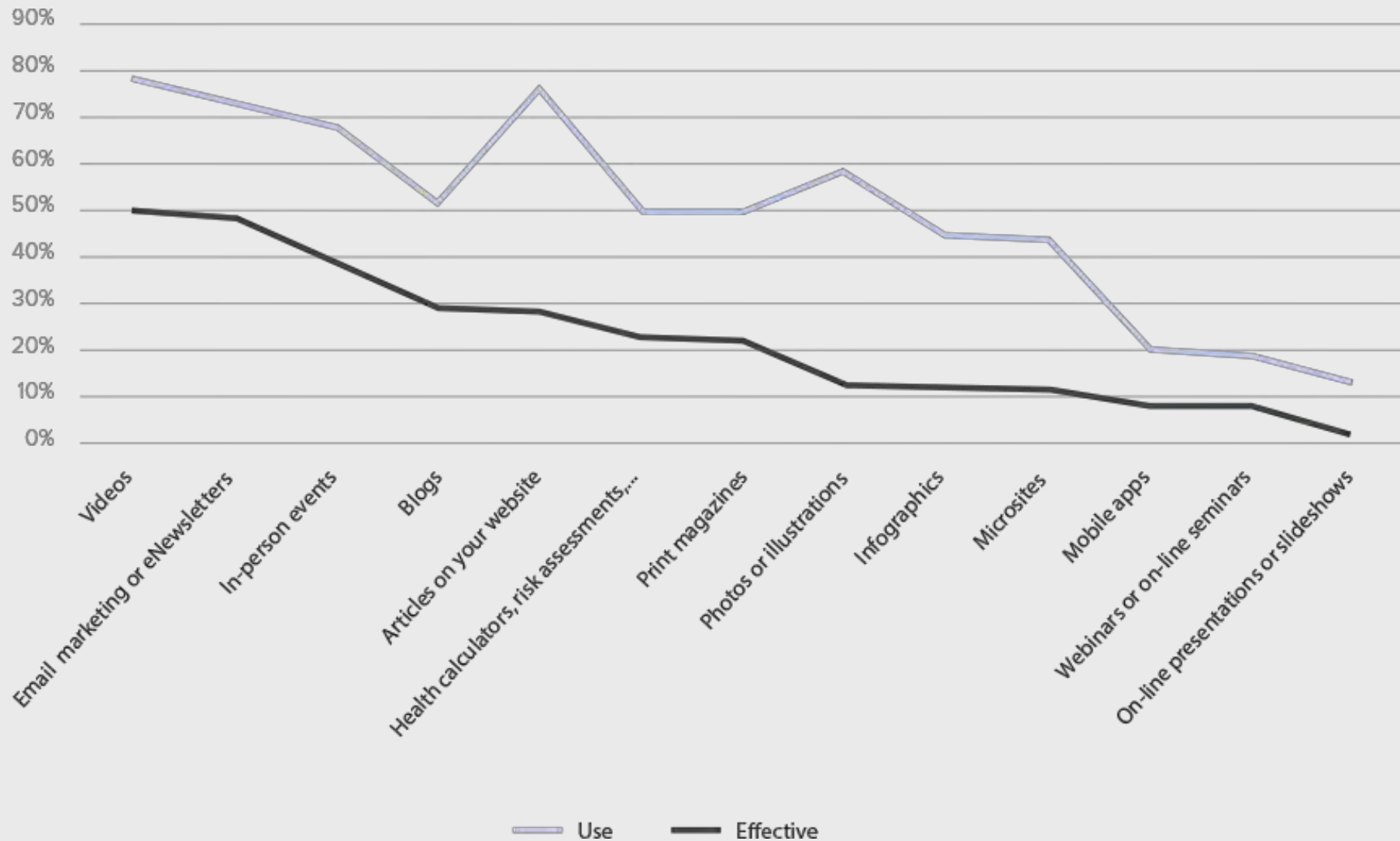


# Which Content Marketing Tactics Do You Use?



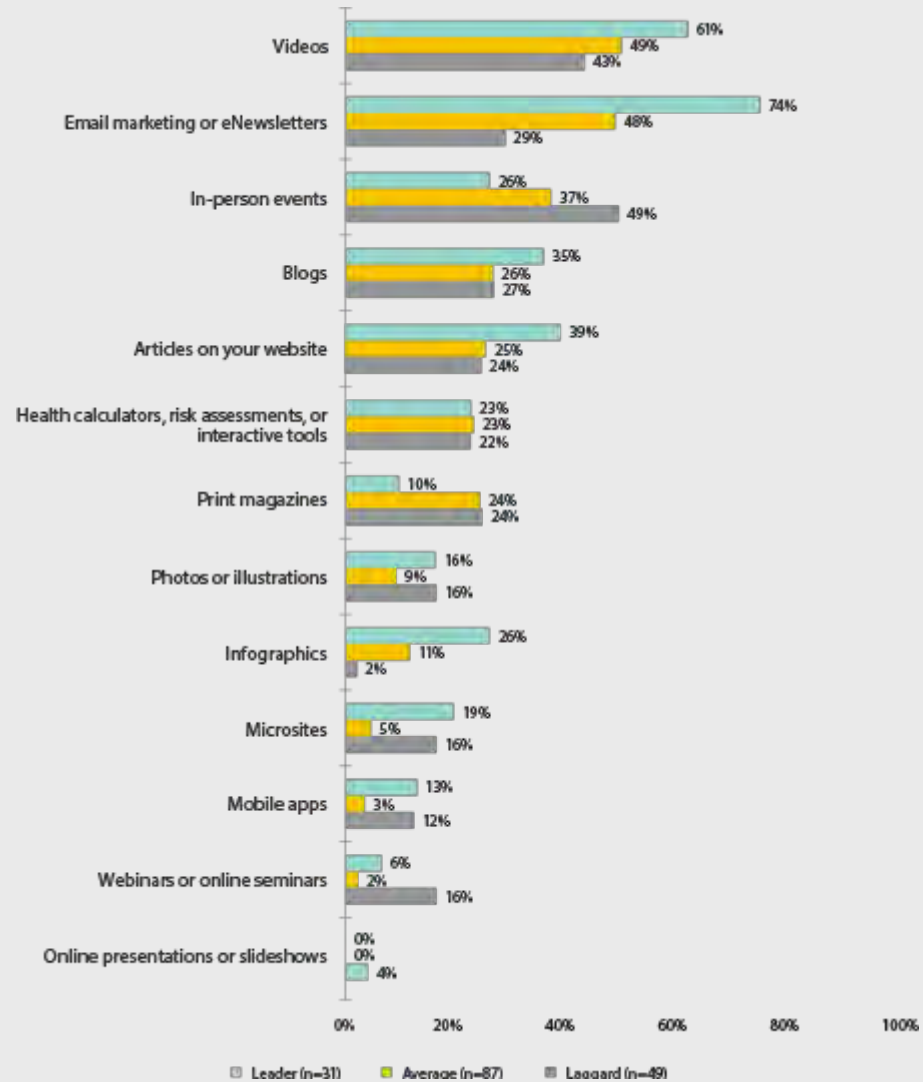
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# Content Marketing Gap Analysis: Use vs. Effectiveness



