Geonetric Webinar: February 2017

Selecting a Web Content Management System for Your Health System

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2017 **Digital Marketing Trends** in Healthcare Survey

Download the official results: geonetric.com/marketingsurvey



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Reaching Healthcare Consumers Through Search

Join us on March 22, 2017, at 2 p.m. EDT / 11 a.m. PDT

We've all heard the statistics — almost every healthcare consumer is looking for information online. But what is the path from a question in someone's head to the information they need?

SEO is essential to ensuring it's your information they find, whether that's a clinic location, physician, or service offering.

Register at: geonetric.com/webinars

You'll learn:

- The exploding variety of ways healthcare consumers are searching for information, and how to be the answer they find
- What you should be doing today to ensure your SEO success continues, and where to begin if you're not feeling successful yet
- The concepts and buzzwords you must understand — schema.org, entity optimization, mobile-first indexing, AMP — to stay on top

Geonetric Clients

72 healthcare clients 500+ websites 17 years of experience





Speakerphone tip

Mute your microphone for best audio quality.

Have questions?

We'll try to answer as many as possible. Enter them in the Questions field.

We love feedback

Please complete the survey at the end of the webinar.

We are recording

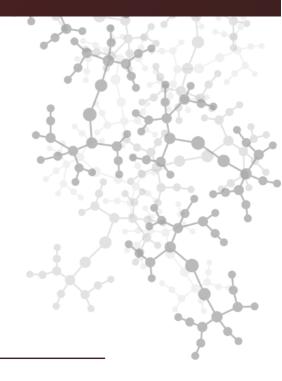
Video of today's webinar will be posted on geonetric.com in the Ideas section.

Today's Presenter



David Sturtz

Digital Strategy Director



Selecting a Web Content Management System for Your Health System

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Before we begin ...



Is it time?

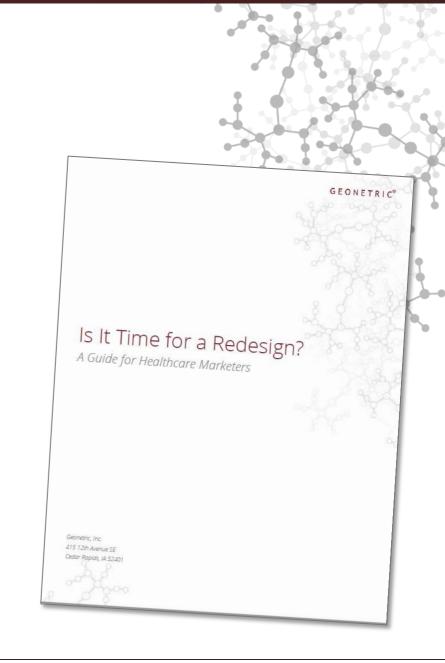


Do You Plan to Redesign Your Main Website(s)?

	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 planning stages	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%

Is it time for a redesign?

Change in business context

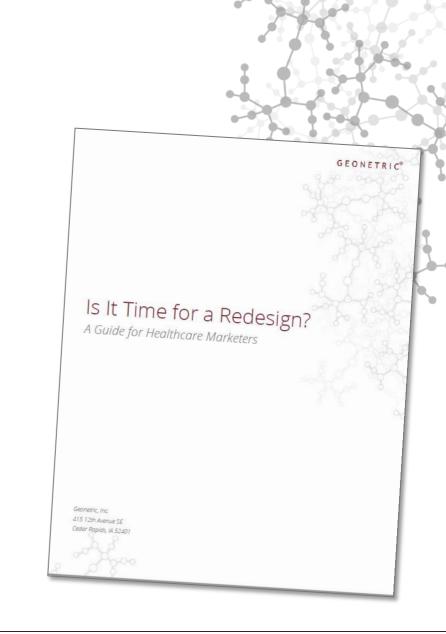


Is it time for a redesign?

Change in business context

Which precipitates a ...

Change in strategy



Is it time for a redesign?

Change in business context

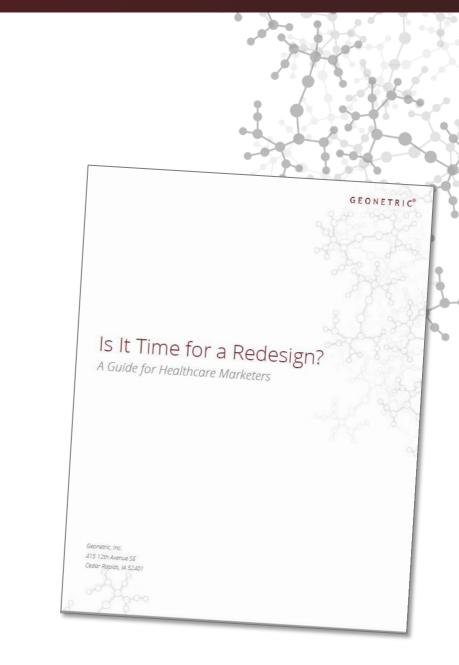
Which precipitates a ...

