

# NEXT GENERATION HEALTHCARE MARKETING



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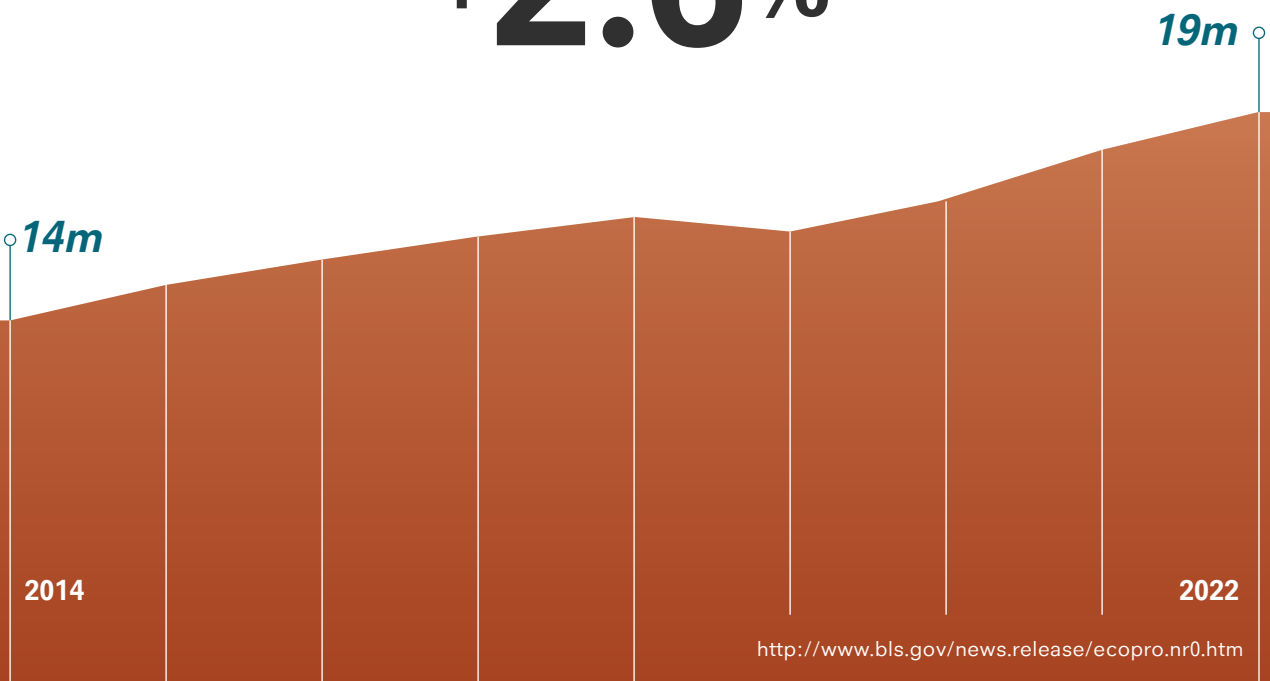
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## Introduction

The healthcare industry is growing rapidly and showing no signs slowing down. Currently, the industry employs over 14 million people in the United States, with a projected annual growth rate of 2.6 percent through 2022<sup>1</sup>. This will theoretically add 5 million jobs, accounting for one-third of the total increase in jobs in the United States through 2022.

As the digital age advances, technology is becoming more and more prevalent in the healthcare industry. As such, it is increasingly important for all healthcare organizations to develop a digital presence. Digital marketing is making inroads into the healthcare industry, but is taking its time compared to other industries. It is important for you to realize the benefits of the digital realm, but also to consider and prepare for the challenges you will face as your healthcare organization becomes more digitally advanced.

# +2.6%



## The Advancing Digital World

The number of tablets and mobile devices is increasing dramatically, along with the amount of time people spend using them. Consequently, the amount of time people are spending on the Internet is drastically increasing as well. Following digital industry trends, mobile devices and tablets will eventually account for more Internet access than desktop computers. With this substantial growth, many industries have developed a strong presence in the digital space.

