



## Healthcare Content Marketing: Developing a Successful Strategy



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# Presenters



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# Agenda

## Healthcare Content Marketing: Developing a Successful Strategy

- What is content marketing?
- Importance of content marketing
- Understanding the patient journey
- Components of a successful content marketing strategy
- Q & A





# Content Marketing is **on the rise**

“ The world of marketing and branding is **evolving rapidly in the healthcare space**.

Nowhere is this more obvious than in how **customers engage with a wide variety of content** along a journey that ultimately leads to your front door — digital or otherwise. ”

- Brian Deffaa, Chief Marketing Officer, Life Bridge Health (Baltimore)

## Among Healthcare Marketers:

A green circular graphic with a white percentage inside, representing 50%.

**Select content as a primary focus to maximize growth in 2022**

A green circular graphic with a white percentage inside, representing 62%.

**DON'T have a clearly defined content marketing strategy**



# What is Content Marketing?

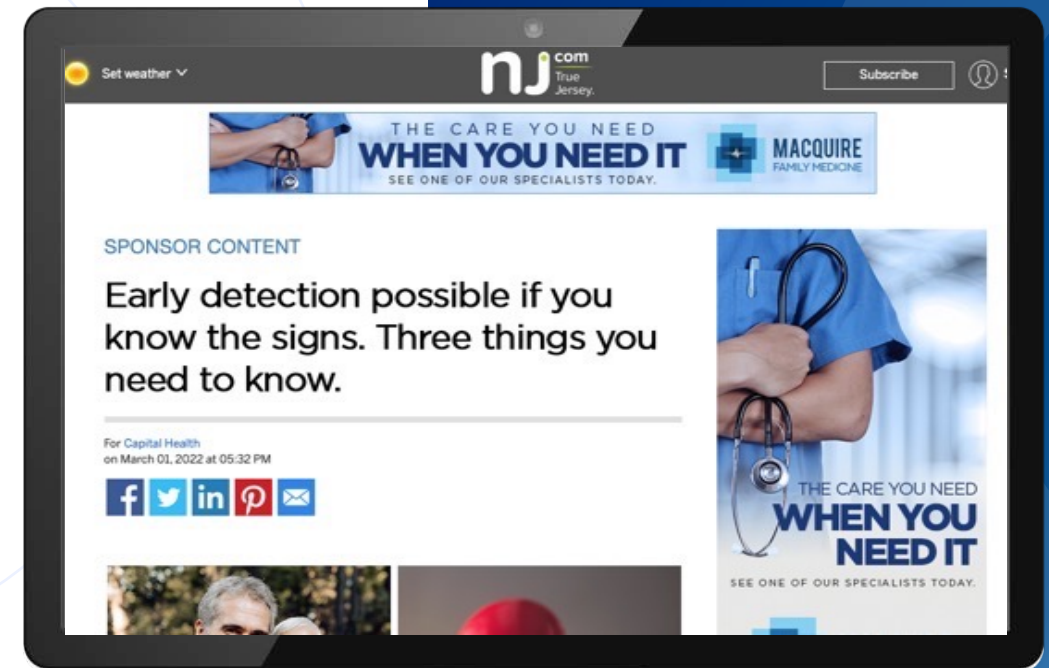
- **Process of strategically reaching a desired audience with relevant, credible, useful information.**
- The Goal:
  - Expand awareness, trust and preference for your brand
  - Influence consumer behavior
  - Establish thought leadership for your physicians and practice



# Successful Content Marketing

Effective content marketing programs are often framed by:

- Understanding the consumer - knowing your patient or target audience.
- Data-driven directional insights.
- High-quality content for and about **your target audience.**
- Formats and distribution channels that ensure solid engagement.
- Ongoing optimization and refinement.



