

A Health System Guide to

# ***8 Healthcare Marketing Tips That Get Results***

*trajectory*



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**8 Healthcare Marketing  
Tips That Get Results**

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Welcome

**Hello.** Thank you for downloading our e-book 8 Healthcare Marketing Tips That Get Results. We hope you find it educational and useful and that these tips help you better your overall healthcare marketing strategy.

Our firm specializes in branding and marketing across the health + wellness continuum – health systems, hospitals, physician groups, associations, medical and beauty devices, skincare, vitamins and supplements, etc. These are the brands and audiences we know best, and have helped grow better business for clients since 1999.

At Trajectory, our goal isn't just about driving your marketing and business results, it's about how we achieve them. We use every moment as an opportunity to connect and add value, and always combine our industry understanding with a fresh perspective. Ultimately, creating the momentum that move customers, brands and businesses upward to new destinations.

If you're launching, rebranding or needing to energize an existing health + wellness business, I would love to speak with you. Please feel free to reach out to me at the email address below!

Best,

Eric Brody

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# Healthcare Marketing That Rises Above The Noise

Tip #1





5,000  
MARKETING MESSAGES  
A DAY

## Tip #1:

### HEALTHCARE MARKETING THAT RISES ABOVE THE NOISE

Your health system story doesn't matter. When it comes to healthcare marketing, the only thing that matters is how your story fits into people's lives.

Simple concept. Tough to deliver on. But critical to your healthcare marketing success. Because it's the difference between rising above the noise or getting lost in a BIG sea of 5,000 other marketing messages that hit your audience every day; in the context of the average American spending more than 10 hours a day with various media.

For the best of brands it's a challenge to get consumers to stop and take notice. For health system and hospital brands, they have to work even harder. Because in a world of retail, fashion, technology, entertainment and consumer brands, you're like the kid in gym class who gets picked towards the bottom by the two assigned captains in dodge ball.

But it doesn't have to be this way. Every health system or hospital brand deserves to climb higher on the "relevant brands" roster. But it requires a change in perspective. To help your brand improve and grow its standing, you need to help your customers improve and grow. And the more you're in touch with their larger story, the more you create a brand story that they want to be a part of. You can even take this a step further – don't tell people a story, give them a story to tell.



## THE SUCCESS FORMULA THAT CUTS ACROSS INDUSTRIES

Consider these brands which just happen to be among the most relevant in the world:

- **Nike** doesn't market the features of its inner soles... it empowers everyday athletes.
- **Amazon** doesn't market its fulfillment process...it makes life easier and is there whenever you need it (including around the house, thanks to Alexa).
- **Intel** doesn't market the features of its chips...it helps us "experience amazing."
- **Google** doesn't market its algorithms...but through its intuitive services has made itself essential to our everyday lives.
- **Disney** doesn't market the sizes of its theme parks... it transports us to magical experiences.
- **Etsy** doesn't market its technology platform...it connects us with a global community of like-minded curating individuals.

Common across these six examples is marketing that leads with a customer, acknowledges their unmet needs, aspirations and opportunities, and then uniquely communicates and boldly delivers their solution. It's marketing that empathizes, connects, inspires and moves people.

Said another way, it's marketing that matters. Because it's relevant to a customer's life. I think we'd all agree that

"health" is inherently relevant. But the relevance of our health system and hospital brands gets lost with marketing that too often leads with our health system, hospital, service lines and technology, rather than the customer. It's the opposite of the above examples.

## BEING INCESSANTLY RELEVANT

Each of these brands are incessantly relevant, given that their actions transcend just one point in time and are beyond messaging. They surround us at multiple points throughout the customer journey and through both actions and words. They invite us to take part. All of them have, if you will, rewritten the marketing/communications "playbook".

These brands are platforms to deliver maximum customer value and competitive advantage. They're not simply trying to manufacture (sell) perceptions. Rather, they deliver the products, services and experiences that in themselves engage customers at deeper strategic levels.

