Why Healthcare Brands Need Digital Strategies Now More Than Ever

HITMC - Healthcare IT Marketing & PR Conference
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We Always Start With Why

> Why
  – Doctors and patients rely heavily on the internet for both their daily lives and healthcare needs. We believe this poses a significant opportunity/liability for healthcare marketing professionals.

> How
  – We will review some research to establish the importance of digital in the healthcare realm. In addition, we will discuss some innovative examples of techniques you can use to improve your marketing efforts.

> What
  – Everyone should walk away with a better understanding of the role that digital marketing should play in your marketing efforts and proven ideas on how to build a strong digital marketing strategy.
How’s My Driving?

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Proving the significant impact that digital has on patients

Patient Research
Patient Research - Google

> Goal:
  – Understand how digital drives hospital research and appointments

> Methodology:
  – Tracked hospital researchers online activity for a year
  – Surveyed 533 hospital researchers

Online plays a significant role in the research process

84% of patients use both online and offline sources for research

1 in 5 patients is now booking through non-traditional means

21% booking via computer or mobile app/browser

56% called on phone

23% booked in person

When patients see a paid search ad, they take action

- 35% Conduct searches for more information
- 29% Begin the research process
- 28% Visit website of hospital advertised
- 21% Consider hospital that was advertised
- 5% Contact hospital that was advertised

Patients are across all devices when researching

98% desktop or laptop

10% mobile phone

8% tablet

Roughly 1/3 of patients used tablets or mobile devices on a daily basis for research and/or to book appointments

... and are also more likely to schedule an appointment

**Mobile Device Researchers**

44%
Scheduled an appointment

**Computer Only Researchers**

34%
Scheduled an appointment

Online video is a pivotal component of hospital research

1 in 8 patients watched an online video on:

- Hospital Sites (42%)
- Health Insurance Information Sites (31%)
- Health Information Sites (30%)
- YouTube (29%)
- Health Insurance Company Sites (20%)

53% of patients who didn't watch hospital videos were unaware they existed

Patients seek video reviews and testimonials to learn about hospitals and treatment options

**What they watch**
- 43% Patient testimonials
- 32% Patient-generated content

**Why they watch**
- 64% Obtain information about hospitals
- 56% Understand complicated treatments and procedures

Proving the significant impact that digital has on physicians

Physician Research
Physician Research - Google

> Goal:
  – Assess the digital adoption of physicians

> Methodology
  – Surveyed 506 US physicians
  – Supplemental qualitative interviews

Physicians prefer online resources

When making clinical decisions, physicians spend twice as much time using online resources compared to print.

(search, professional websites, drug references, mobile apps, etc.)

Physicians search for many reasons

Situations that prompted use of a search engine

<table>
<thead>
<tr>
<th>Situations</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>When patient requested more info during consult</td>
<td>68%</td>
</tr>
<tr>
<td>After patient requested specific drug</td>
<td>62%</td>
</tr>
<tr>
<td>After patient reported drug side effect</td>
<td>61%</td>
</tr>
<tr>
<td>After reading journal article</td>
<td>59%</td>
</tr>
<tr>
<td>After attending medical conference</td>
<td>52%</td>
</tr>
<tr>
<td>When new drug becomes approved</td>
<td>51%</td>
</tr>
<tr>
<td>After drug did not show expected effects with patient</td>
<td>33%</td>
</tr>
<tr>
<td>After talking to pharmaceutical sales rep</td>
<td>34%</td>
</tr>
<tr>
<td>After seeing prescription drug ad in print</td>
<td>32%</td>
</tr>
<tr>
<td>After seeing pharmaceutical online promotion</td>
<td>28%</td>
</tr>
<tr>
<td>After seeing prescription drug ad on TV</td>
<td>26%</td>
</tr>
</tbody>
</table>
Search influences clinical decisions

Actions taken as a result of using search engines for clinical and treatment information

