Introduction: It’s a paradigm shift!

Digital marketing mastery

Content marketing mastery

Case Studies

Closing points

Q & A

AGENDA

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In 1962, Thomas Kuhn wrote *The Structure of Scientific Revolution*, and introduced the idea of “paradigm shift.” He argued that advancement is not evolutionary, but rather is a “series of peaceful interludes punctuated by intellectually violent revolutions,” and in those revolutions “one conceptual world view is replaced by another.”
The existing healthcare marketing paradigm
What is the shift?

Moving from the existing consumer healthcare marketing paradigm, dependence on mass promotional campaigns, to the new paradigm:

embracing digital marketing and content marketing
Comparing the paradigms

The existing paradigm is two components (mass advertising and promotional messages) considered as one. The new paradigm deals with its two components - digital marketing and content marketing - distinctly.

The *ways* in which we consider the two components vary dramatically.

Components of existing paradigm won’t go away, they will just be relegated to their proper place in the marketing line - at the back!
What’s the hold up?

Existing paradigm is what we know.
Existing paradigm is relatively easy.
Existing paradigm is cool.
Existing paradigm is what your boss wants.
Existing paradigm still dominates.
Digital marketing mastery

You had me at hello...
Digital marketing mastery holds the seeds of its own destruction.

In the meantime, you have to develop a digital marketing mindset and become proficient in the dozens of digital marketing strategies, channels and tools.

“What is it really like to have kids?”
Six keys to a digital marketing mindset

1. Move from “separately” and “secondarily” to “initially” and “integrated”
Six keys to a digital marketing mindset

2 Start with digital strategies and plans and then move away from those
Six keys to a digital marketing mindset

3 Start every marketing effort/campaign/project with three priorities: search, web, and mobile
Six keys to a digital marketing mindset

4. Employ “horizontal” and “vertical” perspectives
SM: Horizontal and Vertical Efforts

Content
- Post links to online heart risk HRA
- Heart healthy video series on YouTube
- LiveTweet heart healthy seminar
- Heart healthy Facebook posts

Outreach
- Facebook advertising
- Boost Facebook posts

Advanced
- Google Hangout with cardiologist

Horizontal
- Analytics review
- Service recovery
- Channel monitoring
- Ongoing communications
- Engaging audiences

Cardiology marketing campaign
Six keys to a digital marketing mindset

5. Make engagement your number one goal
Six keys to a digital marketing mindset

6 Apply the right thinking to mobile audiences
Six keys to a digital marketing mindset

1. Move from “separately” and “secondarily” to “initially” and “integrated”
2. Start with digital “strategies” and “plans” and then move away from those
3. Start every marketing effort/campaign/project with three priorities: search, web, and mobile
4. Employ “horizontal” and “vertical” perspectives
5. Make engagement your number one goal
6. Apply the right thinking to mobile audiences

your “oh &%#!” moment
Digital marketing mastery: gap analysis

Digital marketing mastery - how do you know when you’ve made it?

- Four attributes of digital marketing mastery
  - Digitally driven
  - Brand powered
  - Content relevancy
  - Goal oriented

- Serves as your digital marketing vision
- Each attribute contains markers and submarkers to help you track your progress
Digital strategies and tactics account for more than half of the overall net marketing budget and are fairly represented on the marketing staff and in the external freelance/consultant mix.

Digital managers/directors are at the table for the development of the organization’s annual marketing plan.

Digital managers/directors are at the table for the ideation/planning of specific marketing initiatives (such as service line marketing campaigns).
As much as possible, content used on the website, in social media, in content marketing efforts and more is proprietary rather than licensed.

The visual brand identity (name, logo, standards) is used consistently throughout digital marketing efforts, but in a way that effectively adapts to digital marketing venues.

The organization takes full advantage of the ability to build/enhance the brand experience offered through digital marketing venues.

“Brand powered”
Content provided on social media reflects the audience and situational context of the platform.

e.g. more than 75% of Facebook posts (3 out of 4) are health/wellness/educational focused, or fun/activity/community focused, rather than promotional in nature (promoting the services, benefits, etc. of the organization’s brand)

The organization’s website is designed to prioritize content for specific audiences.
Digital efforts are initiated, developed and managed to strategic marketing goals and objectives.

Digital marketing measurement is appropriately prioritized (not “data rich, information poor.”)