Change in strategy

And / or the current state is ...

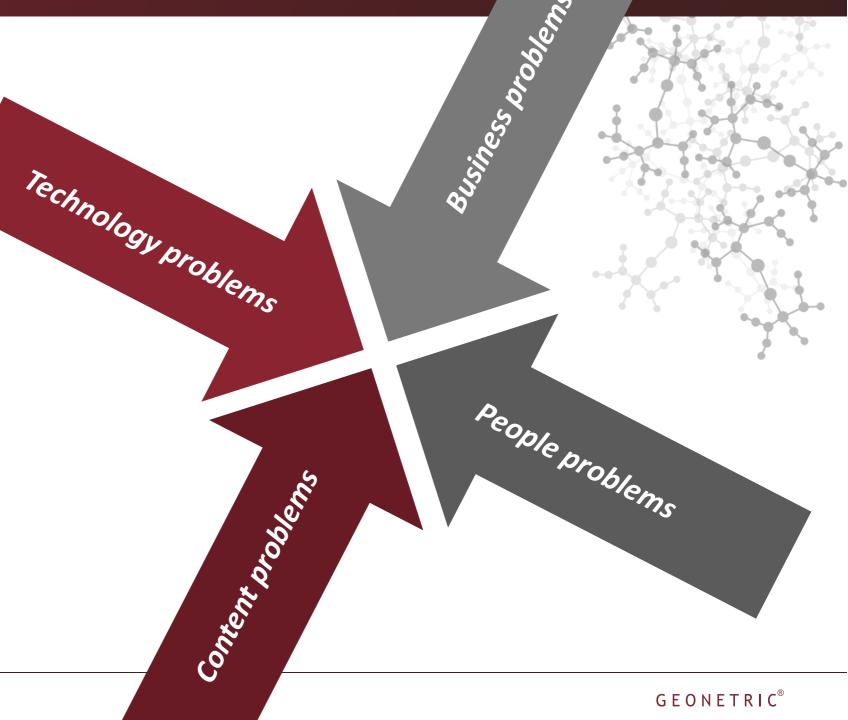
Not producing results

Not efficiently maintainable

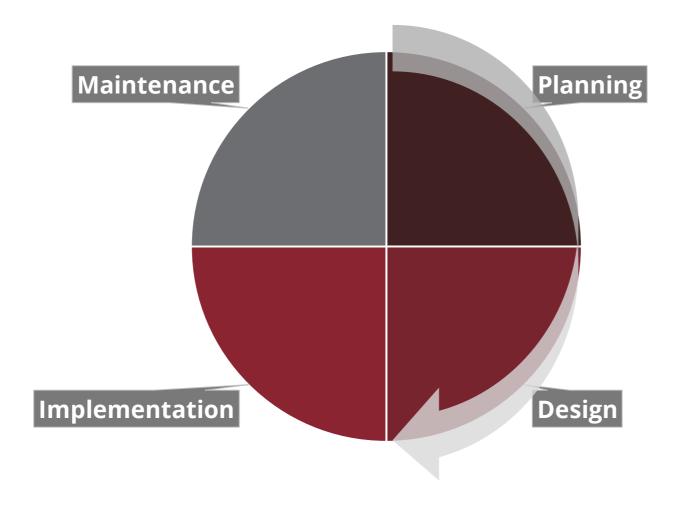


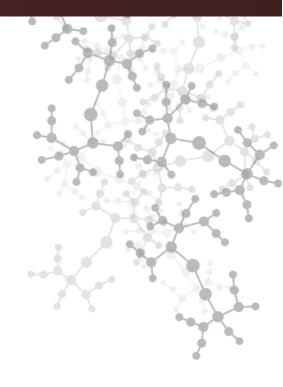
Redesign, re-structure, re-platform, or all of the above?

