steel ADVERTISING

# THE PATH TO HEALTHCARE MARKETING SUCCESS

## Acquisition and retention checklist for healthcare organizations

## DIRECTORIES AND REVIEW SITES

Even with a referral, few people completely bypass at least minimal research before booking an appointment.

*New patients search* **MULTIPLE SITES:**

- 83% Hospital System[1,2]
- 54% Health Insurance[1,2]
- 50% Health Information[1,2]
- 26% Online Review[1,2]

**56%** of patients tend to consult three different online sources when searching for a doctor.[3]

## SEARCH ENGINE OPTIMIZATION

The vast majority of people use the search function rather than enter a URL anymore. Without good SEO, a healthcare practice runs the risk of losing potential patients who will go elsewhere if they can't find what they're looking for or get intercepted by a competitor.

**83%** *Patients use* **SEARCH ENGINES** during their **patient journeys.**[4]

## WEBSITE CONVERSION

It pays to have an up-to-date and trust-building website. Powerful landing pages are information laden and benefit driven and provide the visitor with a clear and compelling call to action. Since no one sets up a website hoping to confuse people, it is a good idea to get some feedback from your target users at least once a year.

**Failure to deliver** sufficient information to a user = **71%** OF VISITORS LOST[5]

## ONLINE VIDEOS

Video content gives you a chance to demonstrate your knowledge and experience quickly while sharing your personality. Consider provider welcomes, patient testimonials, meet the staff videos, or tours of the facility.[6]

**84%** *of consumers said* **WATCHING A BRAND VIDEO** *convinced them to* **BUY** a service or product![6]

## PAY-PER-CLICK CAMPAIGNS

While not the least-expensive way to get traffic, PPC provides a means to control how much traffic you are adding or driving into specific locations or services. PPC advertising for healthcare is one of the predictable ways to attract new patients because it allows you to connect people actively searching for a healthcare provider.

**BEST PRACTICE SPOTLIGHT**

**Prioritize optimizing cost per conversion for PPC campaigns, even if cost per click increases.**

## MOBILE ADS

Location-based mobile campaigns make sense when your service solves an immediate problem – such as connecting ER patients with broken bones to orthopedic surgeons for follow-up appointments. And patients who research on their mobile phones are more likely to book an appointment.[7]

**61%** MOBILE PHONES

Where does **WEBSITE TRAFFIC** *come from?*

**39%** DESKTOPS/TABLETS

## PATIENT ONBOARDING

Prospective patients are evaluating your organization from every touch point. From waiting too long on hold to not having reasonable availability for new-patient appointments, many prospects never become patients because of a feeling that they are not valued. Not only do you lose that prospect, but you may create a bad reputation in the market.

### NEW-PATIENT EXPERIENCE CHECKLIST

- ✓ Is there information on the website just for new patients?
- ✓ Can you book or request an appointment online?
- ✓ If calling, how long is the wait time to talk to a live person?
- ✓ Is the automated phone system working properly?
- ✓ Can a new patient get an appointment within three weeks?
- ✓ Do you send a confirmation email with the appointment details?
- ✓ Do you send appointment reminders?
- ✓ Are new patients welcomed and oriented at their first visit?
- ✓ At any point, is the new patient told that they are valued?

## TEXT AND EMAIL OPT-IN

Make them *an offer* they can't **refuse**

To get permission to use text or email for marketing, offer something of value – whether it's just an easier channel to communicate with the practice or the promise of wellness information they can trust. Gather opt-ins many times in the patient journey, and minimize the number of required fields.

### WHEN & WHERE IN THE WEB PROCESS SHOULD YOU USE AN OPT-IN FORM?

- ✓ Home page
- ✓ Resource offer (checklist or self-exam)
- ✓ Requesting tour of facility
- ✓ Appointment requests
- ✓ Registration
- ✓ Discharge
- ✓ Patient portal account creation
- ✓ Webinars/events

## PERSONAL COMMUNICATIONS SEQUENCES

Making the most of the technology available for patient communications (e.g., patient experience management software, CRM, etc.) will make for happier, retained patients and also will reduce the lag time between patient visits.

