



# Practical Takeaways

A Collection of useful advice and practical insights from HITMC 2018

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# Writer's Ed



Hayutin Creative  
marketing communications

- **Don't Settle for Average Writing.** Notice and fix clichés, generalizations and boring headlines.
- **Set a Clear Value Proposition with Headlines and Intros.** Don't forget to tell readers why they should care about your content.
- **Deliver What You Promise.** Headlines and intros must match the information in the rest of the paper—they often don't.



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# How to Write a Winning Proposal for Top Tier Health IT Events

- **Monitor HIMSS website.** Dates available now, guidelines posted 6/11
  - <http://www.himss.org/sites/himssorg/files/u241/files/conference/important-dates.pdf>
- **Use HIMSS verb list**
- **Check online**
  - [http://www.alanet.org/docs/default-source/default-document-library/101\\_presentation\\_tips.pdf?sfvrsn=0](http://www.alanet.org/docs/default-source/default-document-library/101_presentation_tips.pdf?sfvrsn=0)
  - <https://oratum.com/how-to-write-a-conference-speaking-or-session-proposal-that-gets-chosen-every-time/>



# How to Write a Winning Proposal – Additional Resources

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- [How to Write a Conference Speaking or Session Proposal that Gets Chosen Every Time](#)
- [Writing a Speaker Proposal That Gets Noticed](#)
- [How to Become a Speaker at Health IT Conferences](#)
- [How to Write a Compelling Proposal](#)
- [Three Things You Don't Need to Become A Speaker](#)
- [How to prepare and write a tech conference talk](#)
- [How to Write a Speaking Proposal](#)
- [Speech writing, presentation development and proposal preparation](#)
- [Words to Avoid in Proposals](#)



# Auditing Your Marketing Department

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- Audit your marketing department annually to improve performance and justify budget.
- Use performance data and internal case studies to handle C-level objections.
- Cut programs/people that don't perform.
- Establish a process to make the audit efficient in subsequent years.



# 5 Strategies for Working with Media to Place Article Links

- Identify outlets that use links to 3<sup>rd</sup> party sites
- Aim for outlets with high domain authority/Google rank
- Don't link to your homepage - link to a landing page that is more in line with what the publication's audience
- Show, don't tell, that you're a thought leader
- Get back to editors swiftly, answer ALL of their questions, meet deadlines, politely ask for a link and follow up with a THANK YOU :)



# Leveraging Best Practices for Digital Asset & Marketing Collateral Management

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- Discover ways to work smarter by reducing the time-wasting interruptions
- Leverage technology so it controls and performs the repetitive, mundane tasks necessary, so you can focus on more valuable work
- Repurpose existing dollars currently consumed by waste
- Implement a digital asset management solution
- Implement a marketing-on-demand platform



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# Are You Worthy? Find Out How to Track & Analyze Content Marketing Success

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- Have the basics in place
- Know and understand your big picture goals
- Understand the role content plays in big picture goals
- Track the impact of content as a primary source
- Look at content impact across the sales funnel





# Digitize, Harmonize, Monetize: 3 Steps to a Modern PR Strategy

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- Have confidence in a brand turnaround. It CAN happen
- Take a hard look at how your Marketing Organization functions. Smaller/targeted teams, reimagined titles/roles, and prioritizing an integrated approach.
- Get executive buy-in at your organization.
- Toot your horn! Aggressively spread news of success
- Share your Marketing story with the world. HITMC is a unique way to advance your company's brand.



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# Building a Bench of Thought Leaders **matter**

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- Transparency & collaboration are key
- Set strategic goals: prioritize stakeholders & define success
- Don't fall into the status quo trap
- C-suite spokespeople are great, but a broad, diverse bench is even better
- Differentiate your PoV & foster personal relationships
- Measure, adjust & repeat



# What the Funnel?

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- Perform a content gap analysis to see where your current pieces fit within the funnel.
- Map your content to the buyer journey based on the types of questions it answers.
- Align with sales on your content. If sales isn't speaking the same language as marketing, you are shooting yourself in the foot.
- Clients are one of the best sources of questions that your content should address.



