

SMITH  JONES

2018 Healthcare Marketing Trends Playbook

Eight emerging trends and how you
can leverage them now

Amazon wants your patients



Bad news, healthcare marketers: your patients don't like you very much.

It's not the marketer's fault, of course. Healthcare is continually ranked as one of the least customer-friendly industries. Costs are high, wait times are long, and care providers don't seem to, well, care. Unfortunately, your industry is on the extreme low end of American consumers' expectations.

Contrast that with the high end of customer expectations: the retail industry. Led by online giant Amazon, retail's costs are low, wait times are short, and new, innovative services that delight customers are launched all the time. Like it or not, this is your real competition for hearts and minds.

And here's the real scary part: Amazon wants your patients. Their secret healthcare care lab, codenamed *the 1492 Project*, has its eyes on everything from electronic medical records to telemedicine. What will your hospital do when the king of customer service offers an alternative?

Winning the patient in Amazon's world

2018's healthcare consumers are informed, empowered and impatient.

You can win their trust, but first you must recognize the role they expect you to play. Yes, you're still expected to build strong brand promises. And yes, you're still expected to make them aware of your services. But in 2018, more than ever before, you'll be expected to help. Help make decisions, evaluate options, manage conditions, educate, and on and on. Health is a complex topic, and your new role is to help people get more of it.

As you read our playbook, notice just how many of these trends are about serving patients better, either directly (through things like publishing helpful videos), or indirectly (through improvements in employee culture). And don't stop at our ideas. You're a creative thinker, a strategic leader. Put those skills to work serving patients and you just might find that marketing is about more than ads.

There's a lot of room for leaders in healthcare. Maybe you're the one we've been waiting for.



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What's inside this playbook

We've gone a step further than other trend publications. We wanted ours to be more than a report. We wanted a *playbook*; a publication full of actionable ideas you can put to use today. To that end, we've included the following elements with each of our 8 trends.



Simple things you can do to gain a strategic advantage. Most of these can be accomplished in less than an hour.



Some trends will be more applicable to your organization or skillset than others. Impactful moves are the first steps for projects designed to truly move the needle for your career and your organization.



Stories of organizations who have leveraged these trends to great effect with links to additional details wherever possible.



Research-backed data points to use as starting points for conversation or in presentations.



TRENDS

TO LEVERAGE IN 2018



Patients have more control over the hospital's revenue

Key Statistic



BY 2018 **MORE THAN 50%** OF ORGANIZATIONS WILL FOCUS THEIR EFFORTS ON **CUSTOMER EXPERIENCE**

Gartner

Most hospitals and health systems use HCAHPS — the Hospital Consumer Assessment of Healthcare Providers and Systems (HCAHPS) — to determine how well they rank for patient satisfaction. Over the past few years, CMS has based a larger and larger piece of their reimbursements on HCAHPS. That means frustrated patients have the power to actually take money out of the hospital's pocket.



LEARN FROM THE LEADERS

Cleveland Clinic made waves when they offered same-day appointments for any specialty, booking nearly a million per year.



MAKE AN IMPACT

Find the common negative themes in your HCAHPS and build relationships with key stakeholders in the departments best positioned to fix these problems. As the most qualified communications professional at the hospital, you have unique skills for influencing patient perception.



GET A QUICK WIN

Gather patient comments from social media sites like Facebook and Twitter, or use Smith & Jones' **Social Pulse**, powered by Watson, to get a data-driven view of how patient perceptions of your hospital compare to your competitors'.



Marketers are increasingly tasked with improving employee culture



Key Statistic



HOSPITAL CEOs
SEE **CULTURAL**
ISSUES AS THEIR
#1 **PATIENT**
SAFETY
CONCERN

American College
of Healthcare Executives

As patient satisfaction gains more and more influence over revenue, hospital executives have started to focus on addressing internal culture problems. We've seen it firsthand, as some of our clients have moved marketing leaders into positions as heads of culture. A recent survey conducted by one of our clients found that issues with hospital employees were the top four reasons why patients gave them low satisfaction marks.



LEARN FROM THE LEADERS

Check out this survey from Indeed. The hospitals with the best cultures reach their employees in a way that inspires them and connects them to a greater cause.



MAKE AN IMPACT

Gather your executive team to perform a brainstorm of your hospital's core values. Smith & Jones has a format that works well for hospitals, but there are formats available online as well.



GET A QUICK WIN

Use a platform like Smith & Jones' **Brand Pulse** to gather staff perceptions of your brand and glean insights that help inform senior leadership decisions.