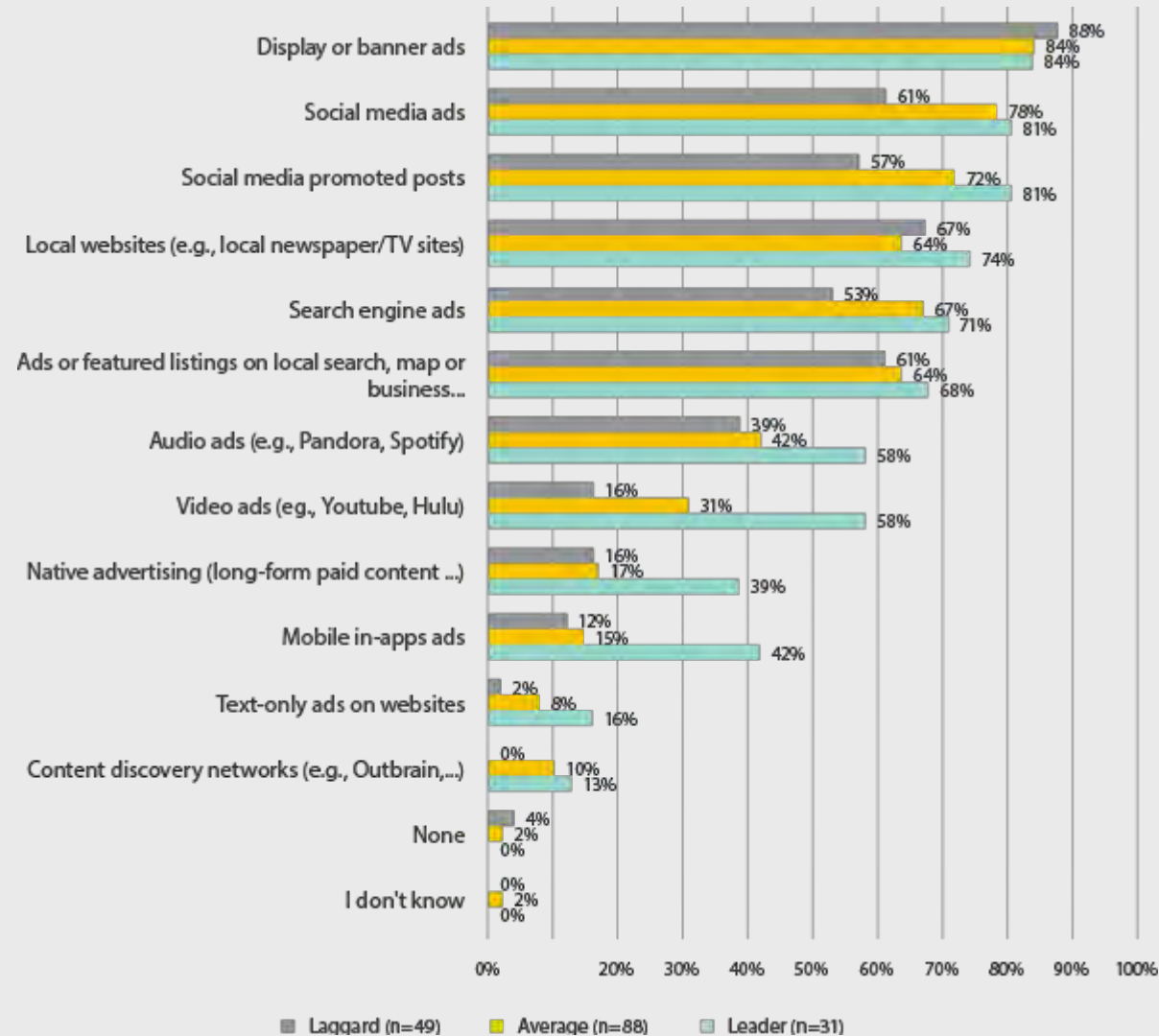
Source: Geonetric 2016 Digital Marketing Trends in Healthcare Survey