# Lessons in Live Video

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- On average: People watch a LIVE video 3x longer and comment 10x more vs. pre-taped
- More money + people ≠ better live videos
- At minimum have someone monitoring & responding to the comment threads in real time
- Always ask: what does the audience expect?
- Be aware of filming environment (power, Internet, rules)



# Lurking in the Shadows: Dark Social Media

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- Don't simply rely on "social referral" metrics – look at a broader scope of metrics such as clicks, what landing pages are highest ranking, and overall growth in direct traffic.
- Use social shares, URL tagging, and link shorteners to shine a light on social effectiveness.
- Consider paid social media and re-targeting for high impact.



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# Social Media Sucks

- We can only retain around 100 marketing messages we see daily. What makes yours worth remembering?
- Build a three-point approach for high engagement: content, conversation and community.
- You get out what you put in to social media. How are you engaging with your audiences?

# Achieve The Magic Of Sales & Marketing Alignment

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- Thoroughly document your marketing & sales processes
- Clearly define roles & responsibilities when it comes to leads, followup and documentation
- Circulate & train on those processes esp. lead gen
- Report on lead gen often
- Together, revisit your lead gen process often
- Don't get hung up on lead scoring. Review after it's been implemented for a few months.

# Using Video Effectively To Support Sales Goals

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- **Use a script.** Don't wing your videos
- **Keep it short.** 90s is ideal for most corporate videos
- **Get to the point.** No lengthy intros. Short and snappy
- **Back up your claims.** Provide proof. Don't embellish
- **Staging is important.** Best to stick to 1 location
- **Style your interviews.** Pretend you're talking to friends
- **End with a call to action**





# Enabling Sales Through a Community

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- Start when you get home forming your own virtual team even if small but mighty team
- Know not just your vocal sales people but the truly skilled ones – learn one of their customer stories
- Recruit someone from this conference to talk to your team on a future session



# Keeping Up with the Consumerization of Healthcare

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- People have shifted where they find their healthcare information to digital channels
- Persona are not a single specific user or a real person
- When you market to people, you transcend the trends
- Provide a better patient experience
- Build a digital marketing ecosystem to engage with audience
- Have the ability to measure marketing efforts



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# Igniting the Match: Driving Primary Care Volume Through an Online Matching Site

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- Give complex programs the proper time to develop
- Identify an internal champion or hopefully champions
- Get physician buy in – and then do it again
- Trust your marketing partners and find ones willing to collaborate
- Merchandise success back to leadership



# Getting Executive Support & Participation in your Content Strategy

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- Make it easy for leadership to participate
- Spread the love; the more the merrier
- Supplement social media with paid digital
- Everything is easier when you have a champion
- Find cost efficiencies

# Realizing Vision Through Research

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- Use research to validate marketing/brand assumptions
- Don't stop at phone surveys, use all media & channels
- Carefully analyze research & keep an open mind. You may miss key insights if you go in with assumptions
- Build your branding campaign to address gaps identified by research head-on
- Remember that your campaigns are for the audience not for you

# They Said What?! Compliance in a Connected World

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- Develop your **policy and procedure** – engage and be HIPAA compliant!
- Employee signoff on **outside of work**
- Don't put all your eggs in one basket! **Develop a multi-media approach**
- Be **authentic!**



# Looking Past Generational Labels



- **Start with personas.** Then create journey maps, complete with intent data and digital behaviors, to outline specific interactions that could be personalized.
- Prioritize those that will **guide consumers** down the preferred path. Look for the win-win scenarios.
- Create **variations of content** including copy, images, banners, and CTAs.
- **Test your assumptions**, but only test one element at a time (button color OR copy, not both)!
- **Measure the lift in conversions** (real-time content personalization can increase content consumption by 270% - Marketo, etc.).



