The Great Paradigm Shift

Healthcare Marketing and Physician Strategies Summit

May 2, 2014
Agenda

Introduction - It’s a paradigm shift

Part One: Digital marketing mastery

Part Two: Going vertical with content marketing

Closing arguments

Q & A
What is a “paradigm shift”?

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.”
Look out - it’s a paradigm shift!

The existing healthcare marketing paradigm...
Look out - it's a paradigm shift!

The existing healthcare marketing paradigm...

LOOK AT US - WE’RE THE BEST!!!

When it comes to hospitals, we’re so the best.*

*Did we mention we’re award winning?

Circle J Medical Center

We beat everybody.
Look out - it’s a paradigm shift!

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
Look out - it's a paradigm shift!

Comparing the paradigms

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!
Look out - it’s a paradigm shift!

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 dominantes.
Part One: Digital marketing mastery

You had me at hello...
Part One: Digital marketing mastery

Perspectives on digital marketing mastery

Digital marketing mastery holds the seeds of its own destruction.

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

“What is it really like to have kids?”
Part One: Digital marketing mastery

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
Part One: Digital marketing mastery

Six keys to a digital marketing mindset

3. start every marketing effort/campaign/project with three priorities: search, web and mobile
Part One: Digital marketing mastery

Six keys to a digital marketing mindset

4. learn “horizontal” and “vertical” perspectives
Part One: Digital marketing mastery

**SM:** Horizontal and Vertical Efforts

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

**Vertical**
- Outreach
  - Google Hangout with cardiologist
  - Facebook advertising
  - Boost Facebook posts
  - Post links to online heart risk HRA
  - Heart healthy video series on YouTube
  - LiveTweet heart healthy seminar
  - Heart healthy Facebook posts
- Content
- Advanced

Cardiology marketing campaign
Part One: Digital marketing mastery

Six keys to a digital marketing mindset

5. make engagement your number one goal
Part One: Digital marketing mastery

Six keys to a digital marketing mindset

6. apply the right thinking to mobile audiences
Part One: Digital marketing mastery

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. learn “horizontal” and “vertical” perspectives
5. make engaging audiences your number one goal
6. apply the right thinking to mobile audiences

your “oh &*^%” moment
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
Part One: Digital marketing mastery

Brief interlude...

Questions?

Refresh your drink?

Visit the facilities?
Part Two: Going vertical with content marketing

Our industry’s selfie problem
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.
What is content marketing?

- Look at us! vs. Look at you!
- Outbound vs. inbound
- Healing vs. health
- Joint replacement surgery vs. joint pain
- Eating disorder center vs. eating disorder education
Content Marketing: Horizontal and Vertical Efforts

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

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

Cardiology marketing program
## Promotional vs. content marketing

<table>
<thead>
<tr>
<th>Promotional campaign</th>
<th>Aspect</th>
<th>Content marketing program</th>
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<tbody>
<tr>
<td>Sales/promotional</td>
<td>Typical message</td>
<td>Non-promotional (educational, health/wellness)</td>
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<tr>
<td>Mass advertising</td>
<td>Primary channel</td>
<td>Digital</td>
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<tr>
<td>PR</td>
<td></td>
<td>Event/experience PR Direct marketing</td>
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<tr>
<td>Microsite/landing page</td>
<td>Secondary channels</td>
<td>Value/depth/packaging of content</td>
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<tr>
<td>Direct marketing</td>
<td></td>
<td></td>
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<tr>
<td>Creative concept</td>
<td>Primary differentiator</td>
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Part Two: Going vertical with content marketing
## Promotional vs. content marketing

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<th>Aspect</th>
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</thead>
<tbody>
<tr>
<td>Promotional copy</td>
<td>Type of content</td>
<td>Educational copy</td>
</tr>
<tr>
<td>Artwork</td>
<td></td>
<td>Tools</td>
</tr>
<tr>
<td>Video</td>
<td></td>
<td>Video</td>
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<tr>
<td></td>
<td></td>
<td>Events</td>
</tr>
<tr>
<td>Potential focus of</td>
<td>Role of physicians/caregivers</td>
<td>Content sources/providers</td>
</tr>
<tr>
<td>creative concept</td>
<td></td>
<td></td>
</tr>
<tr>
<td>6 - 12 months</td>
<td>Typical shelf-life</td>
<td>2 - 3 years</td>
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<tr>
<td>Awareness</td>
<td>Primary forms of measurement</td>
<td>Conversions</td>
</tr>
<tr>
<td>Perception</td>
<td></td>
<td>Event attendance</td>
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<tr>
<td>Web analytics</td>
<td></td>
<td>CRM-based ROI</td>
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## Promotional vs. Content Marketing

