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Delta Region Community Health
System Development (DRCHSD)
Program Communication Strategies
for Community Outreach and
Education Webinar Series

Part 5: Digital 101 – How to Build Relationships and Loyalty with Your Community



Delta Region Community Health System Development (DRCHSD) Program Supported By:



Delta Regional Authority

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**Erin Minsart, Vice President of
Strategic Services**
Legato Healthcare Marketing



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Agenda

- Best practices
- Which digital platforms to use – how and when
- Customizing and targeting messaging for service lines
- Patient journey and experience
- Developing a dedicated digital strategy
- Measuring digital effectiveness
- Social media – where to start



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Pre-Poll

Q: How confident are you with determining which digital platforms to use and when?

Digital Experience: By the Numbers



- **77% of patients conduct an online search** before making an appointment with a physician (*Becker's Hospital Review*)
- **60% of organizations considered customer experience** to be the number one way to stand out from the competition over the next three years (*Digital Onboarding Report 2017*)



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Healthcare can learn from other industries

and use data-driven consumer insights to personalize their communications strategies, content, and enhance the customer experience



BEST PRACTICES

Which Digital Platforms to Use

- Social Media
- Email
- Blogs
- Website
- Google Business Listing
- Search Engine Optimization (SEO)
- Pay-Per-Click (PPC)



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BEST PRACTICES SOCIAL MEDIA



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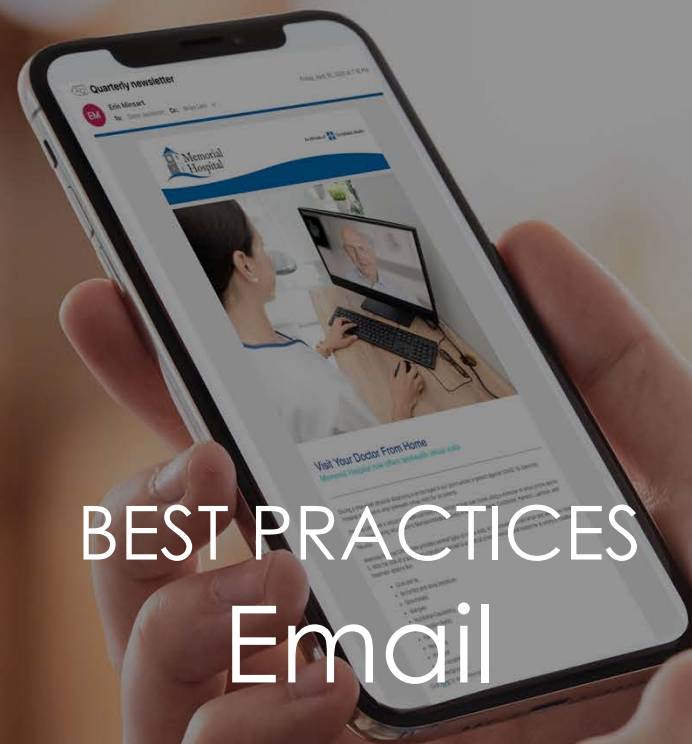
BEST PRACTICES Social Media

- **Facebook, Instagram and Twitter** are the more popular social media channels for healthcare
- **Consistency is key**
1-5 posts per day depending on platform
- **Timing is important**
Tuesdays & Wednesdays are best.
Saturdays & Sundays are worst.
- **Understand character limits** and best practices
- Post authentic and visual content
- **Engage with followers**
Social media is a two-way street



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BEST PRACTICES Email



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BEST PRACTICES Email

- **Consistency is key**
1-2 emails a month
- **Timing is important**
Tuesday-Thursdays get best open rates
- **Balance information and entertainment**
- **Keep it short and sweet**, but provide full detail at the click through destination
- **Humanize your organization**



