



Healthcare Marketing White Paper

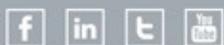


2015 HEALTHCARE MARKETING TRENDS

12 TRENDS AFFECTING HOSPITAL
MARKETING AS WE KNOW IT



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2015

HEALTHCARE MARKETING — TRENDS —

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We're always looking to spot the next big thing in marketing and how we can apply it to our healthcare clients. By staying ahead of the curve, we can consistently deliver fresh and creative campaigns and stay on the leading edge, without being on the bleeding edge. For 2014, we predicted trends surrounding content marketing, responsive web design and video consumption. In 2015, we see some of these trends continuing and evolving, and some new players entering the arena that should shake up the way hospitals and healthcare organizations divvy up their marketing dollars.

We compiled the top marketing trends for 2015 below and are excited to see how healthcare organizations apply them to their marketing in the coming year.



1

Even shorter content: “info-snacks”

With shrinking attention spans, content overload and bright red push notifications, it's hard to hook patients to spend more than thirty seconds with one piece of content. Busy consumers want their information, and they want it fast. Gone are the days where they would spend time with long-form videos or white papers. The average person won't even scroll through an entire infographic anymore — marketers need to resort to infographic tiles that can be seen in entirety without swiping. In 2015, shorter is better. Focus on short, snack-able, sharable content that provides valuable information up front. No one has time to dig for gems. If long-form content is necessary, make sure text is scannable with bullets or lists, and videos are entertaining.

2

Content distribution strategy meets social marketing strategy

In 2014, content marketing strategy was all the rage, and for good reason. Patients are constantly on the prowl for health information and make informed decisions based on what they find. However, where most healthcare marketers fell flat was in distribution. Focusing on pushing content out to larger audiences is the focus of 2015 content marketing. Trial and error has shown that social media is the best outlet to promote content and get it in front of audiences who are interested, and at a time when they're interested. Publishing it on your hospital's social channels without paying for Newsfeed ads or sponsored posts won't get you too far, so it's an investment worth making. It's also beneficial to get influencers to share your organization's content on their social channels to get exposure to a whole new audience.

3

Relevance is the new authenticity

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4

Long term relationships > views, impressions and likes

The value of a 'like' has been in a steady decline ever since we looked for the ROI in it, and found little. We all know that while 'likes' are measurable, they don't translate to your bottom line. What emerged in 2014 was the emphasis on social engagement. In 2015 we are taking it a step further by placing emphasis on the power of the subscribe button. Even the big social media giants are catching on by offering social ads built around conversions instead of impressions and likes. This means your hospital could create Twitter ads that are pay-per-conversions, such as a form submit on a website or an app download. These conversions can result in a long list of leads for your healthcare organization to more directly nurture and convert to patients.

5

A new content love child: infographic videos

The infographic video is a combination of two of the most popular forms of content: videos and infographics. These are essentially infographics set to motion to illustrate what the voiceover is communicating. The reason these will be effective is because our minds process pictures and numerals much faster than listening to a talking head. The other great thing about infographic videos is that many people don't even turn the audio on when watching videos – especially when on their phones or when they're scrolling through auto-play video ads. Through infographic videos, consumers can still get the main points without having to pull out earbuds or switching the silence button up.

6**Mobile is #1**

In 2015, digital strategies should be thought of as mobile first, and desktop second, or not at all. Globally, 2.25 billion people access the internet via their cell phones, and according to Ovum, in 2015 one billion people will use mobile as their only form of Internet access. Given these stats, it's an absolute necessity to have responsive design on your website so it looks great across platforms and caters to user experience. Patients don't have the time to have to pinch, zoom and scroll, and the result of that inconvenience will be a drop in traffic. In addition to having a mobile platform, hospitals need to format content for the streams that we live in today. This means that headlines, photos and content need to be tailored to fit the mobile screen in a clean layout. The appearance of an ellipsis should be on purpose, not because your headline is too long.