Consider starting by developing a content strategy

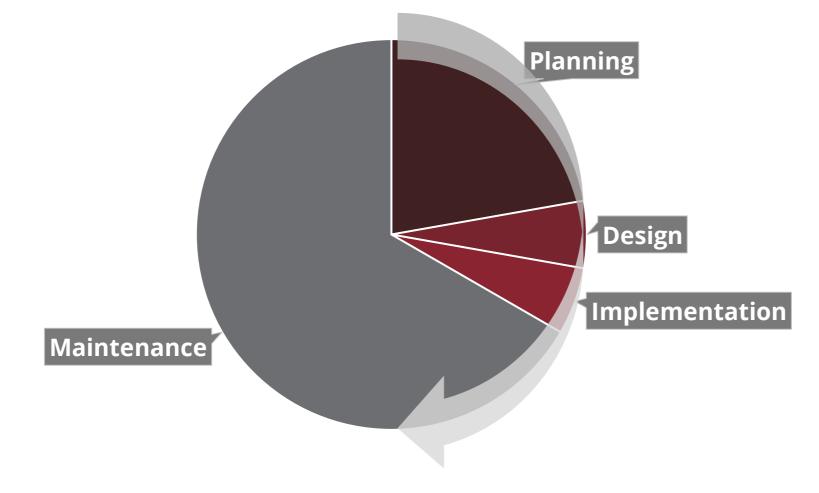


Website lifecycle

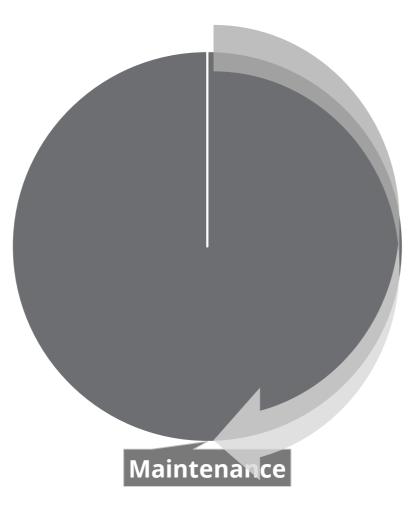




Website lifecycle: Reality



Website lifecycle: Actual reality



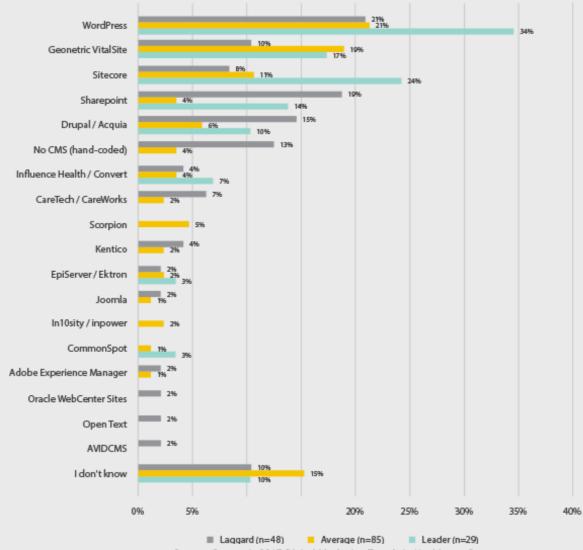


The web is always under construction

-

Surveying the CMS landscape

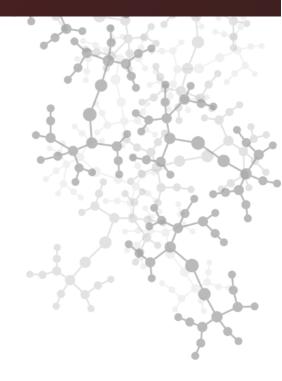
What Content Management Systems Do You Use?



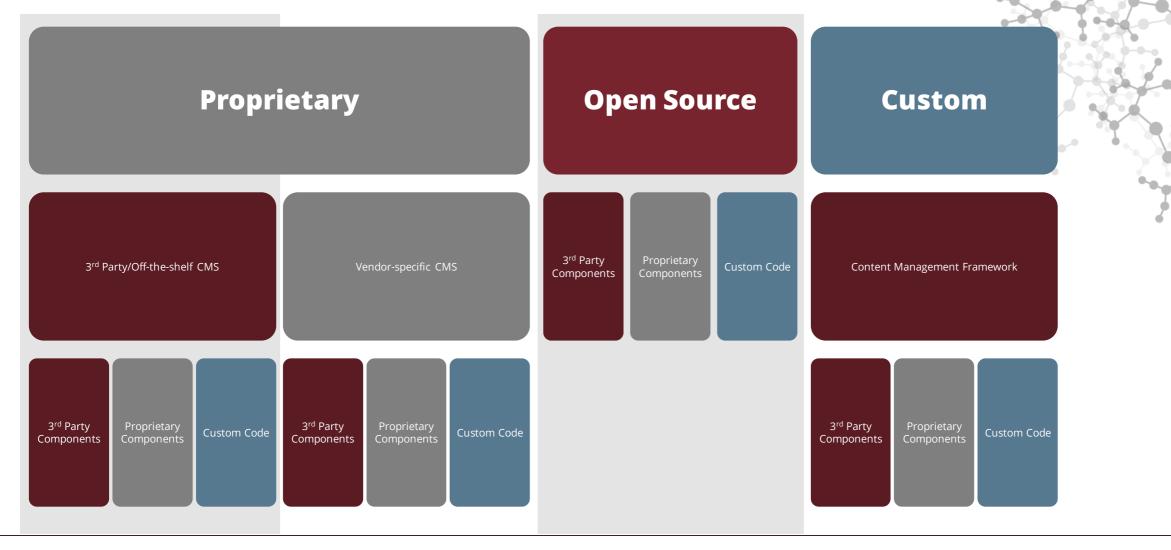
Source: Geonetric 2017 Digital Marketing Trends in Healthcare Survey