How can healthcare marketers create more meaningful and relevant engagement with customers who are now at the center of the healthcare ecosystem – proactively taking ownership for their health, taking control of the buyer journey and taking control of the media they want to see. AND, how to do this when the size of your wallet might not be as big as the behemoth health system the next county over?

These brands are platforms to deliver maximum customer value and competitive advantage.

## CHANGE THE GAME BY CHANGING THE CUSTOMER

If you buy into the premise that creating value (outcomes) creates momentum that moves customers, brands and business upward (reference the brands above); and if you believe that the only thing that matters to customers is how you can make their lives better, then the place to start is with the customer.

If you want to build an incessantly relevant brand through your healthcare marketing, start with these eight principles:

**Lead With Purpose.** It's the starting point for creating connections and rising above the competition. Doesn't matter the nomenclature you use, but think about it as your energizing brand idea, as it needs to energize inside and outside. Unearth it, declare it, make it tight, meaningful and easy to articulate and then drive everything from that idea. Every piece of evidence shows that purpose drives performance. It attracts employees, inspires and connects customers, fuels growth and drives business.

**Maintain Authenticity.** It's a hugely important ingredient to your success as your customers (particularly your millennial customers) search for greater meaning and sincerity from your brand. No brand today becomes great unless it is totally clear about who it is, why it is and how it approaches the market. Want an interesting factoid about the history of this characteristic – here's a citation from the Ohio Newspaper "The Mansfield News", June 1921: "Although he has no gilded medals upon his bosom, Howard Herring of the North American Watch company,

walks the walk, and talks the talk, of a hero today."

**Keep Moving.** Incessantly relevant brands anticipate and lead change. They are committed to wowing customers and keeping them engaged, not once or occasionally, but constantly. Reference the brands above. Given the quickly evolving healthcare market, marketers must adapt a mentality of a bias to action. Which means seeing and thinking beyond the boundaries of healthcare to tap into what really matters to customers. Likely that if you're guided by the same rules of the game as everyone else, you'll be nothing more than what everyone else is. Which begs the question – if you're going to anticipate and lead change, shouldn't every convention in your organization actually be up for consideration?

**Focus Your Differentiation.** Of all the components fueling your brand, one of the most critical is differentiation. But beyond identifying a meaningful (relevant) point of difference that really matters to consumers, you need to possess the courage to focus on this point of difference. That's the space that customers crave and that fuels brand and organizational success. Remember that contextual sea of 5,000 messages and 10-plus hours of media consumption a day? I'd say that the best case odds are that you have one overarching theme that stands out.



Anticipate and  
lead change



Incessantly  
relevant brands  
are **24/7**

**Pull With Emotion.** Emotion creates unique meaning and an instinctive attraction that preempts rational reasons for making a purchase. Neurological research supports the premise that people buy on emotion and justify with facts. But it's not an either or situation. Some categories and brands naturally lean to one approach over the other and each has its place in your marketing toolbox. The challenge is to know which is right for your healthcare system, hospital or service line. Ultimately, your brand itself should guide the decision based on evaluating several dimensions, e.g. uniqueness, price, category perception, importance to prospect, innovative or intangible services.

**Leverage Your Symbolism.** Refer back to the above list of brands. Add to that list Starbucks, The North Face, Pinterest, Adidas, Band-Aid, Red Bull, Lululemon, The Red Cross and Mayo Clinic, to name just a few. All brands on the rise develop their own emotional shorthand and incorporate it into everything they do. Leverage what is uniquely yours – your shapes, colors, images and sounds – to build brand equity and evoke the emotions that trigger our instincts. Let's face it. Most of our healthcare words read the same. So what other means do you have to break the ties?

**Be Aligned Across Touchpoints.** Brand consistency is a growing challenge today. Not only given the number of "media" touchpoints, but given your likely expanding pre-acute and post-acute continuum of care (e.g. urgent care, infusion centers, ambulatory surgery centers, behavioral, rehab, etc.). However, achieving and maintaining alignment – presenting a consistent look, message, emo-

tion and experience across all consumer touchpoints and across all your facilities and service lines – not only creates attraction and belief, but maximizes the value of your marketing budget.