Currently, the United States has a population of over 318 million people. 91% of the population owns a cell phone, while 42% owns a tablet computer. Additionally, 60% of cell phone owners use the Internet on their phone. As cell phone use continues to grow, smartphone use is not far behind. 56% of Americans own a smartphone, and 93% of them use the Internet on their smartphones<sup>2</sup>. Consumers are accessing the Internet from a growing number of devices – something organizations cannot afford to ignore.

Throughout 2013 in the healthcare industry, 86% of clinicians used smartphones in their daily office activities – an increase of 8% from the previous year. Additionally, 53% of clinicians used tablets at work in 2013, up from 34% in 2012. Although these numbers represent significant growth, the healthcare industry still lags behind other industries in digital adoption by about two years.

The most common reasons healthcare professionals cite for the lag in digital adoption are issues with patient privacy and security and compliance standards. When a healthcare organization takes the first step to digital, it is crucial to ensure compliance with the Health Insurance Portability and Accountability Act of 1996 (HIPAA) and its Security Rule, along with FDA regulations.

<sup>2</sup> <http://www.pewresearch.org/fact-tank/2013/06/06/cell-phone-ownership-hits-91-of-adults/>.

## Making Room for Digital in the Healthcare Industry

Although the healthcare industry falls behind others in digital adoption, growth is not stunted by any means. In a recent Ogilvy report on healthcare marketing, 85% of survey respondents strongly agreed that digital media has forever changed the way the healthcare industry needs to communicate and engage with its constituents. Similarly, 86% strongly agreed that the healthcare industry needs to change its business model to remain viable in the future<sup>3</sup>.

In 2013, 60% of healthcare marketers reported having a budget dedicated to digital sales materials. Out of the number of healthcare marketers that invested in mobile/tablet applications, digital ads, social media and websites, more increased, rather than decreased, their budgets in these areas in 2013 over 2012.

This increase in budget is significant, as online research accounts for the highest percentages of research sources among patients, over personal and offline research<sup>4</sup>.

Technology advances are invaluable to the industry's consumers. In a recent Google Think Insights survey, 85% of prospective patients said that it was important that the brand they're considering use the latest technology.

Clearly, even though the healthcare industry is said to lag behind others in digital adoption, this does not mean that healthcare professionals are not present in the digital space. However, the industry's success depends on adapting to the growing digital realm and advancing along with it.

**77%**

OF PATIENTS USE  
SEARCH ENGINES

**76%**

OF PATIENTS USE  
HOSPITAL SITES

**52%**

OF PATIENTS USE  
HEALTH INFORMATION  
SITES

<sup>3</sup> [http://media.mmm-online.com/documents/46/trend\\_report\\_11466.pdf](http://media.mmm-online.com/documents/46/trend_report_11466.pdf)

<sup>4</sup> <http://www.thinkwithgoogle.com/research-studies/the-digital-journey-to-wellness-hospital-selection.html>

## Necessities for Healthcare Organizations

As healthcare organizations become more digitally minded, there are three necessities to consider when developing a web presence – a responsive website, search engine optimization (SEO) and content marketing. When you set out to define your digital marketing goals and develop a plan to achieve them, these three things will be essential to your success.

### Responsive Website

With a significant increase in mobile sales over desktop purchases and the ever-increasing rate of mobile web usage compared to desktop usage, healthcare organizations should consider the benefits of transitioning to a responsive website design.

#### *What is Responsive Design?*

A responsive site is designed to adapt to the screen size of the device it is viewed on. Because the elements of the site adjust and react depending on the aspect ratio of the browser, content is easier to read and navigate with minimal resizing, zooming and scrolling. Although developing a responsive site requires more effort at the beginning, it eliminates the need for a separate mobile site and offers a cohesive digital experience for your audience – ensuring consistency on a wide range of devices, including computers, tablets and smartphones.