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BEST PRACTICES Website

- Provide simple, easy to use navigation to minimize clicks
- Use patient first language and journey mapping
- Ensure mobile responsiveness
- Post blogs and news updates frequently
- Use analytics to inform decisions
- Understand key SEO components



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BEST PRACTICES GOOGLE BUSINESS LISTINGS



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BEST PRACTICES Google Business Listing

- Create or claim organization's listings
- Fully leverage listing: services, photos, hours, COVID updates and posting features
- Make sure data matches what's on website
- Monitor listing for user generated content



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Google

[All](#) [News](#) [Shopping](#) [Maps](#) [Images](#) [More](#) [Settings](#) [Tools](#)

About 33,900,000 results (0.47 seconds)

Syracuse Area Health
<https://www.syracuseareahealth.com> ▾
 Access your medical information anytime, anywhere with the **Syracuse Area Health** ... By using a secure username & password, patients can view their health ...


<p>Careers Careers. At Syracuse Area Health, our vision is to be the best ...</p> <p>Family Practice Clinic Family Practice. No matter your age, gender, or illness, there's a ...</p> <p>Find a Provider Zak Tempelmeyer, MD · View Bio + · James Steckelberg, MD · View ...</p> <p>More results from syracuseareahealth.com »</p>	<p>Services Syracuse Area Health offers a wide variety of services to meet ...</p> <p>About Us About Us, Syracuse Area Health has been proud to serve you ...</p> <p>Specialty Clinic Syracuse Area Health offers the services of many specialty ...</p>
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Syracuse Area Health - Syracuse, Nebraska
<https://www.gosyracusene.com> ▾
 Syracuse Area Health (SAH) is an 18 bed Critical Access Hospital located at 2731 Healthcare Drive, Syracuse. We have a brand-new facility located at the ...

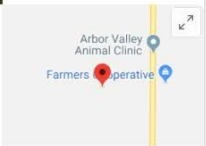
Syracuse Area Health in Syracuse, NE
<https://doctor.webmd.com/practice/syracuse-area-health-f829fbf2-fd52...> ▾
 Syracuse Area Health, a Medical Group Practice located in Syracuse, NE.

Syracuse Area Health - Syracuse Clinic - Occupational ...
<https://www.yelp.com/Health & Medical/Physical Therapy> ▾
 ★★★★★ Rating: 1 - 1 review
 Syracuse Area Health is an 18 bed Critical Access Hospital that offers a wide variety of hospital services for your Health and Wellness needs. Syracuse Medical ...

Syracuse Area Health | LinkedIn
<https://www.linkedin.com/company/syracuse-area-health>



[See photos](#)



Syracuse Area Health
[Website](#) [Directions](#) [Save](#)
 3.0 ★★★★★ 2 Google reviews
 Hospital in the Otoe County, Nebraska

Address: 2731 Healthcare Drive, Syracuse, NE 68446
Hours: Open 24 hours -
Phone: (402) 269-2011

[Suggest an edit](#)
 Success! Your edit is live.

Know this place? [Answer quick questions](#)


[Send to your phone](#) [Send](#)

Reviews [Write a review](#) [Add a photo](#)

"I couldn't ask for better **service** than they give."

"This **place** while it has some good **staff** and it's good **qualities**."

[View all Google reviews](#)

 Syracuse Area Health on Google



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BEST PRACTICES SEARCH ENGINE OPTIMIZATION



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BEST PRACTICES SEO

- On-page SEO (keywords, page titles, meta descriptions and copy)
- Leverage keywords into content strategy (blogs, YouTube, website content, alt tags and FAQ's)
- Keep content fresh
- Linking strategy: to and from site
- Site load time: desktop and mobile



