

HOW TO BECOME A MORE STRATEGIC HEALTHCARE MARKETER

An HCIC 2018 Executive Summary



22nd Annual Greystone.Net



HEALTHCARE INTERNET CONFERENCE

Introduction

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“It’s time for hospital marketers to stop being so tactical. Instead, we must become more strategic.”

That was the key message heard by 900+ attendees throughout the 22nd annual Greystone.Net Healthcare Internet Conference in Scottsdale, Arizona this fall.

Whether the session was on improving physician profiles, making a website mobile-friendly or getting a grip on voice-search options, marketers were encouraged to “stop doing more with less” and instead, focus on long-term marketing goals and analyze the data behind each campaign.



Introduction

This #HCIC18 executive summary dives into the following topics:

- ❑ How to improve your hospital's website
- ❑ 3 healthcare marketing trends to follow in 2019
- ❑ Discovering what patients really want
- ❑ 5 top tweets from #HCIC18

We can't wait to see you in Orlando for #HCIC19, Nov. 4-6, 2019.



How to Improve Your Hospital's Website

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If you're going through a hospital re-design right now, you're not alone. The HCIC18 agenda was packed with sessions that helped marketers spruce up their sites. Take a look:

- ❑ **Be ADA compliant:** Right now, it's not the law for websites to be ADA compliant, but there is a set of recommendations (called WCAG 2.0 AA) that encourage organizations to make sure content is accessible to all. "It turns out that being ADA compliant is good for everyone — not just people with disabilities," Jennifer Vazales, digital strategy and marketing manager at VCU Health System says. "It has even helped our SEO because we've had to be descriptive with all of our tags and codes."
- ❑ **Get personal (not creepy):** Andy Gradel, system director of digital marketing at Main Line Health, tapped into the art of personalization. That means that based on the identifying decisions that someone makes on the hospital's homepage, content is geared for them. Now, a patient can find information they're looking for, without an endless amount of clicks.
- ❑ **Ask patients what they want:** At Duke Health, the marketing team found that 60% of patients wanted more information about treatment options and only 37% wanted to learn about Duke's expertise. "That means that we flipped the content upside down," Debbie Geiger, director of content strategy at Duke Health says. "Instead of talking about ourselves first on the pages, we immediately start talking about treatments."



3 Healthcare Marketing Trends to Follow in 2019

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Trend #1: Focus on content creation

“HCIC this year had some fantastic insights about how content marketing is growing and evolving in healthcare. The conference highlighted examples from provider organizations ranging from Cleveland Clinic to Cape Cod Healthcare who are doubling down on this strategy for outreach, health consumer engagement and relationship building because they’re seeing real success. That success is coming from the growing sophistication of content marketing teams in using data from analytics and A/B testing to create resource that resonate with consumers.”

—*Ben Dillon, chief strategy officer at Geonetric*



Trend #2: Get ready for chatbots

“I enjoyed the presentations about the rising popularity of chatbots. For healthcare systems, placing the chatbot on one page of your website and testing how it can help alleviate unnecessary call volume that can weigh down call center agents is a way to test within the organization. Using chatbots to direct patients to care through symptom search can guide patients to seek the care they need and schedule online. By creating a seamless patient experience, healthcare has an opportunity to break the access to care barrier that exists today.”

—*Amanda Bury, director of channel development at Kyruus*



3 Healthcare Marketing Trends to Follow in 2019

Trend #3: Prepare for voice response tools

"Every time I attend HCIC, I leave with new insights on industry trends. This year the No. 1 theme was voice response tools like Alexa, Siri and Google Assistant. Based on audience response, 90 percent of HCIC attendees use these tools on a regular basis. But it's not clear how we take the knowledge built into our websites and present it in this new format. Most troubling is the 'winner take all' nature of voice response. There are no easy answers to this problem, but we should expect traditional site traffic to drop as more 'searches' are voice-driven."

—Ed Bennett, founder of MarTech.Health

"Every year, the Healthcare Internet Conference brings together the top digital strategists and shares their insights and ideas are shaping the future of our industry. At #HCIC18, for example, I became convinced that 2019 will be the year that health system marketers will embrace machine-learning and AI in meaningful way - helping improve the customer journey by providing the right content easily at the right time."

-- Chris Boyer, director digital marketing and analytics, Fairview



Discover What Patients Really Want

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Every person who clicks on your copy is a real person.

That's the message that Dan Miers, chief strategy officer at SPM Marketing & Communications, gave to attendees during his presentation, "Are You Losing the Person Among the Page Views?" He was joined by Jerry Bowden, executive vice president at Edelman.

Every two years, SPM conducts a survey where they ask 4,000 consumers a variety of questions about healthcare. There's no magic answer, but the survey results showed some interesting data points on the people who tend to click on healthcare information.