In 2013, about one-third of patients used mobile devices or tablets on a daily basis for research and/or to book appointments<sup>5</sup>. Physicians routinely use them in-office to help their patients learn about procedures and medications as well as to instantly access information, no matter their location.

Additionally, managing one, responsive, efficient site allows healthcare organizations to focus on developing a single, strong web strategy, which increases visibility, reach and conversions, while decreasing expenditures and effort.

<sup>5</sup> <http://www.thinkwithgoogle.com/research-studies/the-digital-journey-to-wellness-hospital-selection.html>

## *Utilizing a Responsive Website for Your Healthcare Organization Will Allow You To:*

### **1. Increase Visibility**

With only one URL to follow, Google can crawl, index and organize content more quickly and efficiently than sites designed to fit individual devices with different URLs. Users are also more likely to share, engage and link to content from one site, which increases visibility, as opposed to sharing from separate sites.

### **2. Increase Reach**

Developing one website that adjusts to the screen size of all devices will provide a greater opportunity to reach more of your target audience. It's impossible to know which device a visitor will use to access your site. As such, a responsive design reduces the need to worry about this since the content will automatically fit various screen sizes.

### **3. Enhance User Experience**

Predicting every device and screen size your visitors will use to access your website is unrealistic. Creating a site that functions well despite these variables will deliver a positive and more reliable user experience across many devices and screen sizes.

### **4. Increase Sales**

67% of Internet users are more likely to purchase a product or service from a mobile-friendly website. That said, healthcare organizations that offer an efficient, easy to use website with relevant content ensures visitors will have a positive experience – resulting in increased traffic, referrals and conversion rates.

### **5. Save Time & Money**

Building a single website that supports a variety of devices and screen sizes is easier to maintain and promote, decreases website development expenditures and saves time. Site updates, content management and optimization for one website is less time-consuming than focusing on multiple device-focused websites.

### **6. Consolidate Analytics and Reporting**

Managing one website with one URL to track data for makes analytics and reporting that much easier. Since Google Analytics can show you exactly which devices people are accessing your site from and the experience they're getting, you're able to identify areas that need to be modified to improve the performance and rank positioning of your responsive site in search results.

## Search Engine Optimization

With an ever-rising number of consumers using the web to find medical and health-related information, it is crucial that your organization develops a search engine optimization (SEO) strategy that allows you to be found when a potential customer conducts an online search. In such a large industry, there is high competition for search traffic. For example, if a nearby hospital has a more effective SEO strategy than yours, it will appear higher in organic search results than yours.

Through a highly targeted SEO strategy, you can increase your search engine ranking and overall web presence.

Research keywords to find the ones that patients, physicians and healthcare professionals might be using to search for your organization or services like yours. There are quite a few keyword tools out there that can help you determine the competition surrounding key healthcare industry buzzwords. For example, should you optimize for “Phoenix cardiologist” or “Phoenix heart physician”?

Choose a relevant keyword for each of your website’s pages, as well as landing pages, social and blog posts and any other content your organization creates and publishes. These keywords should not be set in stone – analysis of keyword performance and adaptation are key, especially due to Google’s constant updates.

The end-goal of SEO is to increase your online visibility and reach. The first step to increasing your online visibility is going digital!



## *6 tips for Content Marketing in the Healthcare Industry*

### **1. Follow industry news**

Has new state-of-the-art medical equipment been introduced lately? Has HIPAA been updated? Inform your audience.

### **2. Monitor social conversations**

Are your patients happy with your hospital waiting rooms? Is there a certain doctor in your practice who is being called out for going above and beyond? Engage with your followers.

### **3. Build a team of content creators**

Make sure you have a team dedicated to writing content that knows the ins and outs of the healthcare industry.

### **4. Set up style and content banks**

These can be used for quick reference when trying to produce new content quickly.