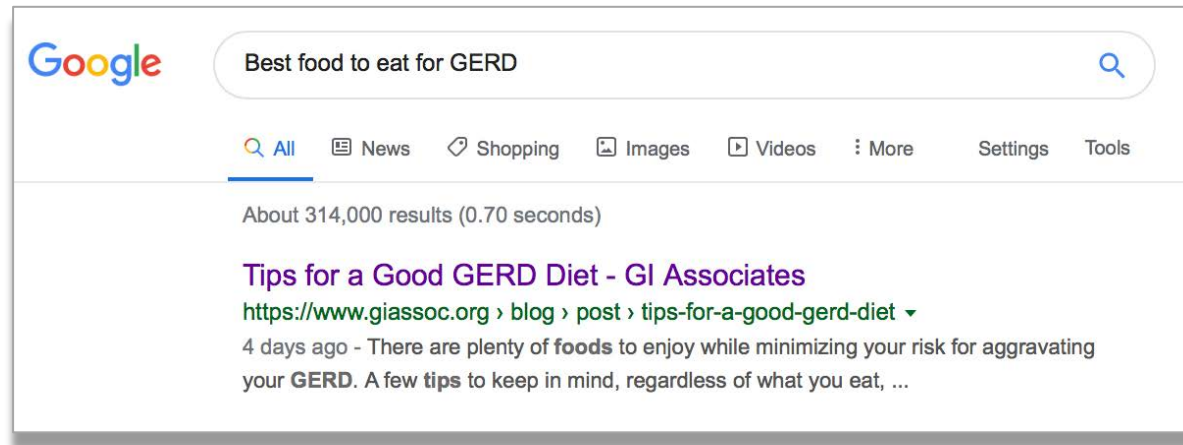
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Content: SEO

Blog Content

Blogs are a great way to answer questions to commonly researched symptoms or procedures that patients are looking up on search engines



Research of your organization (website information)

- Provider pages
- Stats/facts of outcomes
- Service level pages
- Information about your organization



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BEST PRACTICES PAY-PER-CLICK



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BEST PRACTICES Pay-Per-Click

- Search campaigns reach healthcare consumers at their moment of need
- Display campaigns drive image awareness and message recall
- Video campaigns allow for more visual messaging and increase frequency
- All three work together to continually drive the healthcare consumer's journey



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Poll

Q: Select the digital platforms you are currently using.

1. Social Media
2. Email
3. Blogs
4. Website
5. Google Business Listing
6. Search Engine Optimization (SEO)
7. Pay-Per-Click (PPC)

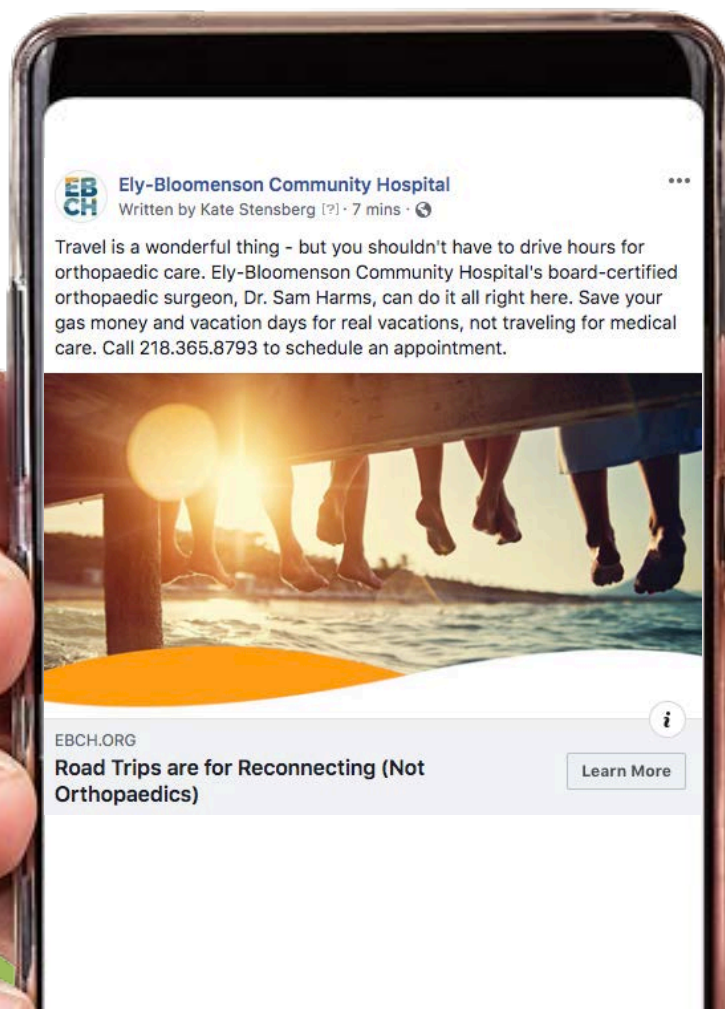
When we communicate to
patients as individuals,
they'll feel as though you're
speaking directly to them.