Systems and processes are in place to tie digital marketing results to business goals.

Digital marketing results are reported regularly, transparently and in a way that connects to marketing and business goals.
# Digital marketing audit

www.revivehealthaudit.com

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## Audit Results

**ABC Health System**

**84% Complete**

### Website

- **Audience prioritization**
- **Responsive design**
- **Navigation**
- **Dynamic content and content relationships**
- **“Blended” content delivery mechanisms**
- **Calls to action**
- **Business-oriented**
- **Front-end accessibility**
- **Visual design and presentation**
- **Content management**
- **Content management system (CMS) technology**
- **Microsite management**
- **Patient portal**
- **Website governance**

### Social Media

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**Now that you have results...**

- Ask others on your team to conduct their own version of the audit to see if they come up with the same results.
- Share your audit with the entire marketing team and identify the top priorities for attention.
- If you're just starting a large digital marketing initiative, or are in the middle of one, schedule a revisit to update your audit to see how you've progressed.
- Remember, the audit is designed to help you track your progress in each area.
- Try conducting the audit with one of your competitors. You may not be able to assess everything, but how do you stack up in the areas you can evaluate?

If you would like help analyzing your results, or you need help to start making improvements, reach out to us at info@thinkinterval.com.

Remember, we will NOT proactively solicit you based on the results of your audit.
Changing the message
What are the implications?

- We’re wasting our breath and millions of dollars telling people who don’t care how great we are.

- We *still* need to build our brands.

- We *still* need to market to Joe Public.

- If consumers only care about us when they need us, how do we attract their attention when they don’t?
What is content marketing?

Content marketing is defined as the strategy of targeting audiences with messages, information, tools or interactions that have value outside of a purchasing need.
Content marketing: Sound familiar?

- Joint pain seminar
- Blood pressure screenings
- Blog post on heart healthy recipes
- “What is influenza?” brochure in doctor’s office
- Online health library
- “Five tips for stretching” video
Going vertical with content marketing

Horizontal
- Content strategy
- Social media
- Classes/events
- Health library
- Brand journalism

Vertical
- Themed campaign
  - Microsite/landing page-section
  - Extended content
  - Custom tools/experiences
  - Custom SEM efforts
  - Enhanced SM efforts
  - Multi-channel advertising
  - Marketing automation

Cardiology marketing program
Case Studies
Allegiance Health: Now what?

My doctor said it’s cancer.
Now What?

A cancer diagnosis can be overwhelming, but you won’t face it alone.

Allegiance Health will be with you every step of the way, with top-quality care and emotional support from diagnosis and treatment through after-care. Each clinical care team in our new Gayle M. Jacobs Cancer Center specializes in a specific type of cancer, so you receive expert care focused on your needs. We offer you unique support, including a patient navigator to guide you and your family through your care experience, and a volunteer who has experienced cancer to support you along your path.

If you face a cancer diagnosis, turn to Allegiance Health. Visit online to learn more about our comprehensive cancer care services.

AllegianceHealth.org/cancercare
Cancer can seem overwhelming, but you won't face it alone.

Allegiance Health will be with you every step of the way. Our oncology team will work with you to develop a personalized plan to provide both physical and emotional support. From nutrition counseling to stress management and physical therapy, our energizing support services will help make your treatment even more effective.

If you have a cancer diagnosis, you don't have to face it alone. Choose the Gayle M. Jacob Cancer Center at Allegiance Health. Visit us online at AllegianceHealth.org/NowWhat for a free DVD to learn more about our comprehensive cancer services close to home.

A diet rich in fruits, vegetables, whole grains, beans, nuts and fish can strengthen your body’s ability to defend itself against cancer. For more tips, visit AllegianceHealth.org and search “Cancer Diet.”
Allegiance Health: Now what?
Allegiance Health: Now what?

My doctor said it's cancer. Now What?

Call our cancer hotline
(517) 780-7388

Cancer Risk Assessment
Follow our cancer blog
Explore our video series

Whether you've just learned you have cancer, a family member is facing cancer, or you want to learn your risk, we're here for you.

- With our cancer hotline, (517) 780-7388, our nurse navigator is standing by to answer your questions.
- Evaluate your personal risk of developing breast cancer and identify risk factors that you may be able to improve with our breast cancer risk reduction.
- Request a free DVD to learn more about our integrative cancer services close to home.
- Explore videos featuring our expert physicians, patient testimonies, and information on our new Evan M. Jacob Cancer Center.
- Explore inspiring stories from Allegiance Health patients. OR become a part of our patient expert series.