Here's how they broke down the data:

Of the people surveyed, 21% stayed in a hospital at least one night.

Of those 21%, 69% had used some type of online resource to find more information about the hospital.

It turns out those clickers (the 69%) are more engaged in a variety of healthcare needs over the past year than the total population.

Discover What Patients Really Want

- ❑ **Invest in brand journalism.** A survey from Edelman showed that healthcare companies are more trusted than the media by about 9%. In addition, 57% of clickers found a hospital newsletter to be a “most trusted” source of information, which far surpassed social media sites (such as Instagram, Twitter and Snapchat). “People are looking at you to be a trusted source of news,” Miers says. Knowing this, now might be a good time to **strengthen your commitment to brand journalism** and telling the stories you know best.
- ❑ **Understand the personalities of people reading your content.** For the clickers, they tended to be more iconoclastic, free thinkers and unafraid of change. Does your content speak to this crowd? “These people don’t want drab, boring content,” Miers says. “You have to **match your content to their view of how they see themselves** in a universe. If you’re launching 75 campaigns in a year, how many of those actually inspire people?”
- ❑ **Everyone is stressed out.** Clickers said that they were more stressed than the average population. They overwhelmingly said they wish they knew how to relax and had high blood pressure — correlation, perhaps? In addition, they were more likely to say it was more difficult to find a good doctor or a good hospital. “Are you feeling their pain?” Miers asked. “**Make it easy for people to find you and show them how you can help them.**”

5 Top Tweets from #HCIC18



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Here's a look at a few tweets that caught our eye:

Moms matter

[@aaronc](#): "If it's not helping a mom at 2 am, then we're not going to do it anymore." [@dsjolley](#) on determining strategic initiatives

Make content "yours"

[@kate_gillmer](#): "If the logo falls off, would anyone know that content is yours?" An important #hcmktg reminder from [@annhandley](#).

Think about investing in chatbots

[@laurenfarabough](#): 40% of people have said they don't care if customer service comes from a human or technology as long as it's the right answer.

Open new doors (and maybe a window)

[@jennakobryn](#): "The website is not the digital front door — it's one room in the house" AMEN.

Put content first

[@shungerford](#): Infographics start with writers, not with artists.

Facebook Live Videos from #HCIC18



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For 2018, we added live videos to the HCIC program. The videos included daily wrap-up sessions, two entire Spring concurrent sessions and spotlight interviews. The videos were well received.

- ❑ [End of Day Wrap-up Day #1, Nov. 5](#)
- ❑ [End of Day Wrap-up Day #2, Nov. 6](#)
- ❑ [End of Day Wrap-up Day #3, Nov. 7](#)
- ❑ [Spotlight Interview with Dr. Dalal Haldeman, winner of 2018 John E. Eudes Vision & Excellence Award](#)
- ❑ [Spotlight Interview with Carrie Liken, Head of Industry, Healthcare at Yext](#)
- ❑ [Creating a Social Intelligence Hub for Hospital Networks: A Sprint Session by Hackensack Meridian Health and ListenFirst](#)
- ❑ [Making the Most of Video – Big Wins With Small But Strategic Effort: A Sprint Session by UVA Health](#)



Conclusion

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As hospital marketers, we're doing our jobs because we want to help patients and families. And even with all the new technology and tools we use to analyze our campaigns and track analytics, the importance of storytelling was still top-of-mind at the conference.

Keynote speaker Ann Handley, digital marketing and content expert, urged marketers not to follow conversations, but to lead them. Safe stories don't change the narrative. Bold stories do.

"You can tell when marketing doesn't feel real," Handley says. "You've got to pay attention to your instincts. The reason why people share something is because it resonates. Empathy always wins."

We can't wait to see you in Orlando for #HCIC19, Nov. 4-6, 2019.

Keep your eyes open for the Call For Speakers for 2019 in January and submit a proposal if you have a story to tell. And keep checking www.hcic.net for new information and announcements.

Get Connected With Us on Social Media

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At Greystone.Net, we're just as addicted to social media as you are. Here's how we kept our audience up-to-date with what was going on:

- ❑ Watch our [Facebook Live posts](#): We interviewed speakers, vendors and award-winning hospital marketers throughout the conference. If you had colleagues who couldn't make it this year, we even live-streamed a few sessions. Check it out!
- ❑ Follow us on [Instagram](#): New this year on social media is our Instagram feed. It's full of quick interviews with attendees, pictures of the conference and lots of cacti.
- ❑ Dominating on [Twitter](#): The #HCIC18 hashtag made 70+ million impressions (yes, million!) Thanks to everyone for tweeting along with us. We couldn't have done it without you.
- ❑ Join the [HCIC LinkedIn group](#) and stay up to date with all things HCIC year-round.

