Webinar
Marketing your Department
March 11, 2016
What Marketing Elements are AOC members using now?

How do we initiate communication?

How do patients learn more about us?

How do they reach us?
What access points are most effective?

Brand Advertising? Targeted Advertising?

Traditional Media? Digital Media?

Paid sponsorships? Journal Articles?

Referring physician outreach? Print materials?

Websites? Social Media?
Selecting Marketing Elements

Creating a Bull’s Eye for your Practice

**What has worked for you? What has failed? What do your Faculty think?**

1. Referrals from physicians and patients—personal interactions
2. Outreach, Print marketing materials
3. Department website
4. Third party websites + blogs + social media
5. Journal articles
6. Traditional Media outlets, Digital Media
7. Paid sponsorships
8. Brand awareness advertising

Direct control and verifiable ROI should increase toward the center of the target.

**What has worked for you? What has failed? What do your Faculty think?**
You've reached your audience … now what?

Prospective Patients

**Validation:** How do patients confirm their selection?

**Access:** How do they reach you?

**Conversion:** How do they move from interest to an appointment?

Patients reaching your practice
Validation: Local Search

Where patients may go to validate your marketing message

- Individual MD website
- Insurance company websites
- Healthgrades.com, Vitals.com
- ZocDocs, DocASAP
- You Tube
- Third Party Social Media

What Happens When They Look You Up

- Phone number? Address? Picture?
- Is the local office listed?
- Tracking impressions + utility?
Validation: Local Search Logistics

Google has many helpful logistics in place

- Google pre-populates map locations and businesses with publically available information –
- You can claim, verify, and update these listings across your practice
- The hurdle is investing the time to set up and maintain
Online Ratings – How do we manage them?

• Finding rating sites
• Claiming them
• Partnering with them
• Handling trolls and robots
• Paid search options

Have you identified services that facilitate the process? Provide tools that allow for easy tracking and management?

**What is working for you?**
Why is Social Media Important in Healthcare?

- Marketing is being redefined
- Today, your reputation lives online – you should be part of that conversation
- Consumer driven healthcare
- Changing patient and consumer expectations
- Manage your brand/business
- Social media word of mouth has greater credibility and authenticity
- Professional networking
The Approach and Plan to Social Media

• Be strategic and create a Social Media Plan
  • Define audience
  • Define metrics
  • Revisit the plan quarterly and adjust

• Integration with the right networks is key
  • Define social channels to be used and phasing
  • Build consistent branded pages
  • Consistency in communications in networks

• A Plan that is both flexible and dynamic
  • Content creation (consistent calendars)
  • Monitoring (Data and Analytics)
PwC: Social media "likes" healthcare: From marketing to social business, 2014

*Note: based on a survey of more than 1,000 consumers and 124 health care executives
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Data and Analytics

[Images of social media analytics, including Twitter and Facebook activity graphs and metrics.]
Validation: Unexpected Bonuses

How do your partners help you online?

- Sharing: Columbia Experience with Upworthy and the New York City Ballet
- Currently the most viewed Upworthy video ever
Access: Patient Friendly Web Presence

Compare Stock photos…
Convenient, but impersonal

To Featuring Your Own Providers
Personal, Engaging, Genuine

Hip & Knee
Access: Patient Friendly Videos, on your website, on YouTube

Sharing: YouTube Experience – Dr. Fischer

The Spine Hospital

ColumbiaDoctors

NewYork-Presbyterian
Access: Are Phone Numbers Enough?

Worst Case Scenario

- Only phone numbers,
- Only listed on “contact” page
- Confusion = barrier to entry

To Request an Appointment

- Aging and Dementia: (212) 305-6939
- Child Neurology: (646) 426-3876; (646) 42-NEURO
- Epilepsy: (212) 305-1742
- Headache & Facial Pain Center: (646) 426-3876; (646) 42-NEURO
- Critical Care and Hospitalist Neurology: (212) 305-7236
- Movement Disorders: (212) 305-1303
- Multi-Specialty Neurology: (646) 426-3876; (646) 42-NEURO
- Neuromuscular Disorders: (212) 305-1319
- Neuro-Oncology: (212) 342-0571
- Neuropsychology Service: (646) 426-3876; (646) 42-NEURO
- Sleep Disorders: (212) 342-3712
- Stroke and Cerebrovascular Disease: (212) 305-1710

A Better Approach

- Multiple Access Channels
- Persistent, visible placement on all pages
- Simplicity = enhanced access
Conversions: Tracking Your Success

Monitoring marketing and outreach

• Increased volume of contacts
• Data on how new patients found you
• Channels used to access the practice
• Measuring patient experience – Press Ganey and similar
• Revenue outcome

**Do your systems help or is your EMR a hindrance?**
Putting it all together: Validation, Access and Conversion

Highly targeted campaign, traditional and digital media

Three tier tracking mechanisms

Referral triage algorithms

KPI’s and leading indicators connect the campaign to strategic initiatives

**Do you have similar campaign stories to share?**
Thanks for your Participation!