# Which Content Marketing Tactics Do You Find Most Effective?



Source: Geonetric 2016 Digital Marketing Trends in Healthcare Survey

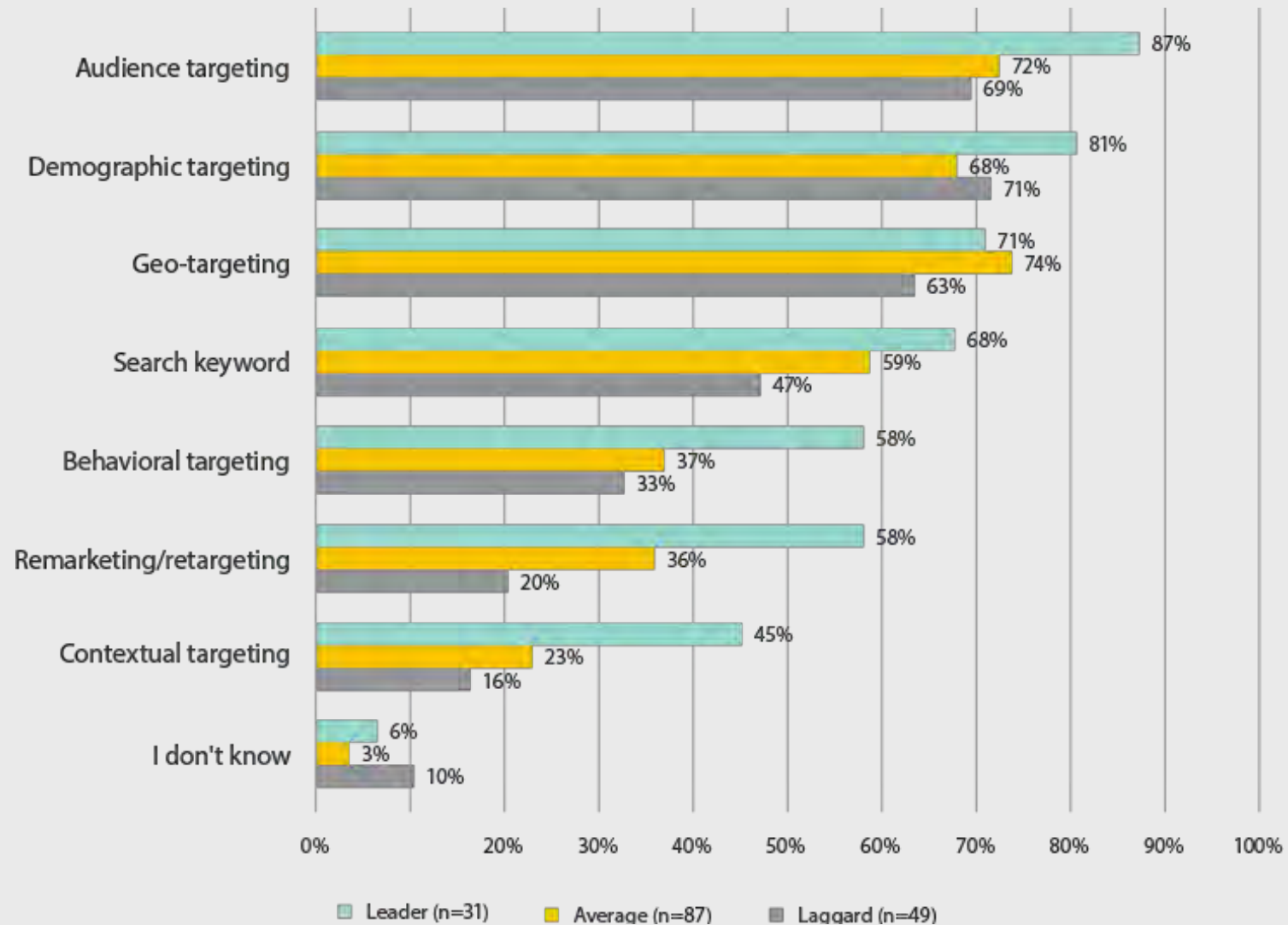
# What Types of Paid Digital Advertising Do You Use?



Source: Geonetric 2016 Digital Marketing Trends in Healthcare Survey



# Which Methods Do You Use for Targeting Digital Advertising?



Source: Geonetrix 2016 Digital Marketing Trends in Healthcare Survey

# Final Thoughts



# How Are Leaders Winning?

Scale of operations matter

Ability to execute

Keep an eye on what's behind you

