

Converting consumers to patients through digital marketing

Consumers today rely heavily on digital resources to research health issues, evaluate healthcare providers, facilities and treatments, and connect with providers. For healthcare providers, effectively reaching and interacting with consumers at each stage of their research and decision-making process requires understanding their target audiences and providing relevant content that addresses their needs at each stage of their journey to effectively lead them down the path to becoming a patient.

"Each step of a patient's digital journey is equally important, because each stage helps move a patient toward making an appointment," says Danielle Leitch, executive vice president for MoreVisibility, an interactive marketing agency. "Not providing the information a patient needs at each step can lead to missed opportunities for attracting new patients."

Given the wide range of digital marketing opportunities for healthcare marketers to consider, it can be overwhelming to know where to start. Keyword research is essential for identifying how prospective patients are searching. Those words can also be leveraged for sophisticated behavioral targeting campaigns. The more you can understand your patients' behaviors the better you can tailor and customize the content you create and the ways you promote it.

While online behavior and discovery of healthcare solutions isn't always linear, it's critical to your success to think about all the stages a prospective patient may go through. At the outset, patients are typically in the information gathering mode. Paid and organic search—featuring textual, image-based, and video content—are effective tools for helping patients learn more about a medical condition, medication, or kind of treatment you offer. A prospective patient entering a search query like "top signs of diabetes," for example, can be shown results directing her to a video on the topic or a quiz she can take to determine her risk level for the disease. "The goal is to both anticipate and answer questions a patient may have and guide her to the next stage where she can consider different treatment options," Leitch says.

During the consideration stage, Leitch recommends healthcare providers offer up content explaining different treatment options and their pros and cons. Opportunities also exist during this stage to guide the patient to the decision stage by displaying a geo-targeted ad recommending your local physicians or facilities that offer that treatment.

Geo-targeted ads often have a strong return on investment. "For routine treatments, healthcare providers will want to show ads to a local audience, because it is unlikely patients will travel very far for that treatment," Leitch says. "More specialized treatments for which patients are likely to travel can be promoted to a broader audience."

Most people have, on average, 10 digital touches or exposures with a healthcare provider before making an appointment. It is essential for the success of your digital campaigns to have solid tracking and analysis in place so that every interaction users have with your brand (including across devices) can be measured and understood.

"Every touchpoint within a digital campaign needs to be measured using analytics to understand the role it played in converting the patient," Leitch says. "MoreVisibility uses analytics to identify digital touchpoints that influence patients at each stage of their journey so providers know what's working and what's not."

One technique for determining the role a digital asset plays in patient conversion is assigning different phone numbers to paid search and banner ads, videos and web content to track their conversions uniquely. Using the same phone number for each digital asset obscures attribution.

"Understanding the role each interaction plays in their conversion to a patient is the key to success for healthcare marketers," Leitch says.

Sponsored by:


morevisibility
LEADERS IN SEARCH, DESIGN
& INTERACTIVE MARKETING



healthcare

Your place >

...

morevisibility



♥ 984 likes

healthcare #GoogleAnalytics #SEO #PPC
#HealthcareDigitalMarketing

Care for Your Online Marketing, Like You Care for Your Patients

Over 156 million people in the U.S. are online right now in need of a healthcare solution – your facility must get found, that's where we can help! Founded in 1999, MoreVisibility is proud to be the Digital Agency of Record for many of the nation's leading hospital systems and facilities, including several featured in The Digital Hospital 500.

www.MoreVisibility.com/healthcare

SEO • SEM • Social Media • Analytics • Web Design & Development

morevisibility

LEADERS IN SEARCH, DESIGN & INTERACTIVE MARKETING



www.MoreVisibility.com/healthcare | 1-800-787-0497