Multiple ways to group CMS software

- License type Open source, proprietary
- **Target business size** Enterprise, mid-market, small/medium business
- **Delivery model** Hosted, self-host, software as a service (SaaS)
- **Industry focus** Healthcare-specific, generic

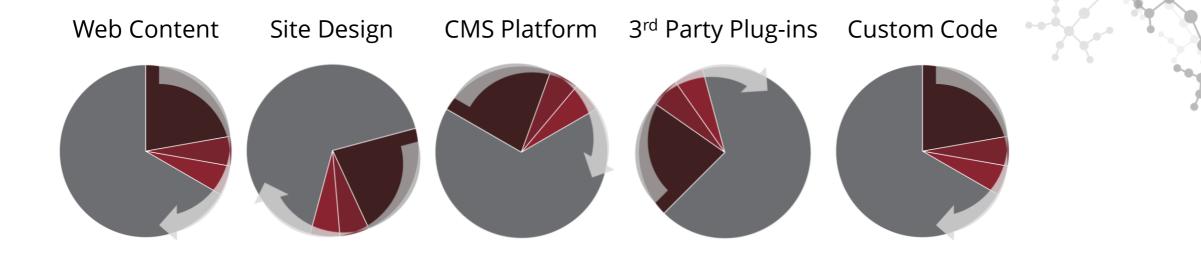


Ultimately, every website is a mix



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Component lifecycle



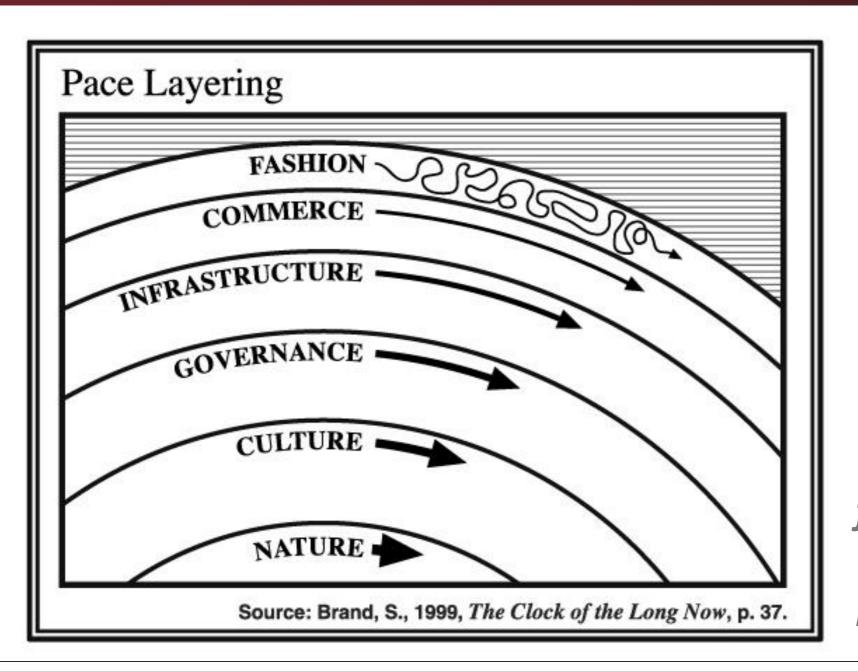


Why manage content?



Why manage content? What gives a CMS its power?





What changes frequently? What needs to remain stable?

Understand separation of concerns

Presentation

What does it look like?