# Reputation Management Is More Than Crisis Control

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- Know your organization, inside and out—understand your brand’s goals, mission and vision, and compare how the internal perception of your brand aligns with the external one target audiences have.
- Engage in audiences in meaningful ways such as providing relevant information at every stage of the patient journey, whether that may include sending service line updates, relevant content and surveys about their experience.
- Invest in relationships to activate relevant and credible third-party champions that will amplify and reinforce the organization’s messaging and success stories.





# Unlocking the Black Box of Provider Data

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- You know more than you think you know
  - Take stock of what you have
- Stay focused on your objective
  - Take stock of what you have: Don't let perfect be the enemy of the good
- Experiment until you meet with success
  - If you always win on your first try, I would love to meet you

# I Can Say That?

## Aligning Marketing & Legal



- Legal will help, not hinder marketing efforts in most instances
- Every idea has a legal impact and laws will influence how marketing initiatives can be pursued resulting in a different path than expected
- Do not delay bringing all impacted areas into discussions. Delaying can severely impact what is done
- HIPAA will not completely prohibit most ideas, but do not overlook other laws



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# Making Quality & Safety Data Meaningful to Healthcare Consumers

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- Consumers don't define quality the same way the healthcare industry does
- Quality & Safety can be reimaged online as a digital tool to attract and engage audiences
- Go beyond content marketing to inbound marketing to collect detailed prospective patient information

# Panel: Meet the Press

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- **Forge a relationship with press.** Get to know them at conferences & online. Be more than an email address.
- **Be patient!** Building a relationship takes time; persistence is key.
- **Research the topics they cover.** Before sending your story pitch to a member of the press, check to see if they cover that aspect of healthcare.
- **Avoid templated pitches.** Appeal to your target's story approach and angle, not just their topic focus.



# Panel: Future of B2B Marketing

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- **Generations aren't so different.** We all want quality care. Take notes from Gen Z – they know the power of social.
- **Taking risks can set your brand apart.** We live in a sea of sameness. Find your unique way to stand out.
- **“B2B2C”** Don't just talk about patients, talk to and with them.

# Panel: Leveraging Social Media for Real Business Impact

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- **Create structure.** A clearly defined social strategy invites executive buy in. Use templates and block off time.
- **Follow posting patterns.** When people recognize your brand's pattern, they feel comfortable reaching out and engaging.
- **Decide KPIs upfront.** Achieve them with a strong organic presence supplemented by paid.



# Six Health IT Chicks Panel Takeaways

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- **Hit the ground running.** Great leadership will recognize and reward your talent and ability. Poor work environments don't deserve you.
- **Don't be afraid to speak up.** Own your ideas. Build a support system that will ensure you receive credit.
- **Help others.** When you succeed, reach down and lift others up.



# Panel: Maximizing Association Relationships

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- **Get creative** in your association partnerships – ask to develop out-of-the-box programs like hackathons, C-suite roundtables, etc.
- Invite associations to **participate in strategy sessions** where they can develop offerings specific to your business and marketing metrics.
- **Don't just be a "vendor"!** Show how you can be an education and innovation partner to associations, helping their members improve and advance.





# Panel: Maximizing Association Relationships

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- **Expand relationships** between company and association: marketing can manage the membership and benefits, but SMEs and executives should also have direct lines of contact.

# Panel: Fueling Growth with CRM

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- **CRM = Investment.** Choose your partner wisely. Be clear on what you will be getting and what you won't
- **Don't expect CRM to do everything.**
- **Start small.** Get early wins and build on them
- **Get all stakeholders on board.** Share progress. Update them on metrics. Hold regular meetings
- **Be strategic.** CRM systems are only as good as the thinking you bring to them



# Link to full presentations

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- <https://www.healthitmarketingconference.com/health-it-marketing-and-pr-conference/hitmc-2018-presentations>



# Thank You!

See you next year at HITMC19. Watch our website [www.hitmc.com](http://www.hitmc.com) for the latest news and for ways to join the community!



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