3

Native advertising is outperforming display

Key Statistic 

NATIVE ADS
WILL DRIVE
74% of
ALL AD REVENUE
BY 2021

Business Insider

Native advertising is the fancy new name for sponsored content. And it's beating more traditional digital ad formats like display advertising by miles. Part of the reason it's winning is due to consumers' increasing use of ad blocking software. The other reason it's effective is that it often has a helpful, educational bent to it, while display ads are more traditionally focused on promotion. In the new media world, which saw digital advertising spend eclipse TV advertising spend for the first time in 2016, native advertising is arguably the most effective approach going into 2018.

 **LEARN FROM THE LEADERS**

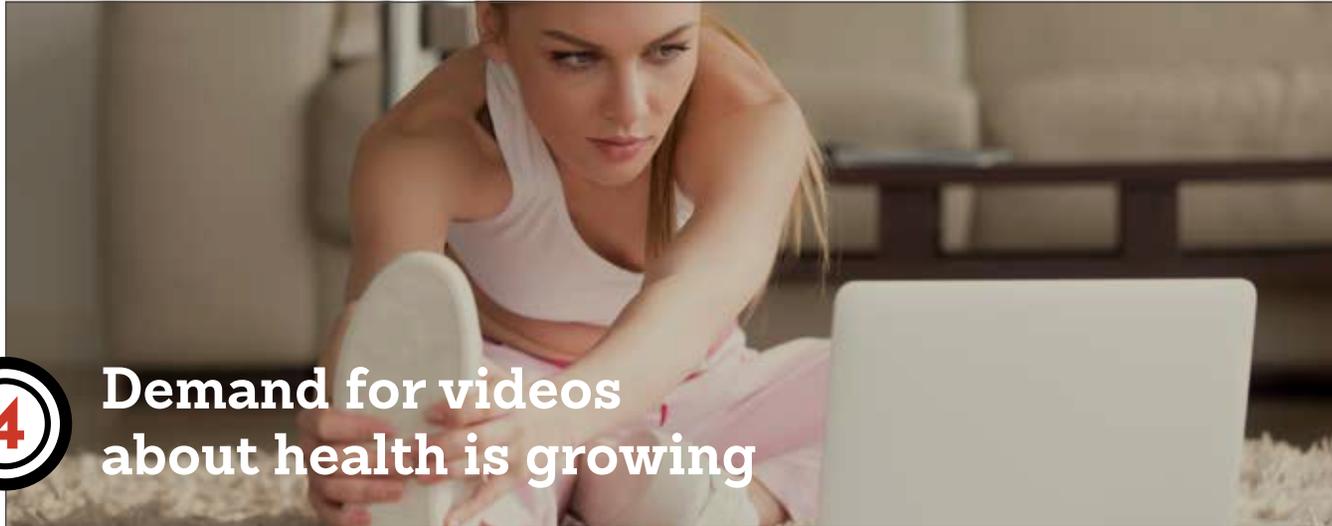
Vitamin company Seven Seas teamed up with UK news giant The Telegraph to create a special section of 'good news' stories. This kind of uplifting content is eminently shareable and stands out in the endless stream of bad news flooding social media.

 **MAKE AN IMPACT**

Re-think your media mix, including native advertising in your next campaign. Great, helpful content can be especially useful for promoting elective procedures like orthopedics.

 **GET A QUICK WIN**

Put some media dollars behind a test run and compare metrics like clicks and click through rates to your display advertising. If you don't know how to do this, we can help.



4

Demand for videos about health is growing

Key Statistic



15% OF PEOPLE
USE YOUTUBE
AS A RESOURCE
FOR **HEALTH**
INFORMATION

Mashable

While the rise of people googling their symptoms gives doctors agita, it's a big opportunity for healthcare marketers. What's great about video content is how easily accessible it is, but its Achilles heel is that it can be created by anyone, regardless of their health qualifications. That leaves a big hole in the market for qualified clinicians to deliver health information without straying into dispensing medical advice. The marketer who successfully threads this needle will have a big accomplishment on their resume.



LEARN FROM THE LEADERS

Nonprofit Rethink Breast Cancer launched a tastefully humorous YouTube Video featuring shirtless male models walking women through a self-breast check. Its blend of education and entertainment has garnered 7.5m views and more than 30,000 likes.



MAKE AN IMPACT

If you're not producing quality, engaging video in 2018 you're going to fall behind. Some hospitals have full-time employees to handle the load while others outsource to their agencies or local production shops. Make your decision about vendors carefully. Video can be expensive, and without a balanced mix of emotion and entertainment value, you may not find the ROI you're hoping for.



GET A QUICK WIN

Chat with some of your clinicians about the idea of appearing on video, and gauge their level of interest and confidence.