# Content Marketing Formats

- A comprehensive content marketing program may require multiple formats and distribution channels
- Multiple touchpoints yield optimal results

## Formats and content distribution channels may include:

- Website Blogs or Content Hubs
- Sponsored Content Articles
- Social Media
- Video
- Print Publications
- Email Newsletters
- Press Releases
- Webinars and FB Live Events
- Podcasts
- Infographics
- White Papers & Reports



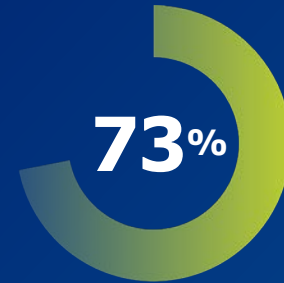
# Why Content Marketing For Healthcare?

- Consumers are taking charge of their health more than ever before.
- Nearly three-quarters of Americans obtain health information from digital platforms or Social Media.
- There's a greater need for credible, relevant healthcare information.

**Reach and educate a target audience** while building brand awareness, patient engagement, trust and retention.



Sources: <https://nytlcensing.com/latest/trends/healthcare-marketing-stats>  
<https://www.webershandwick.com/wp-content/uploads/2018/11/Healthcare-Info-Search-Report.pdf>



Of Americans obtain health-related information from the internet or social media

**70,000 Health-Related** searches per minute, per day

Patients rely on digital sources  
**2.2X more** than doctor referrals





# Benefits of a Content Strategy


- Educate prospective patients and referral sources about the expertise of your staff, and the excellence of care you provide
- Demonstrate physician expertise and bolster thought leadership status
- Accelerate word-of-mouth exposure across online and social communities
- Cost-effectively reach more of your ideal target audience.



- Enhance SEO, online visibility and reputation
- Nurture leads and conversions
- Support patient retention
- Build an asset library

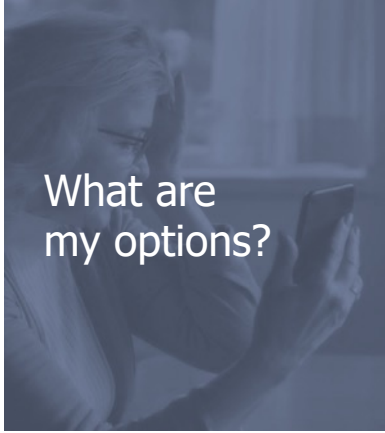
# Content Within the Patient Journey?

**How content marketing can influence the path consumers may take when considering who to choose for care, before and after treatment.**



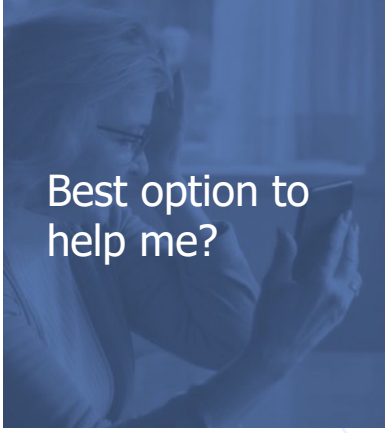
What am I experiencing?

**AWARENESS**



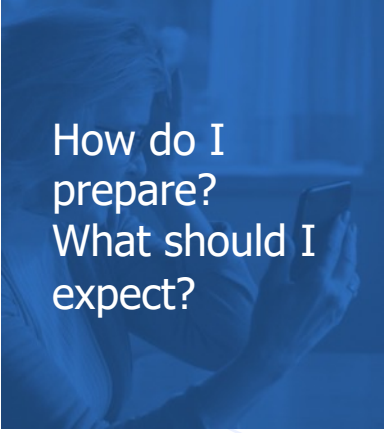
What are my options?

**CONSIDERATION**



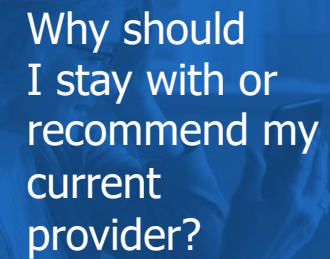
Best option to help me?

**SELECTION**



How do I prepare?  
What should I expect?

**TREATMENT**



Why should I stay with or recommend my current provider?

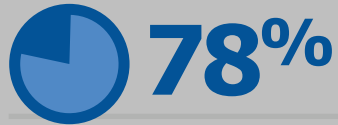
**LOYALTY**



Among healthcare consumers:



Search online for a new healthcare provider.