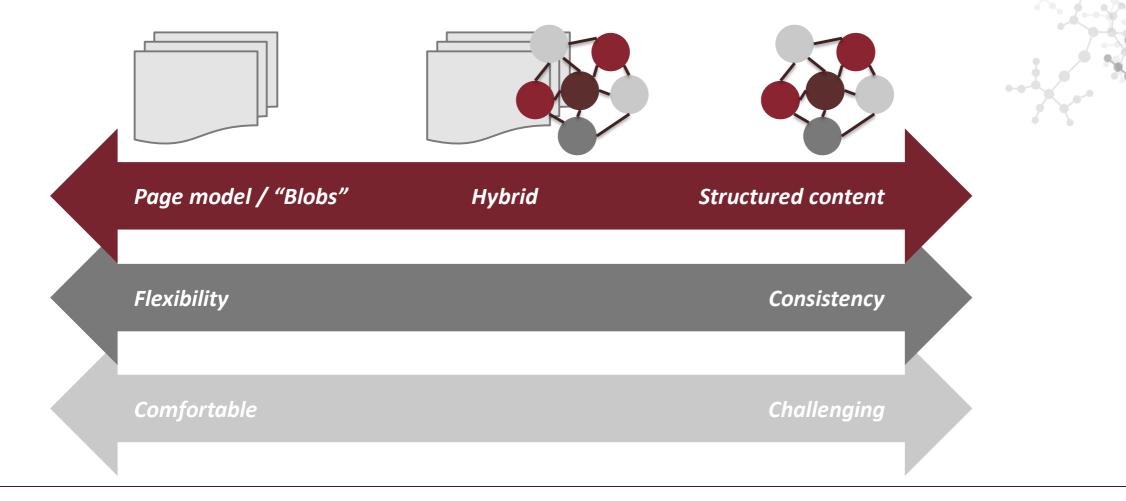
• Content

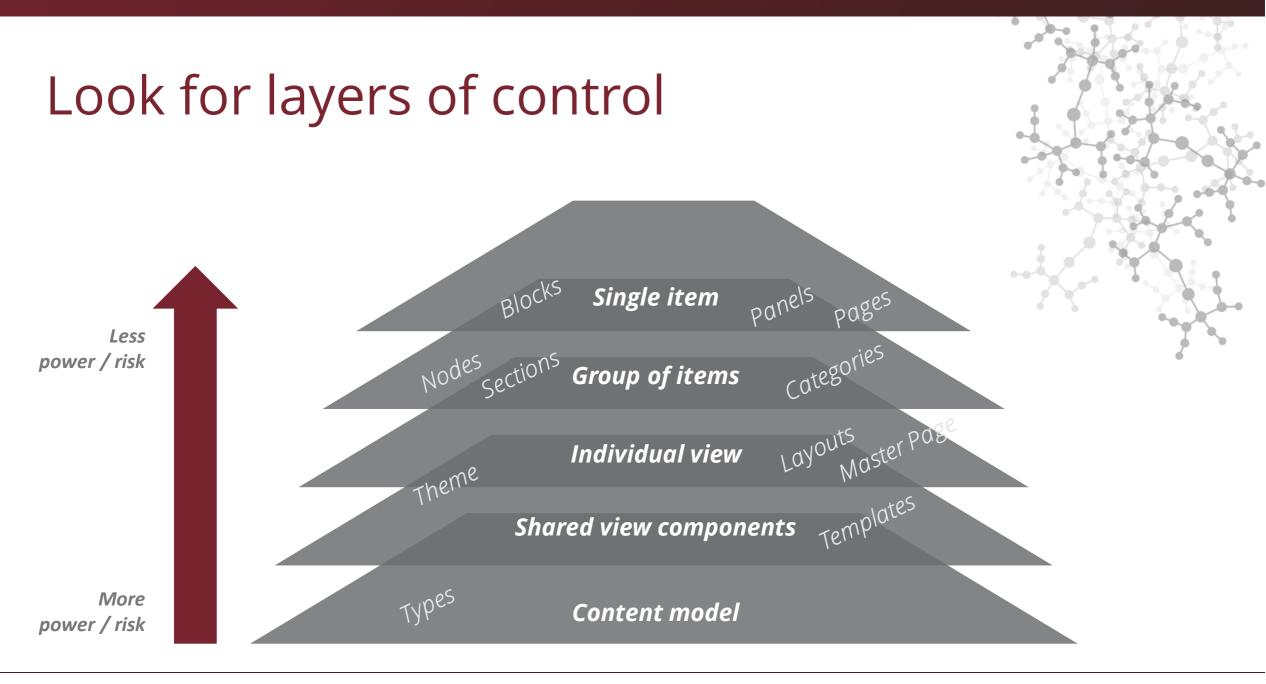
What does it say?

- **Relationships** How do users navigate?
- **Behavior** What does it do?



Find the right level of structured content

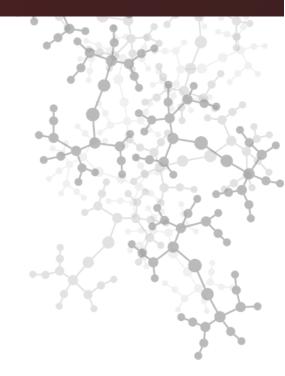




Understand the built-in biases:

• Content types

Structured vs. blob, streams vs. pages



Understand the built-in biases:

• **Content types** Structured vs. blob, streams vs. pages

Roles & workflows

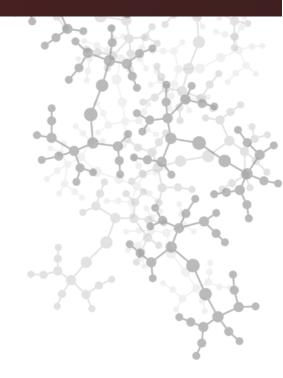
Exhaustive, lightweight, flexible, rigid



Understand the built-in biases:

- **Content types** Structured vs. blob, streams vs. pages
- Roles & workflows Exhaustive, lightweight, flexible, rigid
- Content relationships

Navigation, taxonomy, URL structures



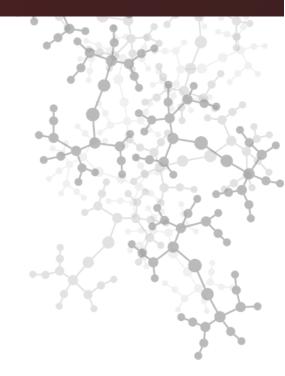
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- **Content types** Structured vs. blob, streams vs. pages
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Navigation, taxonomy, URL structures

Author experience

Logical for authors or logical for developers?