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TARGET Your Messaging



Sharp Pain
in the back or side?
IT COULD BE KIDNEY STONES

SCHEDULE AN EVALUATION

UROLOGY  ASSOCIATES



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legato
healthcare marketing

PATIENT Demographics

- Reach them "where they are" and in their moment of need
- Leverage what you know about diversity within generational, cultural, and bilingual audiences
- Engage with Boomers (searching for info – Website/Facebook)
- Connect with Generation X (help them care for themselves and their parents – convenient experience)
- Instantly inform Millennials (passive communication – pull messaging)
- Personalize for Generation Z (give them exactly what they want and let them influence)



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THE NEED FOR General Information

- 7% of Google's daily searches are health-related. That's 70,000 searches per minute!
([Beckers, 2019](#))
- Not organization specific or driven
- COVID vs. Flu (blog)
- Online search “When to get knee surgery (blog, online FAQ)



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THE NEED FOR YOUR Information

Through your online platforms, you can make sure your information is at healthcare consumers fingertips!

- Urgent Care hours
- Locations
- Providers
- Services and telehealth offerings
- Educational content
- Safety procedures and COVID updates



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DESTINATION Driven

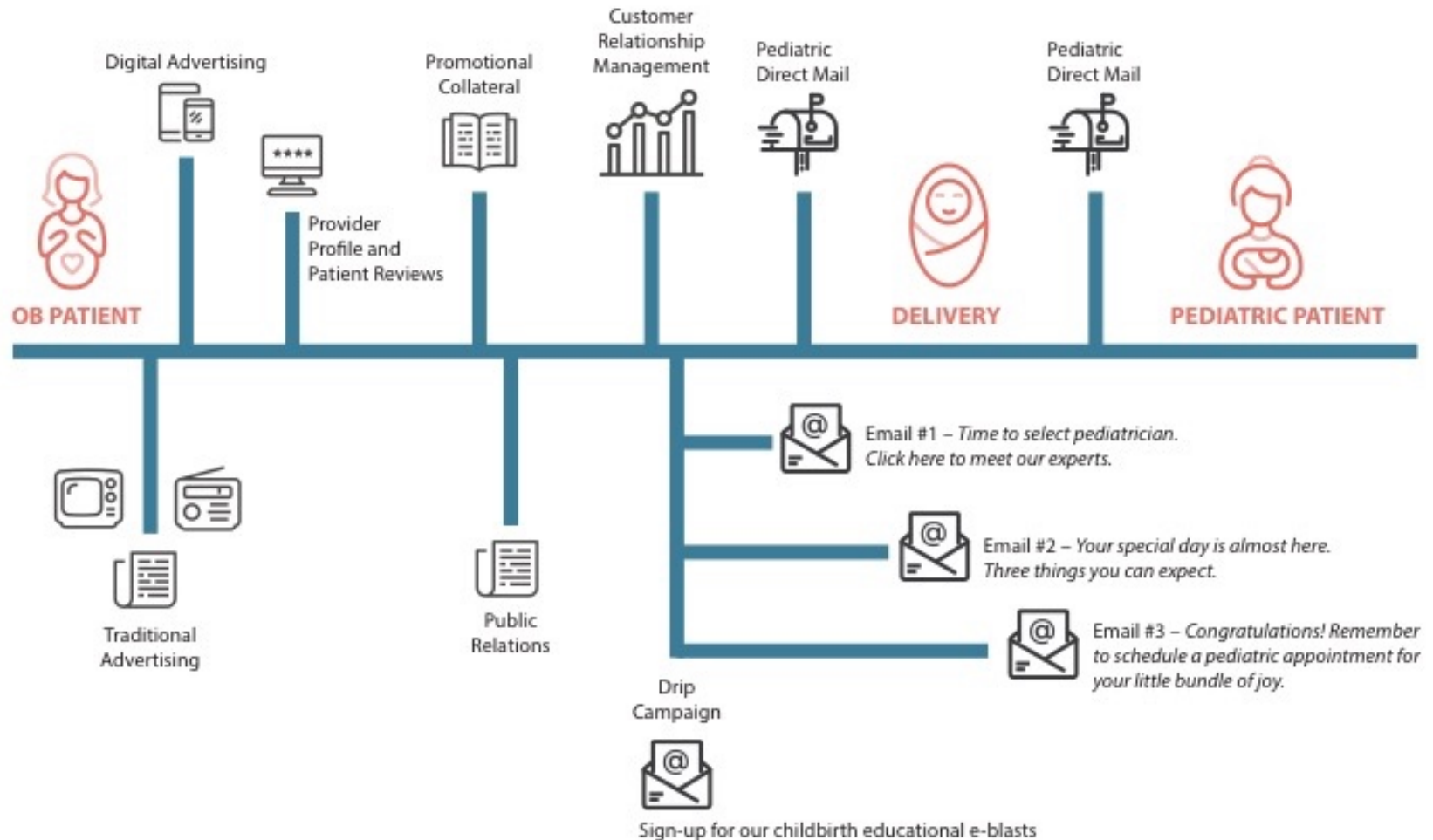
- Ensure the user experience is good to make your consumers and Google happy
- Guide healthcare consumers through the journey
- Website landing page content that informs with a strong and clear call to action
- Videos to continue storytelling efforts and deliver information



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The Patient Journey



PATEINT JOURNEY and Experience

- Search starts with a symptom
 - Decides if treatment is needed
- Research providers and facilities
 - Insurances accepted, ratings, locations, testimonials, bio video
- Point of care
 - Staff friendliness, wait times, parking, etc.
- Patient feedback
(the cycle repeats)



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Poll!

Q: Do you have a digital strategy that is patient-focused?

DEVELOPING A DIGITAL STRATEGY



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ORGANIC Digital Strategy

- The demand for high-value content is only increasing
- Helpful information and solutions to problems
- Relevant social posts
- Relevant blog and news posts
- Video content to convey important information, updates and humanize your organization
- Video is king and can be used across ALL digital platforms in various formats



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PAID Digital Strategy



- Google Search ads
- Google Display ads
- YouTube pre, mid and post roll ads
- Sponsored social posts – high quality photos and videos
- Utilize targeting – geographic, demographic, contextual, behavioral, and retargeting



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GOOGLE Analytics Traffic

Acquisition:

How are visitors getting to your site?