Of those searching online turn to Google, the #1 source.

Source: [https://www.beckershospitalreview.com/digital-marketing/top-5-websites-consumers-use-to-find-providers.html?utm\\_campaign=bhr&utm\\_source=website&utm\\_content=latestarticles](https://www.beckershospitalreview.com/digital-marketing/top-5-websites-consumers-use-to-find-providers.html?utm_campaign=bhr&utm_source=website&utm_content=latestarticles)

# Factors Influencing the Patient Journey

## The Rise of Healthcare Consumerism

- Commonplace usage of Wearables and Tracking apps puts more individual health info in the consumers' hands

## Proliferation of viable service options

- From urgent care centers, expanded retail drugstore services and on demand virtual care portals.

## Higher Consumer Aptitude and Expectation

- Even before the pandemic, healthcare consumers have grown more savvy in their ability to research prospective healthcare providers
- Providers lacking online presence or relevant information will not be considered.

## Demand for Quality Information and Service

- Provide relevant, complete answers to consumer inquiries to be a guide and educate.

## Accessible and Trustworthy Reviews

- Healthcare consumers actively seek reviews and make decisions on those reviews.

# Four Stages to Building a Content Marketing Strategy



Your  
*Team*



Your  
*Goals*



Your  
*Audience*



Your  
*Channels*

Your content marketing strategy should be well-planned and based on a commitment to producing **high-quality content**.



# Build **Your** Content **Team**

**In-house staff or align with an experienced partner that provides the following resources:**

- Project manager
- Knowledgeable subject matter experts
- Writers, videographers, photographers
- Data and market research analyst



# Establish Goals & Key Benchmarks

## What should success look like?

- **Engagement KPIs**
  - Time on content
  - Click thru rate
  - Content sharing
  - Video completion
  - Website traffic
  - Specific CTA



# Identify Audience

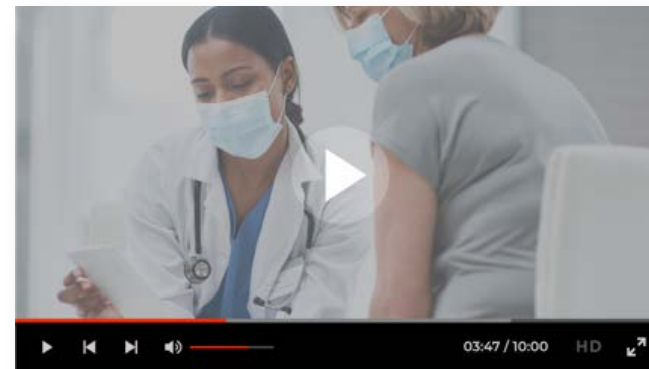
## Ideal Patient Profile Considerations

- Target patient population, geography, demographics
- Referral sources or caregiver influencers
- Specific content objectives or CTA
- Past program insights
- Content consumption channels





# Distribution Channels



## VIDEO ACROSS MULTIPLE CHANNELS:

YouTube, Social Media  
and client website

## SOCIAL MEDIA:

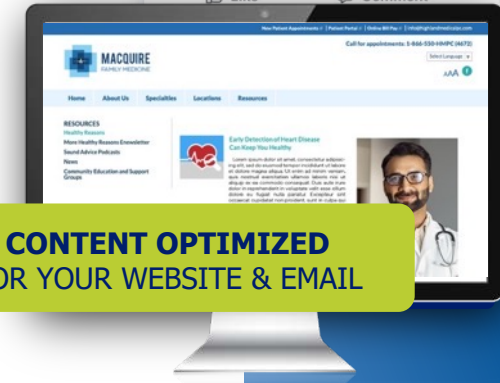
Facebook, LinkedIn,  
Instagram



## PRINT DISTRIBUTION IN TARGET GEOGRAPHIES



## CONTENT OPTIMIZED FOR YOUR WEBSITE & EMAIL





# Content Plan Roadmap

## Human Dimension

- Humanize your marketing message
- Present your medical team and your brand as:
  - Caring
  - Compassionate
  - Connected

## Patient Stories

- Opportunity for engaging storytelling and emotional connections.
- Valuable 'short-cut' to local relevance and community connections.