For example: Building for SEO

Advertising Business

Company of Company of Company

About

-

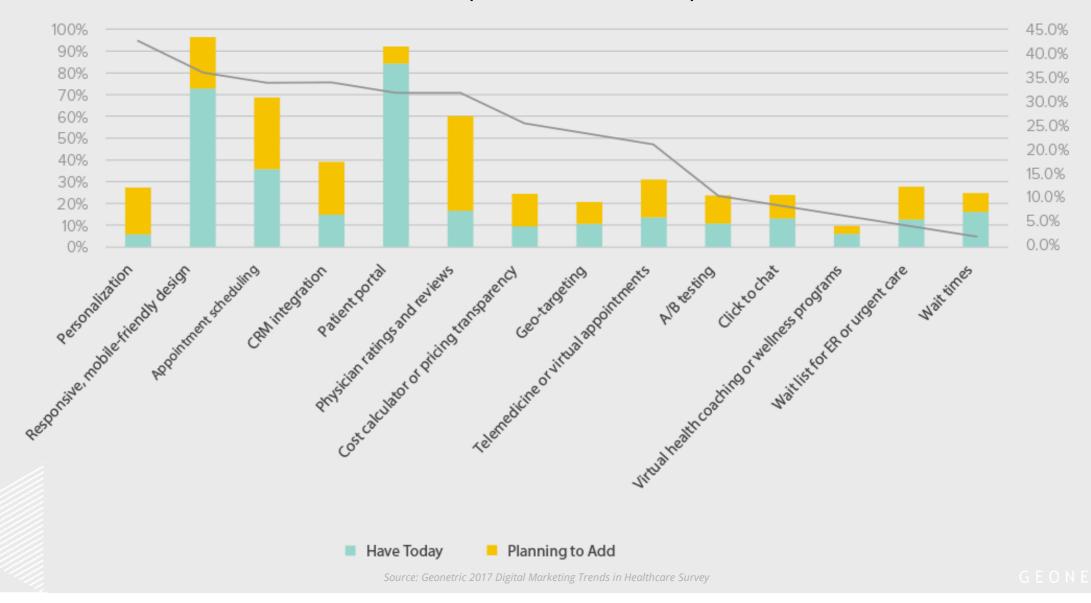


MacBook Air

Privacy Terms Settings Use Google.com

Beyond content: What healthcare organizations need to consider

Feature Adoption vs. Importance



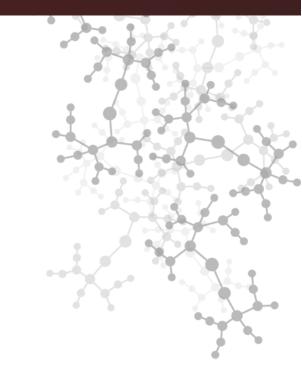
Managing Content

Transactional Functionality



Healthcare CMS considerations

- Content types e.g., physicians, service lines
- Functionality
- Industry-specific integrations
- Content governance
- Security & privacy (HIPAA, PHI, & everything else)
- Audit trails



Common functionality & integration needs

- Physician directory/credentialing
- Calendar of events/call center
- Appointment requests/scheduling
- Pre-registration/patient history
- Active directory/LDAP for security rights
- CRM platforms
- Custom APIs based on needs



Managing Content

Transactional Functionality

Personalization + Optimization



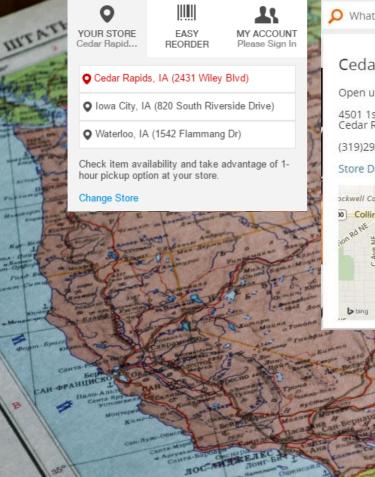
An opportunity to understand your audience

New Visitor Returning theme

1000

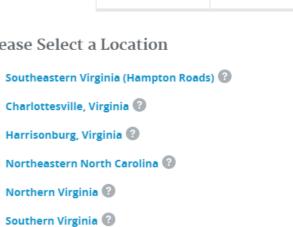
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Geotargeting prioritizing local