Latest blog posts:
- Telling Your Children About Your Cancer
- Nutraceuticals and Supplements for Cancer Survivors

Watch our complete video series:
- Voices of Cancer Patients
- YouTube Cancer Care Playlist
Allegiance Health: Now what?
Allegiance Health: Now what?

• A 5x increase in visitors to the cancer section of the website in the first month of the content program launch over the prior month (which featured mass advertising only)

• 11,700 web visitors delivered through online advertising in the first five months of the digital campaign, accounting for a 1300% increase in visitors to the cancer section compared to the five months prior to the digital campaign launch

• 25,000 web visitors delivered through content marketing channels (SM, SEM, other) in the first nine months of the program (Apr 12 - Jan 13)

• 760 people visited online cancer risk assessments in 7 months - 208 people provided their contact information

• No CRM to track direct impact of content marketing efforts on ROI, but program credited with 23% increase in volumes in 2012 compared to 2011
Advocate Health Care: Stories of the Girls

"StoriesOfTheGirls
by Advocate Health Care"

My 2014 Goal is to get a Mammogram

Join the conversation. Stories of the Girls.

From training bras to weddings, breast health is more than an exam or diagnosis. It's the essence of womanhood. It's the lifelong relationship you have with your breasts. It's the conversation taking place right here and now.
Advocate Health Care: Stories of the Girls
Tonight, Advocate and Chicago Cubs Charities pinked out the bleachers to raise awareness about breast cancer!

25 women impacted by breast cancer were honored on the field, in the bleachers and in the press box!

#storiesoftheGirls #WFpinkout

How mammograms save lives

Published on May 1, 2014
If you ever doubted the value of mammography to save lives, listen to this advice from Dr. Anna Katz, a breast surgeon with Advocate Medical Group. Dr. Katz offers three compelling reasons to consider this vital screening. To learn more about breast cancer and to join the conversation, visit storiesoftheGirls.com
Advocate Health Care: Stories of the Girls
Advocate Health Care: Stories of the Girls

Initial three month push in the market

• **10% increase** in mammographies (1,100 appointments after 8 mo.)
• **800 calls** to the advisor hotline (3,300 calls after 8 mo.)
• **15% increase** in e-newsletter subscribers
• **45,000 unique visitors** to program website
• **Increase** in social media engagement and followers

"Stories of the Girls was the most successful campaign of any kind we’ve ever done."
- VP of Marketing, Advocate Health
Keys to success

What are some of the consistent elements that lead to successful content marketing efforts?

• When it comes to health/wellness, consumers trust doctors and nurses more than any other resource.

• Proprietary content all the way.

• Healthcare is still local - leverage your local presence.

• Package your program in a compelling way.
Measuring success

How do you track the success of your content marketing program?

• Engagement is the secret sauce
• Prospective patients vs. health consumers
• Aggregate level metrics
• Individual level metrics
What’s so hard about going vertical?

- Horizontal is incremental and safe.
- Going vertical seeks to replace the status quo.
- It’s contrarian to the driver of promotional marketing, the “hidden gem syndrome.”
- It puts the organization second instead of in the spotlight.
- It requires a comprehensive plan, compelling creative and real results.
Overcoming obstacles

It can be very difficult to get your content marketing program up and running.

- Watch out for the “volume alarm”
- Shift your thinking on resource allocation
- Build pilot projects
- Combat the idea that “visibility = marketing”
Closing Points

Moving to the new paradigm will take time - be patient!

You will meet resistance every step of the way.

Prepare organization with change management strategies.

Have faith - you’ve got this!
Join the transformation!

**EMBRACING THE NEW PARADIGM**

A strategic guide to digital and content marketing for hospitals and health systems

**BY CHRIS BEVOLO**

**WITH ADAM MEYER**

Free online digital audit
www.revivehealthaudit.com

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ThinkReviveHealth.com or iTunes

Blog posts, papers, more books on healthcare marketing
ThinkReviveHealth.com

“Joe Public II: Embracing the New Paradigm”
Visit JoePublic2.com and use “Event2015” as promo code to receive 20% discount