## Physician Thought Leadership

- Position your team as regional authorities on your area of specialization
- Focus on:
  - Advances in treatment options
  - Regional healthcare statistics or medical breakthroughs
  - Procedure prep/post-surgery recovery

# Content Plan Roadmap

## Referral Sources

- Provide physicians in key referring specialties with useful information.
- Strengthen ties with current referrers.
- Establish rapport with potential referrers.

## Differentiation

- Accentuate your competitive advantages. What sets you apart?
- Understand the competitive environment.
- Own your distinctions and amplify to your targeted audiences.

## Online Reputation & Physician Profiles

- Review and update bios, services offered, photos, patient reviews, etc.
- Consider reference directory websites such as Healthgrades, Vitals and even Google My Business.

# Content Plan Roadmap

SAMPLE CONTENT TOPIC	PATIENT JOURNEY	FOCUS
Somerset County pediatrician surprises moms with pre-Mother's Day gifts	<ul style="list-style-type: none"> <li>• <b>CONSIDERATION</b></li> <li>• <b>LOYALTY</b></li> </ul>	<ul style="list-style-type: none"> <li>• <b>HUMAN DIMENSION</b></li> </ul>
Mercer County breast cancer survivor shares her story: Inspiring video explains how support, determination and a sense of humor can make a big difference	<ul style="list-style-type: none"> <li>• <b>AWARENESS</b></li> <li>• <b>CONSIDERATION</b></li> </ul>	<ul style="list-style-type: none"> <li>• <b>HUMAN DIMENSION</b></li> <li>• <b>PATIENT STORIES</b></li> </ul>
100 former Middlesex County high school attendees diagnosed with rare cancers or tumors: NJ radiation oncologist provides insights	<ul style="list-style-type: none"> <li>• <b>AWARENESS</b></li> <li>• <b>CONSIDERATION</b></li> </ul>	<ul style="list-style-type: none"> <li>• <b>THOUGHT LEADERSHIP</b></li> </ul>
Why does this Bergen County orthopaedic practice have 12 doctors featured in this year's Castle Connolly Top NJ Doctors rankings?	<ul style="list-style-type: none"> <li>• <b>CONSIDERATION</b></li> <li>• <b>SELECTION</b></li> </ul>	<ul style="list-style-type: none"> <li>• <b>PHYSICIAN PROFILES</b></li> <li>• <b>DIFFERENTIATION</b></li> <li>• <b>REFERRAL SOURCES</b></li> </ul>
Don't let snoring disrupt your sleep and your life: Dr. Chris Allen of Acme ENT explains common causes and latest treatment options	<ul style="list-style-type: none"> <li>• <b>AWARENESS</b></li> <li>• <b>CONSIDERATION</b></li> </ul>	<ul style="list-style-type: none"> <li>• <b>THOUGHT LEADERSHIP</b></li> <li>• <b>HUMAN DIMENSION</b></li> <li>• <b>PHYSICIAN PROFILES</b></li> </ul>

# Summary

## **Content marketing is an essential component of any healthcare marketing strategy**

- Consumers are searching for credible, relevant health information.
- Providing credible content from a trusted local source is an opportunity for your practice, hospital or system

## **Content marketing is an efficient way to:**

- Increase awareness, trust and brand preference
- Influence consumer behavior

## **Effective content marketing programs require:**

- Knowing your patient or target audience
- A commitment to providing quality content across multiple channels
- Ongoing optimization and refinement





# What's your story?

**Every healthcare provider has a unique and important story to tell.**

Our Healthcare Marketing Team offers complimentary content marketing consultation that include:

- Review of your current strategy and needs
- Sample content plan
- Sample content distribution plan

Consultation Request form at  
<https://bit.ly/health-content-consult>

Link will be emailed following this session





# Q&A



# Thank You



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