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What can we help you find?	O Your Store Select a Store	Sign in or Register	1	Select Region >
Gedar Rapids #2108 pen until 9:00pm 501 1st Avenue Se edar Rapids, IA 19)294-0480	Nearby Stores 47.07 mi Waterloo #2 1050 Southt Waterloo, IA FINE	cown Drive SET	Store Finder	Please Select Southeastern V Charlottesville,
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Contact Us

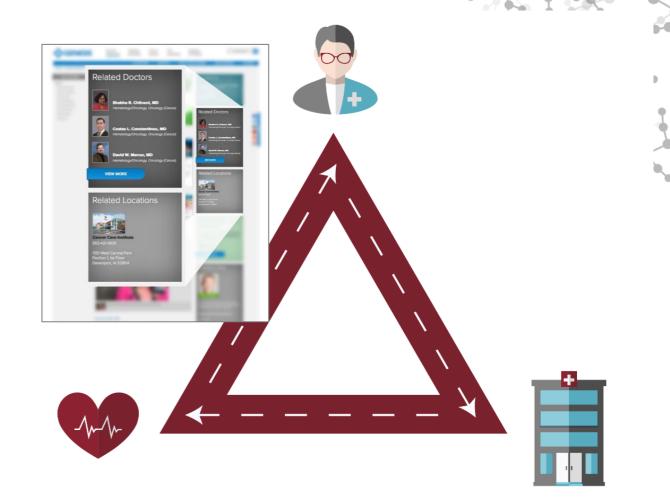
🔍 Patient Login

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Delivering contextually relevant content,

Based on

- Campaign targeting
- Visitor demographics
- Behaviors and actions
- Predictive algorithms







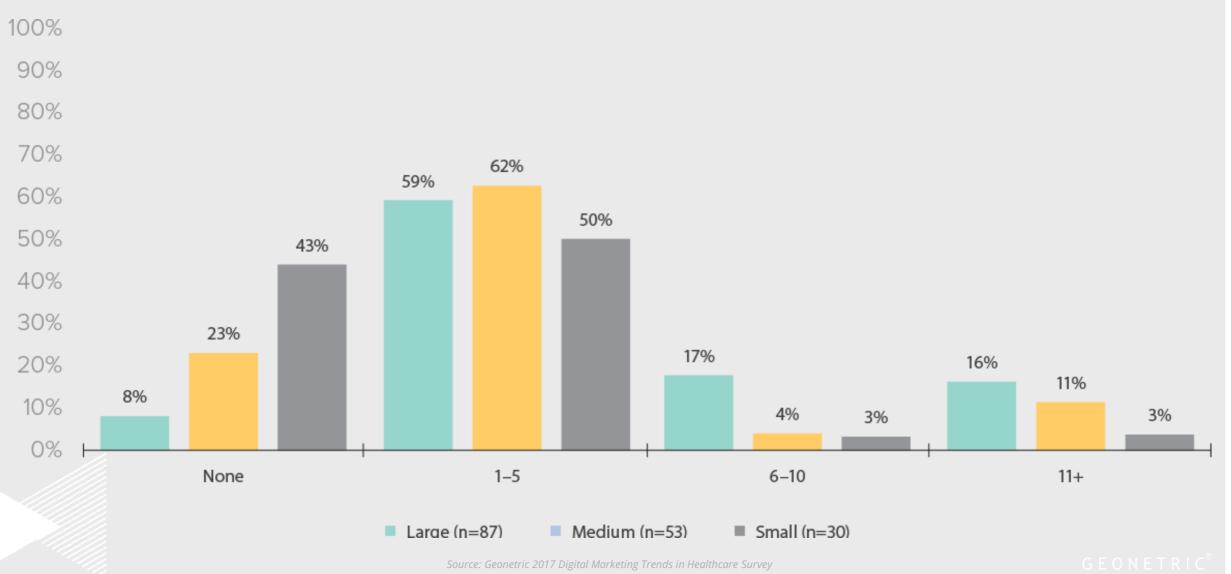


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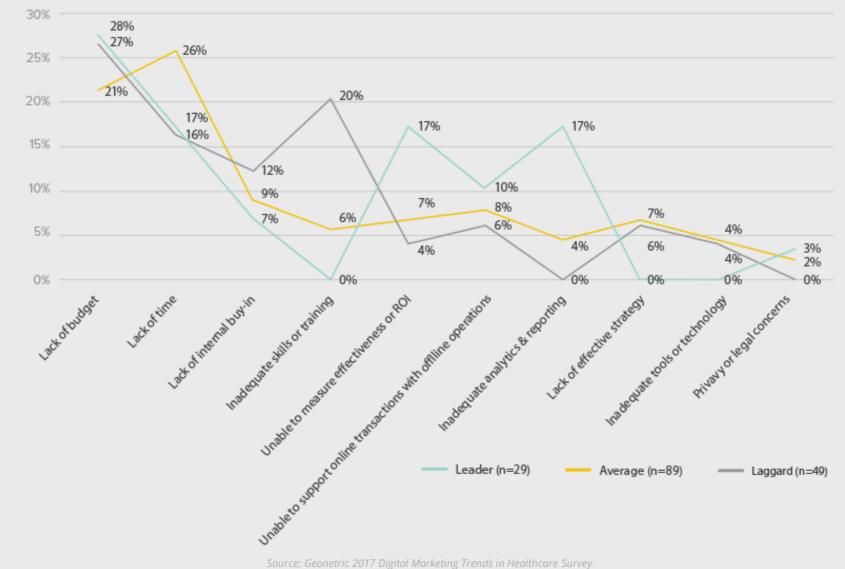




Outside of Your Digital Marketing Team, How Many FTEs Contribute to the Content on Your Website?