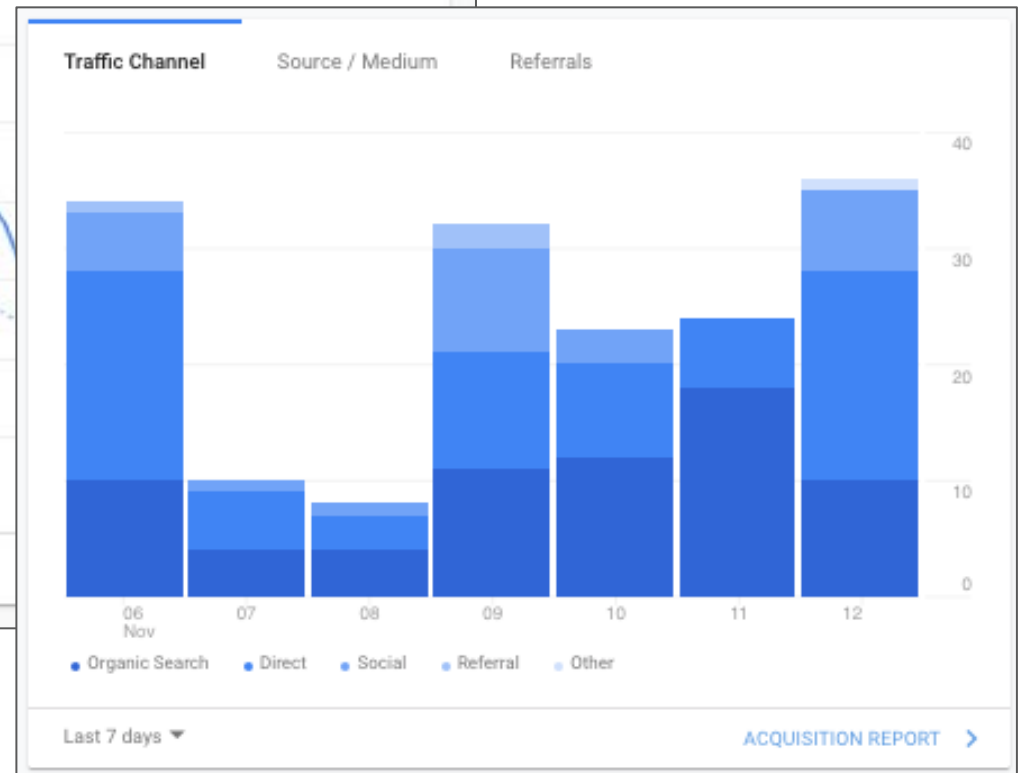
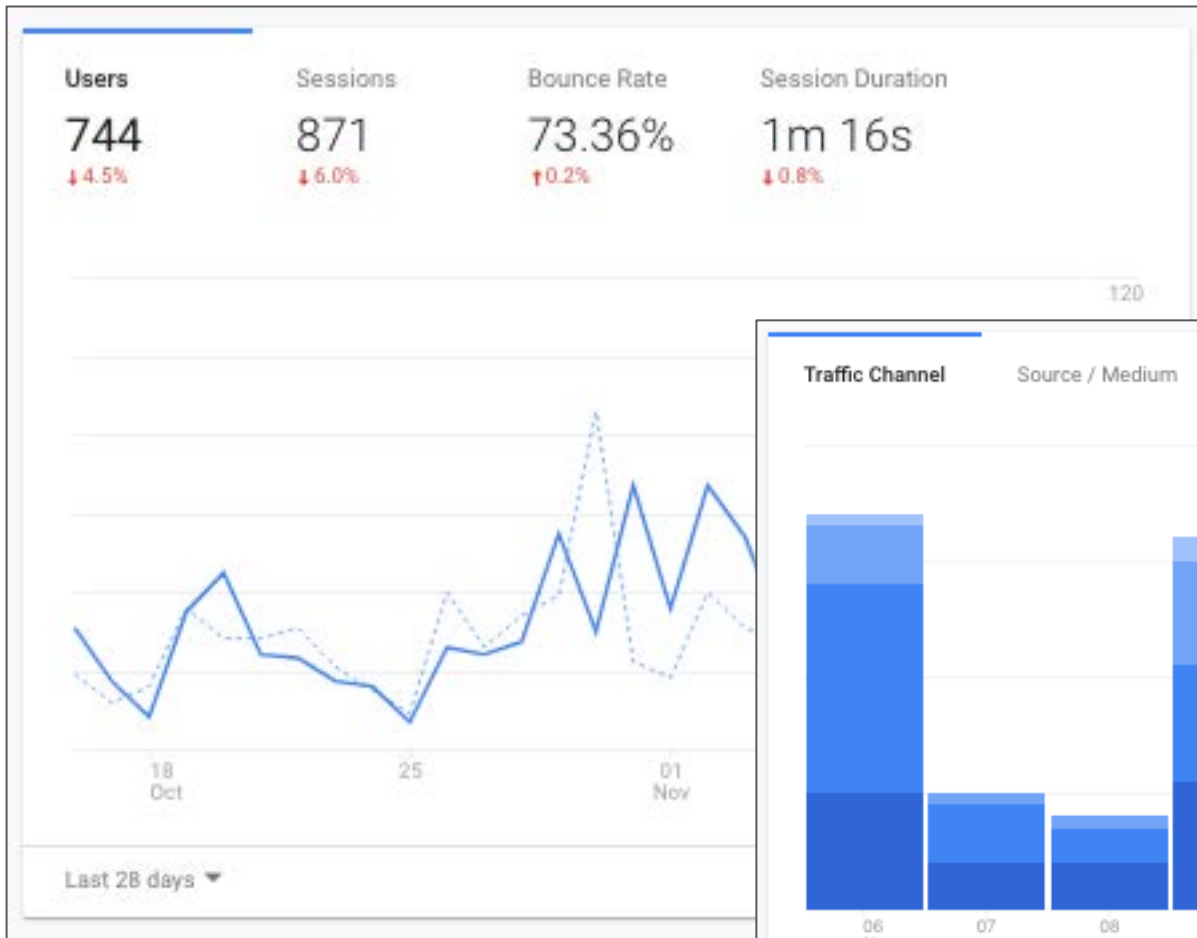
- Organic search
- Paid search
- Direct
- Referral
- Social