<table>
<thead>
<tr>
<th>Action</th>
<th>Percentage</th>
</tr>
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<tbody>
<tr>
<td>I searched for more information online</td>
<td>68%</td>
</tr>
<tr>
<td>I shared information with a patient</td>
<td>67%</td>
</tr>
<tr>
<td>I changed or made a decision about treatment for a patient</td>
<td>55%</td>
</tr>
<tr>
<td>I shared information with a colleague</td>
<td>38%</td>
</tr>
<tr>
<td>I went to a website from a pharmaceutical or medical device company</td>
<td>30%</td>
</tr>
<tr>
<td>I requested a product sample</td>
<td>25%</td>
</tr>
<tr>
<td>I took another clinical-related action</td>
<td>3%</td>
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Optimizing sites for mobile devices is critical

62% of physicians are likely to abandon the mobile website if it’s not optimized for a smartphone

41% report that they are led to mobile-optimized sites only occasionally

Physicians spend considerable time watching online video

6 hours per week watching video online on average (half for professional purposes)

8 hours per week watching television on average

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<th>Types of medical videos watched online in the past 12 months</th>
<th>Physicians</th>
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<tbody>
<tr>
<td>Continuing medical education</td>
<td>55%</td>
</tr>
<tr>
<td>Lectures</td>
<td>48%</td>
</tr>
<tr>
<td>Disease and condition information</td>
<td>43%</td>
</tr>
<tr>
<td>Demonstrations of medical procedures</td>
<td>40%</td>
</tr>
<tr>
<td>Health news</td>
<td>37%</td>
</tr>
<tr>
<td>Presentations from key opinion leaders (KOLs)</td>
<td>37%</td>
</tr>
<tr>
<td>Information about a specific drug or treatment</td>
<td>36%</td>
</tr>
<tr>
<td>Medical device information</td>
<td>23%</td>
</tr>
<tr>
<td>Video clips to show patients</td>
<td>13%</td>
</tr>
<tr>
<td>Conversations between a physician and a patient</td>
<td>10%</td>
</tr>
<tr>
<td>Patients discussing their condition or treatment</td>
<td>9%</td>
</tr>
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85% of those watching professional video online have taken action

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What did we learn?

Research Summary
Patient And Doctors Both Depend On Online Information

1. Online research is very important
2. Online Search is very important
3. Mobile is growing quickly in importance
4. Online Video is growing quickly in importance
You Decide

Opportunity or Liability
Take Steps To Leverage This Digital Opportunity

1. Properly set-up KPIs in web analytics
2. Develop a well balanced digital media funnel
3. Build a strong paid + organic presence in Google for brand and generic
4. Take advantage of online targeting
4. Ensure that you have a mobile optimized site
6. Grow your online video presence and advertise in youtube
7. Continuously test and optimize your website
Properly Measure The Right KPIs For Your Business

> Website analytics are key
> Limit web analytics access to a skilled professional
> Ensure your analytics are setup properly
> Choose the correct KPIs based on business needs and reasonable goals
Healthy Digital Media Budget
Weighted Heavy To Awareness

- **ToFu**
  - 60% - 70%

- **MoFu**
  - 20% - 25%

- **BoFu**
  - 10% - 15%

House of Kaizen
Focus On Paid And SEO For Brand & Key Generic Terms
Take Advantage Of Online Targeting Capabilities

- Geographic targeting
- Interest based targeting
- Re-targeting
- Lookalike targeting
- Social data targeting
- DMP & CRM
Always Ensure You Have A Mobile Optimized Site

Mobile has joined the other eHealth channels in driving quality traffic and the company now attributes a growing percentage of all new enquiries to mobile initiatives. "Year-over-year, unique visitors to our mobile website are up 86%", Lopuch says.
Grow Your Online Video Presence

YouTube search for "knee surgery"
Constantly Test And Optimize Your Website

2 required fields were moved later in the registration process and sign-ups increased 23% with this version.
Take Steps To Leverage This Digital Opportunity

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Which way to the drinks?

Thank You
How’s My Driving?

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