7**Aim to inspire**

Think about the popular non-profit organizations today: TOMS, Charity: Water and St. Jude Children's Research Hospital, to name a few. Now think about what makes these charities different from the ASPCA in terms of marketing. The difference is that the ASPCA runs sad TV commercials featuring Sarah McLaughlin and deformed animals that instinctively cause people to reach for the remote and leave them with an uneasy feeling, and the above charities create feel-good marketing materials that show how donations improve the lives of others and inspire viewers to join the movement. This success is based on a simple fact: people share content that makes them feel good. If your hospital can create content that cause patients to laugh, cry happy tears or want to make a difference, they'll be more likely to share it with others and grow your audience.

8**The future of retargeting is here: pre-targeting**

Retargeting spread like wildfire in 2014, expanding from display ads to Facebook Newsfeed to taunt you with the shoes you put in your shopping cart and abandoned. Retargeting is based on past behavior, but in 2015 we will be able to predict buyers' actions, wants and needs based on the information our mobile apps record about where we are, what we're doing and what we like. The more information we feed into our digital devices via calendars and accepting location services, the clearer picture advertisers have of individuals. While the advantages for retailers are obvious, healthcare organizations can take advantage of pre-targeting also. You could serve display ads to specific patients to remind them to schedule a mammogram, you could serve mobile ads to patients who haven't fulfilled their blood work script when they're within a five mile radius of one of your blood draw stations and you could target new residents with ads for your primary care offices to encourage them to choose one of your physicians. The possibilities are endless.

9**An even bigger emphasis on brand building**

We've been talking about brand building for a long time, but in 2015 it will be more relevant than ever due to mergers and acquisitions. In order to deliver a positive patient experience, healthcare systems need a differentiating brand and shared values. An organizational culture is what will build loyalty among patients and help set your organization apart from retailers, such as Walmart and Walgreens, joining the primary care game. Other areas of healthcare, such as dentists and ophthalmologists, have used this tactic for years to establish patient preference. Think Aspen Dental and LensCrafters. Use branding to give prospective patients a reason to choose you, and current patients a reason to stay with you. Here's a hint: put the patient experience first.

10

Present information on a silver platter

Over the past couple years we've seen the emergence of e-patients, and they're only growing in numbers. Now that many people have opted for a high-deductible health insurance plan, they are doing more research and more carefully choosing where to spend their hard-earned dollars. To capture these patients, it's important to be completely transparent. The type of information these patients are looking for is out-of-pocket pricing and honest reviews of physicians. The problem with this is that the reviews on third-party sites, such as Healthgrades and Vitals, aren't always accurate; however, if that's what they stumble upon in their Google searches, that's what they'll base their decisions on. One way to combat this is to create physician profile pages on your website with their background information and reviews from your patient satisfaction surveys (as long as any HIPAA-related information is filtered out). With SEO, these pages can actually out-rank the third-party sites so patients encounter your credible information first.

11

Blurred lines among paid, earned and owned media

Blurred lines is making a comeback in 2015, but it has nothing to do with Robin Thicke. With a continued emphasis on content in digital marketing strategy, the lines among paid, earned and owned media have all but disappeared. One piece of content could be published on a brand journalism site, advertised on Facebook to drive traffic and picked up by a news outlet. It's a great time for marketers, advertisers and public relations professionals alike. However, with these lines crossing, it's more important than ever for your marketing, advertising and public relations strategies to be integrated and aligned. All three strategies must be working together towards the same goal; if one falls out of line, all three will collapse.

12

Creativity is king

Now that 2014 is coming to a close, we'd bet everybody is very sick of hearing "content is king." Well, in 2015 content certainly won't be going away, but it is getting knocked off its throne. With so many organizations publishing content in addition to the news outlets, compounded with the steady stream of user-generated content, it's difficult to get a word in. How can you make your content stand out in a world of information overload? The key is creativity. Your hospital can publish search engine optimized blog posts, patient testimonial videos and physician bio videos all day long, but in order to catch the attention of your patients, you must present the information in a different, compelling way, while still holding onto that relatable factor. Creativity comes in different forms; it could be in the message or it could be in the medium. The goal is to make patients feel something. Keywords may get people to click, but creativity will get them to remember and share. ■

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