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<th>Aspect</th>
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<tr>
<td>Easy to do</td>
<td>Pros</td>
<td>Stronger brand building</td>
</tr>
<tr>
<td>Valued by organization</td>
<td></td>
<td>Relevant to broader audience</td>
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<tr>
<td>“One and done”</td>
<td></td>
<td>Engage along appropriate continuum</td>
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<td>High profile</td>
<td></td>
<td>Creates sustainable marketing platform</td>
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<tr>
<td>Expensive</td>
<td>Cons</td>
<td>More legwork to develop</td>
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<tr>
<td>Ineffective</td>
<td></td>
<td>Not understood by org.</td>
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<tr>
<td>No impact on “non-purchasers”</td>
<td></td>
<td>Requires ongoing content dev.</td>
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<tr>
<td>Difficult to measure impact</td>
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Keys to success

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

- feature your experts in your content marketing
- go beyond just doctors and nurses - nutritionists, therapists, PAs and more
- don’t tell your audiences how great your experts are, show them
Part Two: Going vertical with content marketing

**Keys to success**

Proprietary content all the way.

- Licensed content doesn’t reflect your brand.
- Licensed content reduces/eliminates SEO benefits.
- Licensed content can be used by your competitors.
Part Two: Going vertical with content marketing

**Keys to success**

Healthcare is still local - leverage your local presence.

- Highlight content marketing components that reflect your presence.
- Events, seminars, activities, classes, community sponsorships, more.
- Think of your facilities as “planets” and community appearances as “satellites”
Part Two: Going vertical with content marketing

**Keys to success**

Package your program in a compelling way.

- Give it a raison d’etre.
- Go beyond the obvious - include online tools, mobile apps, events/activities, gamification.
- Remember to emphasize your competitive differentiation.
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
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
Case study: Now What?

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.”

I can’t do it alone. Now What?

Cancer can seem overwhelming, but you won’t face it alone.

Part Two: Going vertical with content marketing
My doctor said it's cancer. Now What?

Call our cancer hotline
(517) 780-7388

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.
- Estimate your personal risk of developing breast cancer and identify risk factors that you may be able to improve with our breast cancer risk profiler.
- Request a free DVD to learn more about our integrative cancer services close to home.
- Explore videos featuring our expert physicians, patient testimonials and information on our new Gayle M. Jacobs Cancer Center.
- Explore inspiring stories from Allegiance Health patients. Or, become a part of one of our cancer support groups.

Latest blog posts:
- Talking to Your Children about Your Cancer
- Nutrition and Supplements for Cancer Survivors

Watch our complete video series:
- Vimeo Oncology Channel
- YouTube Cancer Care Playlist
Case study: Now What?

Part Two: Going vertical with content marketing
Part Two: Going vertical with content marketing

Case study: 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) since initiation of 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
Case study: FitFor50

Fit For Spring is an innovative, interactive, web-based fitness program designed to get you fit as we transition into summer. This website provides regular video tips from Darrell Green and Inova doctors, designed to improve your fitness and lead a healthier life. Sign up now!

Let’s Get Started!

1. Register to access exclusive health and fitness videos from Darrell Green and Inova physicians
2. Set your personal wellness goals and track daily progress in your very own online playbook
3. Check back daily for updated news and events and to interact with our FitFor50 team

Start your playbook now
Day 10

Dive Into Exercise

Good news! Pool season is here and a whole new world of exercise just opened up, along with your backyard or community swimming pool.

Dr. Robert Stinger, Orthopedic Surgeon, speaks about how low impact exercising, like swimming, can help you shed pounds and reduce pressure on your joints.

Swimming is simply great exercise. It works every muscle in the body. But you don’t need to be a swimmer to get a water workout that burns fat, tones muscles...
Part Two: Going vertical with content marketing

Case study: FitFor50

My Goals

Tip: Click your progress temperatures anytime to adjust!

exercise for 20 minutes at least 3 times a week.

Last update on Oct 22: Ask out Kate... Continue reading or Update this goal

Darrell’s goal for you: Get Fit for 50

Last update on Aug 16: Hi! I created an initial entry in your playbook to remind you to log in each day of the Fit For 50 program for exclusive videos from me and Inova health professionals. They ma... Continue reading or Update this goal
Case study: FitFor50

Initial “FitFor50” campaign (50 day program)

- $300,000 contribution margin
- 27,000 unique website visitors
- 6,500 program registrants
- 1,700 new CRM records/3,500 CRM updates
- 575 facebook followers
- National recognition (conference keynote presentations, PR)
- Program continued through 2013
Embracing the new paradigm

Closing arguments

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

You will meet resistance every step of the way

Prepare the organization with change management strategies

Start by dismantling the idea that “visibility = marketing”

Have faith - you’ve got this!
Remember these resources

“Joe Public Doesn’t Care About Your Hospital”

“Four attributes of digital marketing mastery” handout

“Joe Public II: The Great Paradigm Shift” - a strategic guide to digital and content marketing for hospitals and health systems (releases September 2014)

Joe Public Retreat - Going Vertical with Content Marketing (September 2014)

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