Key Statistic 

EVERY STEP TO
DOWNLOAD A MOBILE APP
CAUSES 
20% OF USERS
USERS
TO ABANDON

Gabor Cselle

5

Progressive web apps are bridging the desktop / mobile / tablet gap

As people download and use fewer and fewer mobile apps, a new approach to reaching patients on mobile is gaining steam. Progressive web apps are, in a nutshell, applications that can be run on any platform. Any brand of desktop device, tablet or mobile phone can use the full functionality. For a great example, navigate to mobile.twitter.com on any device. If you're considering building a mobile app, as many healthcare providers are, building it through the more flexible, less siloed progressive web approach could have a host of benefits.



LEARN FROM THE LEADERS

The New York Times' Really Really Short Workouts is a brilliant example, bringing together research-based workout advice with a short, interactive exercise instruction.



MAKE AN IMPACT

Identify service lines that require a lot of patient involvement or preparation. Meet with leaders and look for ways to help patients self-serve through an interactive web presence. Bariatrics may be a good starting place.



GET A QUICK WIN

Use analytics to identify popular website content that could be made into a helpful, interactive application.



6

Patient portals are ripe for reinvention

Key Statistic 

**CLINICAL LEADERS
& PHYSICIANS RATED
PATIENT PORTALS
AS THE
LEAST EFFECTIVE
TECHNOLOGY FOR
ENGAGING PATIENTS**

New England Journal of Medicine

As we near the 10-year anniversary of patient portals entry into healthcare, we shouldn't be surprised that they are seen as the least effective technology for engaging patients. That's because despite their name, patient portals were not created with patients in mind. Most were launched to capture meaningful use reimbursements from the Centers for Medicare and Medicaid Services. There are a host of better ways to engage patients, many of them more flexible, less expensive and preferred by patients and physicians alike.

 **LEARN FROM THE LEADERS**

Park Nicollet Health Services reduced appointment no-shows by 22% and has touched over 500,000 patients with their text messaging app.

 **MAKE AN IMPACT**

Work with a service line like primary care, ENT or Oncology to develop a text messaging workflow that helps patients stay healthy.

 **GET A QUICK WIN**

Build a web survey to ask your patients about their preferences for communication, then present your findings to the c-suite. Ask your web developer or call us for best practices that don't set you up for HIPAA violations.

7

Data insights are gaining value but remain elusive



Key Statistic



IMPROVING the NETFLIX
**RECOMMENDATION-
ENGINE BY** 
**10% PROVED SO
CHALLENGING**
THAT ONLY TWO TEAMS
[OF TENS OF THOUSANDS] WERE ABLE
TO HIT THE GOAL

Harvard Business Review

Getting your hands on reams of data is easy. But spotting patterns and learning from them is hard. You might need a data visualization, which requires learning new software. You might need a data specialist to spend lots of time with the numbers, and we know your department probably isn't awash in spare time.



LEARN FROM THE LEADERS

CRM Platforms like Evariant are combining data from CMS with digital marketing best practices to deliver hyper-targeted messaging to prospects most likely to convert.



MAKE AN IMPACT

Bring experienced data analysts into marketing and strategy conversations. These people are experts at answering specific questions, so prepare a few key inquiries for them and set them loose to find the answers.



GET A QUICK WIN

Implement a content scoring algorithm to determine which pieces of content on your website are the most engaging. If you're not sure how to do that, we'll install ours for you and show you how it works.



Wellness initiatives are multiplying



Key Statistic



54% OF LARGE EMPLOYERS
WILL OFFER ONSITE OR NEAR-SITE HEALTH CENTERS
IN 2018

National Business Group on Health

For a while now, hospitals and health systems have had to adjust to a shift in their business model, focusing less on illness and more on wellness. Wellness initiatives may be growing stronger, but how we view wellness is changing yet again. You've probably heard about creating content around wellness (which we still suggest) or offering exercise classes, nutrition courses etc. to the public.

Take it a step further in 2018; hospitals will need to elevate their focus on wellness by collaborating with market participants.



LEARN FROM THE LEADERS

Ford Motor Co. hired its own nurses to care for workers with chronic conditions.



MAKE AN IMPACT

Enhance the customer experience of employer partnerships through helpful content or progressive web apps.



GET A QUICK WIN

Identify win-wins: ways your hospital could help large employers in your community control healthcare costs by contracting with your hospital.

About Smith & Jones

Smith & Jones is where healthcare brands come to get better.

We imagine an America where healthcare is truly personal, where everyone has local access to a superior customer and clinical experience, and as a result, people live healthier lives.

We contribute to that vision by helping our clients create meaningful and desirable healthcare brands, align their internal teams, engage new and existing patients, and drive downstream revenue.

Together, we change the outcomes.