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Metrics



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GOOGLE Analytics Metrics

Behavior:

What are visitors doing on your site?

- **Users** – new and repeat visitors
- **Sessions** – how actively engaged are visitors
- **Bounce rate** – are they leaving right away?
- **Pages per session** – how deep do they go into your site?
- **Average session duration** – how long do they stay on the site
- **Site content** – what pages are most visited



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Metrics

Page	Pageviews	Page Value
------	-----------	------------

/	129	\$0.00
---	-----	--------

/about/careers/	19	\$0.00
-----------------	----	--------

/about/	13	\$0.00
---------	----	--------

/who-we-serve/rural/	13	\$0.00
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/who-we-serve/specialty/	10	\$0.00
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/contact/		
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/legato-digital/		
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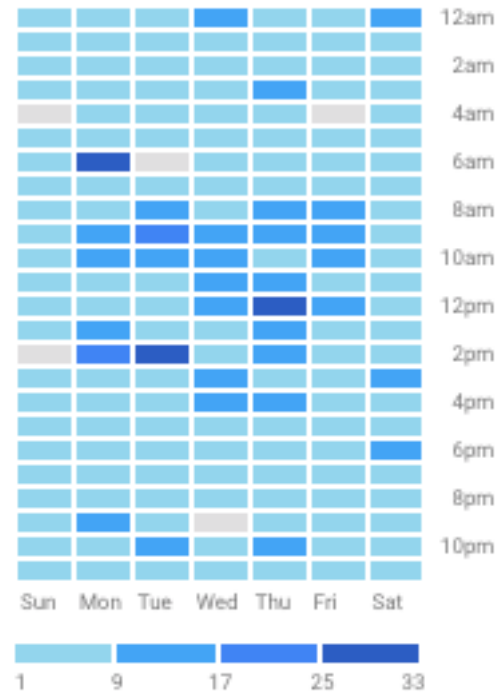
/work/		
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/about/team/		
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/rural-healthcare-ma...=fbp-16573508345		
---	--	--