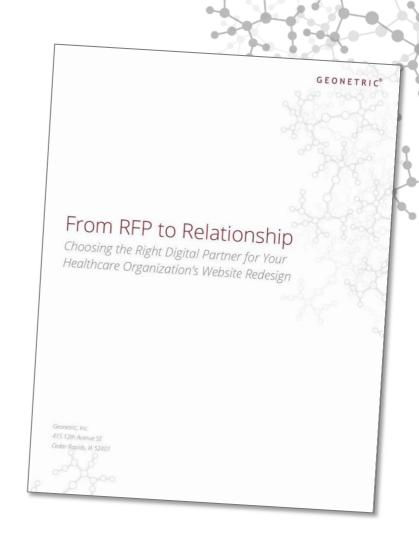
What is the Single Greatest Barrier Preventing Your Digital Marketing Efforts From Being More Successful?



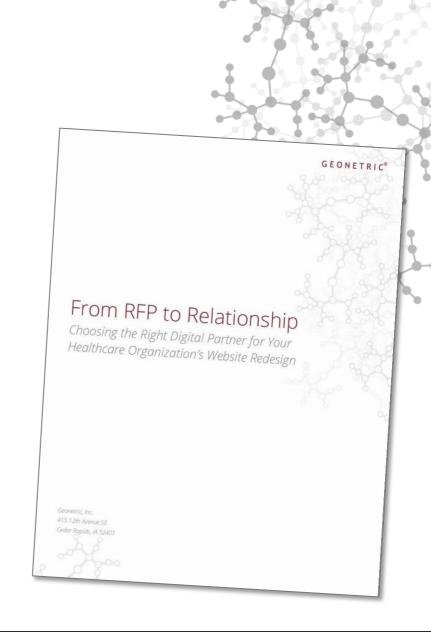
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Understand your team & goals

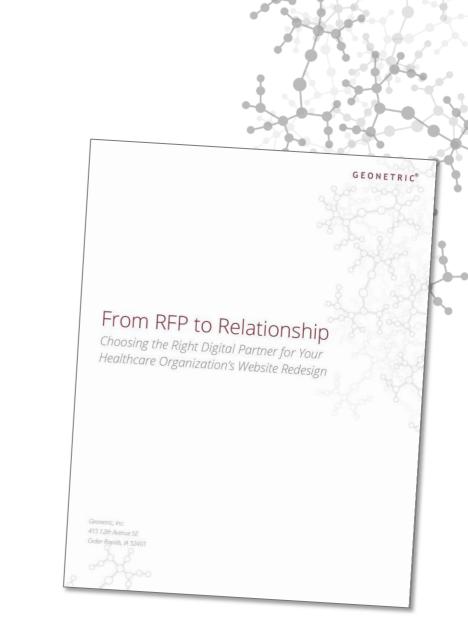
You're the expert on you



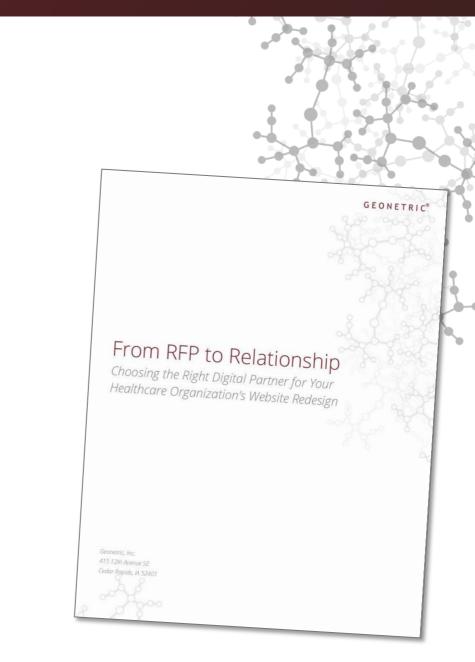
- Understand your team & goals You're the expert on you
- **Be open to dialogue** This is the start of a collaboration



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- Ask goal-oriented questions "How have you" not "can the system ___?"



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- **Be open to dialogue** This is the start of a collaboration
- Ask goal-oriented questions "How have you" not "can the system ___?"
- Plan for the long term The web is never done



Questions? *Type yours in the "Question" box*



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