**Create & Grow Your Tribe.** Any relevant brand today feeds the conversation that is 24/7, always on. They create, foster, and facilitate communities of like-minded individuals. This is not only important across clinical service lines like diabetes, cancer, bariatric and pediatric, where patients and families want (and need) to share with one another. It's also important to your evolving WELLness business, given that the "WE" factor influences so much behavior. Let your health system or hospital brand be the platform through which communities share, learn and grow together.

### **IN SUMMARY**

As a healthcare marketer today, there's no one ingredient for standing out and being fresh and relevant. But there are certain characteristics and behaviors – that when applied as a complete framework – can aid your healthcare marketing efforts to shift attitudes and beliefs, attract new customers and grow the value of existing ones. The first starting point is thinking about how you can make your customers' lives better.

# On The Road to Value-Based Healthcare

## Tip #2





Marketing that  
delivers outcomes  
and moves  
people forward

## Tip #2:

### ON THE ROAD TO VALUE-BASED HEALTHCARE MARKETING

Transitioning from volume-based to value-based payment and care delivery models has been one of the most important industry-wide efforts over the past few years. When you think about it, the same kind of transition – from volume to value – should be playing out in marketing. So let's call it value-based healthcare marketing.

### VALUE-BASED HEALTHCARE MARKETING

At Trajectory, we define value-based healthcare marketing as marketing that proactively moves customers, brands and businesses upward to a new destination. It's marketing that...

- Delivers meaning
- Lives beyond the confines of a campaign
- Creates value (e.g. promotes patient outcomes) at every touchpoint
- Strengthens the connection between customers and brands
- Ultimately creates the customers who build brands which drive business

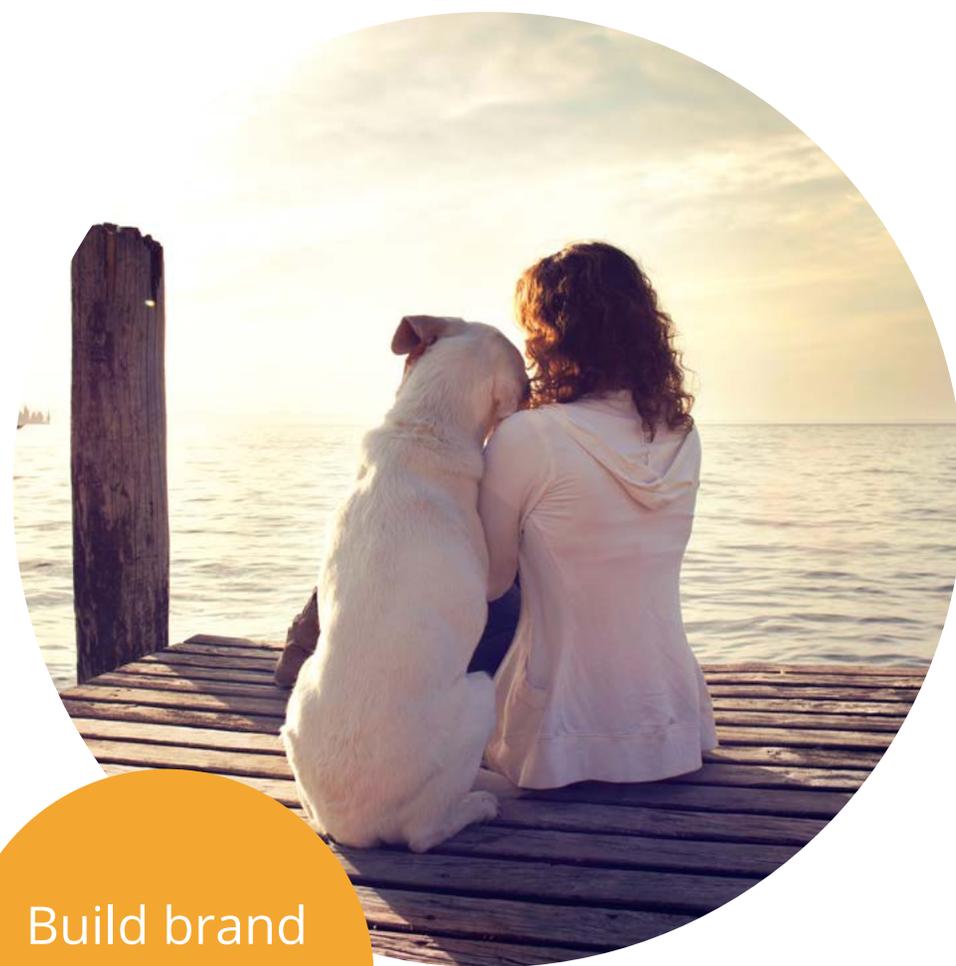
Borrowing on the idea of value-based care, value-based healthcare marketing isn't predicated on the amount of healthcare advertising delivered, but on the ability of marketing to deliver outcomes and move people forward.

