



Seven Best-in-Class Marketing Tactics that Drive Down Patient Acquisition Costs

These proven, healthcare marketing tactics will boost inbound quality patient leads to your health system or practice group



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Today's healthcare consumer is exposed to over 6,000 branding impressions per day. Targeting these consumers across multiple media platforms with a message that resonates and compels them to act has never been more difficult. To help you overhaul your direct-to-patient marketing campaigns, LEVO Health has identified seven best-in-class marketing tactics to educate, nurture and convert the right patients for your health system or practice group in a more efficient way.

Tactic #1:

Structure Marketing Content to Ensure You're a Part of the Conversation

A content strategy that leverages both Proactive and Reactive Content will position your unique offering amongst the most popular conversations of the day.

Proactive Content

Proactive content focuses on national observances, holidays and seasonality to ensure your message gets heard when conversations about these events and periods are trending high. Proactive content can be planned out in advance for the entire year and relevant articles, blog posts, photos and infographics should be developed to link your offering with these recurring events.

Reactive Content

Reactive content requires your staff to be expedient in the detection, development and dissemination of topics that relate to timely news stories, legislative actions, celebrity gossip or medical breakthroughs that relate to your healthcare organization. Incorporating trending keywords and #hashtags associated with these topics will ensure your content gets more impressions and interactions on social media.

Did you know?

A recent study by Pew Research Center's Internet & American Life Project found:

- 46% of respondents reported that information found online led them to think they had symptoms that warranted needing to seek the attention of a medical professional
- 41% of respondents reported that a medical professional confirmed their online diagnosis
- Women are more likely than men to consume medical content found online
- Other populations more likely to consume medical content online are young people, white adults with household incomes of \$75,000 or more, and people with college degree or advanced degrees



Tactic #2

When it Comes to Online Content, One Size Does Not Fit All

You take the time and effort to research, write and edit quality content about your offering. Are you formatting that content in a way that it can be shared across all media platforms?

It's important to structure and develop your content in a way that can be syndicated across multiple online and social media platforms. The information in your blog post, can be repurposed as infographics, Pinterest or Instagram slides, checklists (like this blog post), twitter cards, slide share presentations and many more.

By syndicating your content across multiple media channels, you increase the chances of your content being picked up and shared amongst your target audience. One channel may work better than another for each topic and target audience, however you will never know which channel works best if you always rely heavily on just one form of media.

Did you know?

According to a recent survey, in 2014, the online image sharing site Pinterest recorded the largest percentage of growth in active users for every major social network in 2014.



Tactic #3

Develop Your Website with the End User's Device in Mind

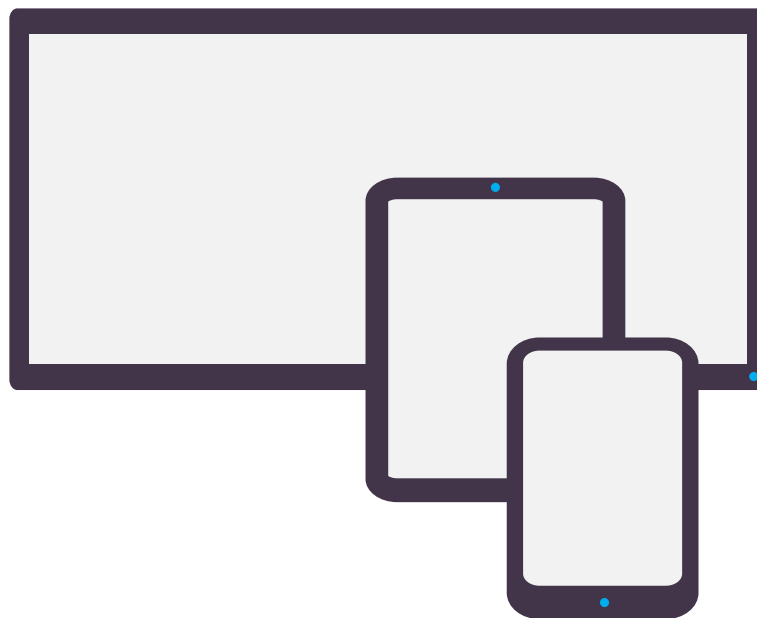
It's important that your website provide users with relevant content that can be accessed easily across their mobile, phablet, tablet, PCs and television devices. Designing your website in a responsive frame work that uses the latest coding to quickly restructure your website's content for easy viewing across multiple devices.

Positioning calls to action and valuable contact information in conversion friendly areas for each device layout, will also help patients make more informed healthcare decisions and boost online conversion rates.

Did you know?

A recent survey found that over 77% of healthcare consumers begin their searches online. In 2014, more people owned and use smart phones and tablets than PCs.