### **5. Repurpose content**

Did you recently write a blog post about compliance issues in the healthcare industry? Use it as a foundation to write an eBook.

### **6. Conduct original research**

Conduct surveys among healthcare professionals to find out what they're interested in and gather opinions on different aspects of the healthcare industry.

## Are You Ready for Digital? (Checklist)

Is your healthcare organization ready to move to the digital world? Take a look at this checklist for what you need to consider before taking the first step.

✓ **Research your competition**

What are other healthcare organizations doing to promote their services? What do their websites look like? Do they have a social presence?

✓ **Understand security, compliance and FDA regulations**

HIPAA, HITECH and FDA regulations all apply to the digital space and electronic information.

✓ **Define your goals and develop a plan to reach them**

What are you trying to achieve? Make sure your whole team contributes and is aware of your timeline and plan of attack.

✓ **Research keywords and develop an SEO strategy**

Taking a guess on keywords that will help reach your audience isn't a good approach. Take the time to research what people are actually searching.

✓ **Create and optimize thoughtful content**

Use your SEO strategy to aid your content creation. Craft relevant, interesting content that your audience will read and share with others.

✓ **Make sure your website is responsive**

Reach everyone on all devices. The amount of mobile users is increasing constantly, so make sure your website is mobile-friendly!

✓ **Track and analyze results**

Follow your campaign closely, don't just let it run its course. Analyzing results will show you what's working and what isn't.

✓ **Monitor consistently and improve accordingly**

Once you start, don't stop. The healthcare industry is constantly changing, and your organization needs to evolve along with it.

## Partner for Success

Choosing a competent partner for your healthcare marketing needs is key to your organization's success. At Pyxl, we fuse creativity, knowledge and experience to overcome the restraints of rigid HIPAA guidelines and FDA requirements. With digital marketing services specifically designed for healthcare, we reach and engage your different audience groups -- whether that's patients, healthcare providers, insurance companies or the general public.

We have worked with a wide variety of clients in the healthcare industry and have proven healthcare digital marketing expertise.



### ProNova

Pyxl worked with ProNova to design a motion graphics video and utilized their new brand messaging to develop a responsive website. Our team collaborated with ProNova to create a digital brand representative of their high-tech company. Additionally, we created marketing collateral, managed post-tradeshow marketing outreach and executed an online advertising campaign to help ProNova continue to reach potential customers, driving 45,000+ brand impressions in the first month.



### INSYS

Pyxl worked with INSYS Therapeutics, Inc. to establish a marketing strategy for SUBSYS Spray, a sublingual Fentanyl spray used for the treatment of cancer patients' breakthrough cancer pain. Pyxl created a new responsive website that serves as a tool for both patients and healthcare providers, allowing them to access information and easily apply for the associated co-pay savings program. Pyxl continues to optimize their website, creates dynamic landing pages and strategizes new digital campaigns. Since the launch of the new site, visits have increased over 380% and organic search traffic has increased by over 390%.



## Delta Dental

Pyxl provided copy and design for a 30-page annual report to showcase Delta Dental of Arizona's 40 years of excellence, as the leading dental benefits provider in the state. The report utilized Arizona scenery and a "Top 40" music theme throughout. The report displayed Delta Dental of AZ's achievements from 2012, while also highlighting the company's 40 years of success. This report was more visual and entertaining than is custom for traditional annual reports, and it consequently won a Platinum MarCom award.



## Provision Healthcare

Pyxl designed and developed a new, visually appealing and engaging Provision Health & Wellness website in 2012 to help the company compete with other Knoxville-based fitness facilities. Part of a network of websites managed by Provision, Pyxl created this site and all other new Provision sites to sit on the same content management system (CMS) to allow for better organizational efficiency.

Partnering with Pyxl will set you up for success – we understand the complexities of digital marketing in the healthcare industry. Leveraging our past experience with clients across the healthcare spectrum, we can help you find and attract your ideal audience. If you have questions or are ready to begin the process, please