## ON THE ROAD TO VALUE-BASED HEALTHCARE MARKETING

In order to succeed in today's environment, where consumers are driving the bus, many organizations need to rethink how they build and sustain their brands when it comes to value-based care. Because consumers are sending very clear messages – **stop making empty promises and start acting in new and different ways**. Build brands that help produce outcomes by doing things that really matter.

How to assess your readiness to deliver the actions people are demanding of your brand. Here are some questions for you to consider:

- Does your brand simply articulate a higher purpose, or do you demonstrate ways to continually advance that agenda and build loyalty through action?
- Are your employees merely carriers of a message or are they true brand ambassadors equipped to act on the brand's values in every customer encounter?
- Do you spend more time developing messages than designing customer experiences that provide genuine support to your customers' lives?
- When you plan your marketing and communications, do you open up two-way pathways for continued engagement?
- Do you only benchmark and track your traditional competitors or are you following the actions of relevant disruptors outside of your category?



Build brand  
loyalty through  
action



Shift the emphasis of your marketing

## THE SHIFT OF EMPHASIS

Value-Based healthcare marketing shifts emphasis from:

- What you say to what you do (e.g. Red Bull)
- Traditional messaging to creating tangible value to make your brand matter in people's lives (e.g. Bombas)
- More expected owned/earned media to deeper content, seamless experiences, activated by action (e.g. MasterCard)
- Promo-based marketing activations to authentic actions that connect with your audiences and benefit them in real and lasting ways (e.g. Citi Bikes)
- Product experience to providing superior value in creative ways (e.g. Coke's Open Happiness)
- Hiding behind the curtain to radical transparency (e.g. online fashion brand Everlane)

## YOUR VALUE-BASED HEALTHCARE ARCHETYPE

Archetypes help us understand what motivates an individual, and they work in a similar way for a brand. When revealed — and put into action — these universal patterns of behavior help companies stay true to their mission, strengthen their promise and foster loyalty with all stakeholders.

**The Explorer.** As the name suggests, The Explorer seeks to find fulfillment through discovery and new experiences. "Don't fence me in," The Explorer says. Red Bull, North Face and Jeep are 'Explorer' brands.

**The Sage.** By utilizing intelligence and analysis, The Sage helps our world gain wisdom and insight. After all, “The truth will set you free.” Sage-like brands include Google, Barnes & Noble and The Discovery Channel.

**The Hero.** All heroes help to improve the world. They are warriors, idealists and brave in nature. The Hero’s motto is, “Where there’s a will, there’s a way,” making it easy to assign the U.S. Army, Nike and BMW as ‘Hero’ brands.