- ✓ Due for appointment
- ✓ Upcoming appointment reminders
- ✓ Welcome and paperwork
- ✓ Re-engagement campaign for no-shows
- ✓ Post-visit office notes
- ✓ Follow-up activity reminder
- ✓ Post-visit feedback request
- ✓ Annual patient satisfaction survey
- ✓ Online review request
- ✓ Birthday wishes

### E-NEWSLETTER

Being on multiple channels helps reach more of your patient base. Many patient communities enjoy quarterly emails with a variety of topics. Leading with personalized information improves readership and response rates.

**74%** INCREASE IN CUSTOMER ENGAGEMENT with *targeted personalization* say marketers[8]

### TEXT AND EMAIL ALERTS

Less often than social media posts and more concise than e-newsletters, text and email alerts convey a single piece of information in short form. Use alerts to invite patients in for things such as flu shots, product sales, new services, and back-to-school physicals.

**TEXT MESSAGES ARE TOP PERFORMERS![9]**

**97%** read rate IN **15** minutes

### PUBLIC SOCIAL MEDIA

Social media accounts are a great way to quickly deliver information about the customer service side of the practice – webinars, events, new providers, insurance changes, holiday schedules, and flu shots!

**60% of doctors say social media improves the quality of care delivered to patients.[10]**

### PRIVATE ONLINE GROUPS

It is becoming more common for a system or practice to provide private online forums or social media groups for subsets of their patient bases. Think about groups that support each other in reducing hyper-tension or living with diabetes. Patients are more likely to engage in a private group setting, and engagement is a strong indicator of patient retention.

**Public** Engagement Rate[11] **0.3%**

**Private** Engagement Rate[11] **2.0%**

### WIN-BACK EMAIL

To re-engage previous patients, use targeted promotions. These do not have to be overly clever or complicated. Just be honest: Tell the subscriber why they are receiving the email (e.g.,"We miss you"). Then ask for a simple action (e.g., "Make an appointment," or "Take a survey").

**45%** of **subscribers** who receive a win-back email *will open* future emails[12]

### PHYSICIAN REFERRAL

Peers are often overlooked as marketing opportunities. There is no need to brag. Keep it simple, and find a way to schedule referred patients in a timely manner. Remind other physicians that you are in the market and taking new patients and are committed to supporting the successful handoff. Don't forget to provide your information in a durable format for staff.

**AVERAGE TIME** to obtain a *doctor's appointment*[13] **21 DAYS**

## SUCCESS! YOU MADE IT!

Sources: 1. blog.milestoneinternet.com/seo/healthcare-seo-during-the-pandemic-and-beyond/; 2. digitalismedical.com/blog/healthcare-marketing-statistics/; 3. pressganey.com/resources/ebook/customer-experience-trends-healthcare-2020; 4. digitalismedical.com/blog/healthcare-marketing-statistics/; 5. healthcaresuccess.com/blog/doctor-marketing/healthcare-pay-per-click-advertising.html; 6. playplay.com/blog/video-marketing-healthcare/; 7. techjury.net/blog/mobile-vs-desktop-usage/#gref; 8. liveclicker.com/21-compelling-email-marketing-and-personalization-stats-you-need-to-know-now/; 9. business.com/articles/text-message-marketing-benefits/; 10. webfx.com/industries/health/hospitals-healthcare/statistics/; 11. socialstatus.io/insights/social-media-benchmarks/facebook-engagement-rate-benchmark/; 12. klaviyo.com/blog/winback-email-campaign-examples#:~:text=The%20average%20open%20rate%20for,%25%2C%20according%20to%20Klaviyo%20data.&text=Research%20shows%20that%2045%25%20of,emails%20from%20your%20brand2.; 13. healthcaresuccess.com/blog/physician-marketing/3-shocking-statistics-double-doctor-referral-opportunity.html