Last 7 days ▼

Users by time of day



Last 30 days ▼

Sessions by device



Desktop

66.2%

↓ 20.4%



Mobile

33.2%

↑ 49.0%



Tablet

0.6%

↓ 37.5%

Last 28 days ▼

MOBILE OVERVIEW >



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SOCIAL ENGAGEMENT Metrics

Conversation

Think beyond the “like”

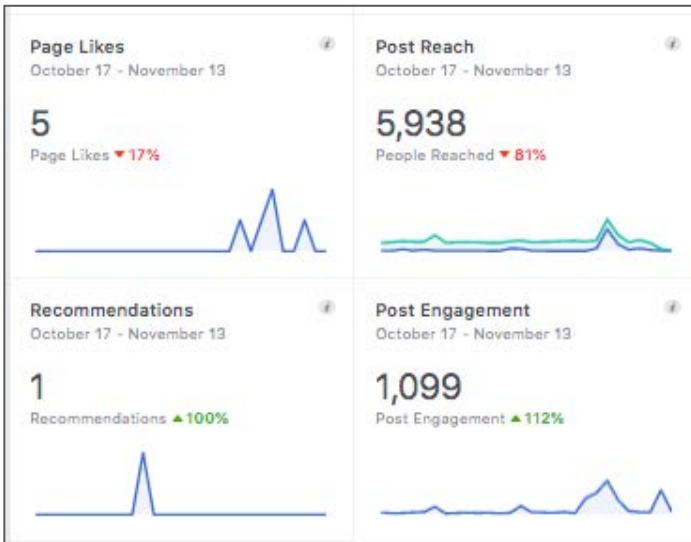
- **Reach** – how many people saw the post at least once
- **Followers** – paid, organic and unfollows
- **Post clicks**
- **Engagement** – reactions, comments and shares (best signal!)
- **Sponsored posts** – cost per engagement/click



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Metrics



04/08/2020 3:59 PM	Telehealth Services Now Available at			22.6K		1.1K 200		View Promotion
04/07/2020 12:31 PM	The Health of Our Visitors, Our Patients,			1.7K		108 35		Boost Post
04/06/2020 5:22 PM	An April Update and Tips from Fitness Plus			349		27 6		Boost Post
03/31/2020 3:17 PM	Please note our updated hours,			459		100 10		Boost Post



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SOCIAL MEDIA WHERE TO START



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SOCIAL MEDIA Basics

- Start with where your audience is at, even if that's just one platform
- Become the trusted source of information
- Balance posts for information and entertainment
- Be realistic with your resources – time and budget
- Develop a strategy and support that with a content plan
- Be flexible for trending information and current events



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Let's Discuss!

Q: What is the one thing you've learned today that you are excited to dry.

Summary

- ✓ Not all digital platforms are right for every organization, but all organizations should have a consistent social presence, a responsive and optimized website and a complete Google Business Listing
- ✓ Messaging should be patient-focused and tailored to “where they are”
- ✓ Digital platforms have the unique and powerful ability to connect with healthcare consumers at their moment of need
- ✓ Strategy and planning are key in digital success
- ✓ Digital metrics are a powerful tool to gain insight and measure success to inform decisions
- ✓ Set yourself up for success and be realistic with your resources of time and budget



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Post-Poll

Q: How confident are you with determining which digital platforms to use and when?

DRCHSD Communication Strategies for Community Outreach and Education Webinar Series

See you for Webinar #6!

How to Communicate Who You Truly are as an Organization

Thursday, December 3, 11:00-12:00 CT

Speaker: Brian Lani, Legato's Vice President of Creative Services



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Thank You!

For more information contact:

Erin Minsart

920.469.7567 erinm@golegato.com

Legatohealthcaremarketing.com