- 55% of American adults own smartphones
- 42% of American adults own tablets
- 50% of American mobile phone users report mobile as their primary Internet source



Tactic #4

Host Interactive Online New Patient Seminars

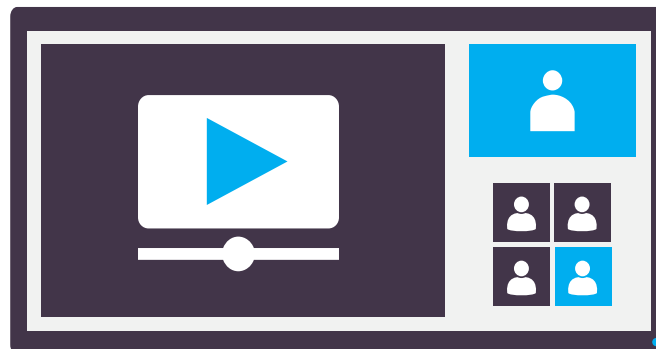
We all know how effective live patient seminars can be at converting large numbers of patients in one setting. However, these seminars can be costly to produce and, depending on patient afflictions, can be difficult for some to attend.

Live, online patient seminars allow physicians to speak to large numbers of prospective patients from the convenience of their own home. This format allows patients to anonymously ask questions and interact with the physician to make more informed healthcare decisions and can help speed up the patient acquisition cycle.

Proper implementation of live, online seminars requires careful planning to ensure the experience is seamless for both the patient and physician. Online seminar software should allow for easy registration and provide streaming HD video, user live chat, and anonymous, two-way communications to ensure a high quality user experience with limited distractions.

Did you know?

Patient seminars are most typically attended by more engaged prospective patients and patient convert at higher rates than more traditional channels. A recent survey of surgical facilities indicates that the national conversion rates of seminar attendees to surgical consults averages between 15%-25%, with some markets realizing up to 48% conversion rates.



Tactic #5

Develop an Active Patient Testimonial Program

For prospective patients, the decision to elect to have surgery can be difficult as there are a lot of unknowns. Hearing about the surgery and recovery experience first hand from previous patients can help ease any doubts they may have about the process.

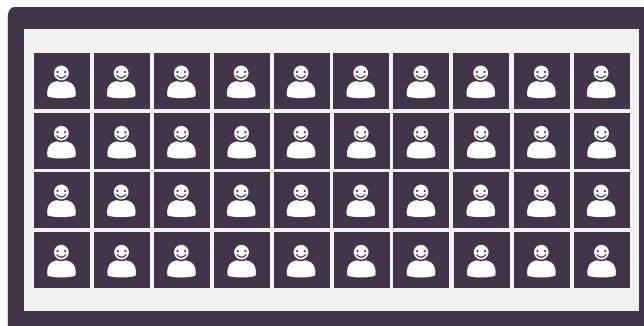
Building out an effective patient testimonial program requires careful planning and insight. First, ensure that you have the proper legal media release forms on hand to authorize each patient testimonial for use in all marketing campaigns across multiple media channels. Next, build a system internally to illicit and capture positive patient experiences using video, photography and written testimonials. These patient experiences should be structured to capture the chronological steps before, during and after surgery. Highlighting improvements in a patient's quality of life are especially effective.

Incorporating positive patient experience stories in your marketing and throughout your facility using pictures, printed material and video will help communicate to your prospective and current patients that positive patient outcomes are of utmost importance.

Did you know?

Today's healthcare consumers are more active in their making their healthcare decisions. A survey of approximately 4,500 respondents reported:

- 43% of respondents reported that Healthgrades is the most popular online healthcare provider review site
- 62% of respondents reported that they first review the physicians' online reviews before choosing to call for an appointment
- 26% of respondents reported that they are willing to go out-of-network because of healthcare reviews





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Tactic #6

Target Patients in the Later Stages of the Decision Making Process

The decision to commit to an elective procedure for a non-life threatening condition or a medically necessary surgery can be lengthy. Targeting prospective surgical candidates in the later stages of their decision making process will deliver higher quality leads that are more motivated to schedule and thus have shorter acquisition cycles. These patients have done the research and are actively looking for the best surgeon, value and outcomes available.

Using traditional marketing media channels to target these “late stage” healthcare consumers simply won’t work. Reaching these patients requires an expert understanding of the highest converting online channels and key search terms to deliver hyper-targeted messages that deliver immediate solutions to their most pressing needs. These campaigns are most effective when they combine paid search, conversion friendly landing pages and dynamic nurturing campaigns to identify the patient and follow them throughout their decision making process.

Did you know?

In 2012, approximately 97.5 million Americans (nearly one of three adults) used search engines, social media sites, health focused websites, and physician review websites to obtain information prior to calling a physician’s office.

Tactic #7

Direct All Patient Leads to a Dedicated Patient Engagement Professional

If you’re actively marketing your facility without deploying a professional catchment system on the back end, you’re wasting marketing spend. To combat this, a dedicated Patient Engagement Professional (PEP) should be deployed to ensure each patient lead is qualified and nurtured along every step of the patient acquisition cycle.

The PEP should be well trained in insurance verification procedures, CRM / Scheduling software as well as live chat, video chat, phone and email. Each PEP should be able to hold conversational, well-informed discussions about the surgical procedures and conditions you treat and the treatment process for each. PEPs serve as the patient’s constant touch point throughout the entire pre- and post-operative process and should strive to make each prospective patient feel comfortable and informed every step of the way.

Let’s Talk.

To learn more about LEVO Health’s data-driven healthcare marketing and patient engagement services, contact us at: **(855) 234 0232**