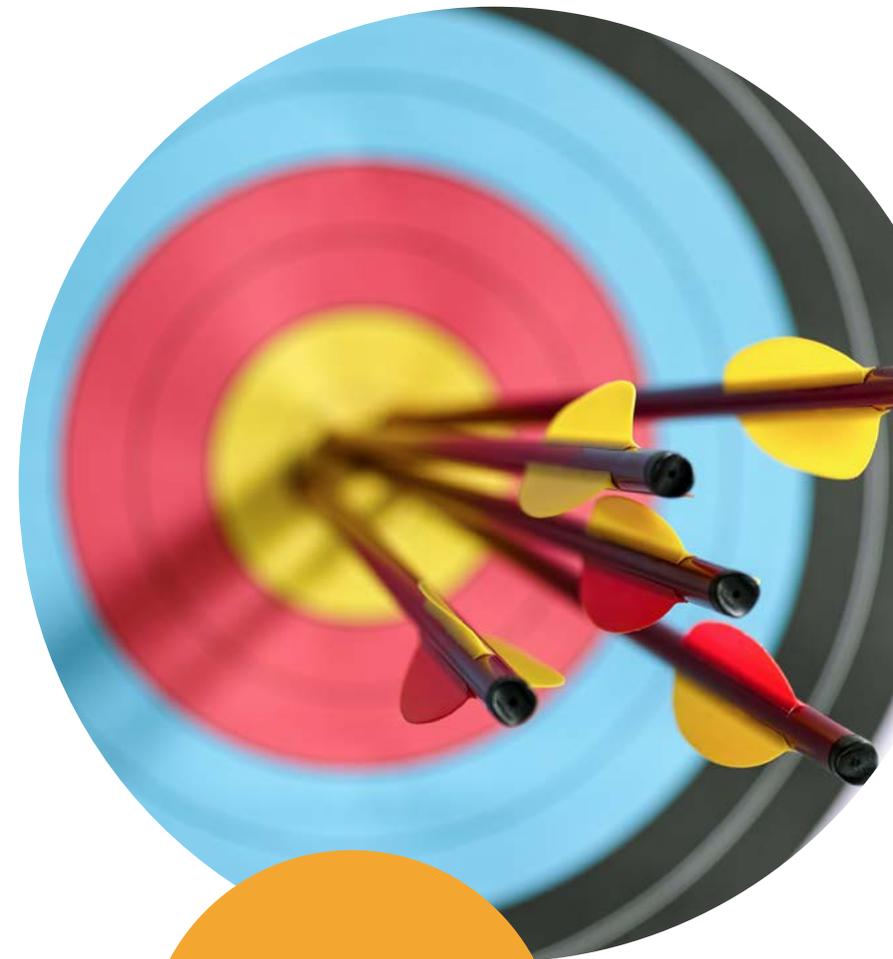
**The Caregiver.** As an archetype embodying pure altruism, The Caregiver protects others and is moved by compassion. “Love your neighbor as yourself,” is the adage of The Caregiver. Volvo, Heinz and Campbell’s are our favorite ‘Caregiver’ brands.

**The Creator.** Seen as an artist and an entrepreneur, The Creator believes, “If it can be imagined, it can be created.” Innately self-expressive and non-conforming, The Creator archetype beats to its own drum and is wildly innovative. Adobe, Audi and HP greatly resemble ‘Creator’ brands.

**KEY TAKEAWAY:**

Power has shifted from companies to customers. And they want brands to stop making empty promises and start doing things that matter. Similar to the ideas behind the value-based care model, customers want value-creation and outcomes. Today, a brand is useful, meaningful and engaging – or it is moving toward irrelevance.

Traditional outbound marketing (advertising) activities can be disrupted overnight. Consistent, authentic behaviors that reinforce your true-north archetype are much more effective in creating the customers who build your brand and drive your business.



Today, a brand is useful, meaningful and engaging – or it is moving toward irrelevance

# Using Augmented Reality (AR) as a Healthcare Content Marketing Solution

Tip #3



## Tip #3:

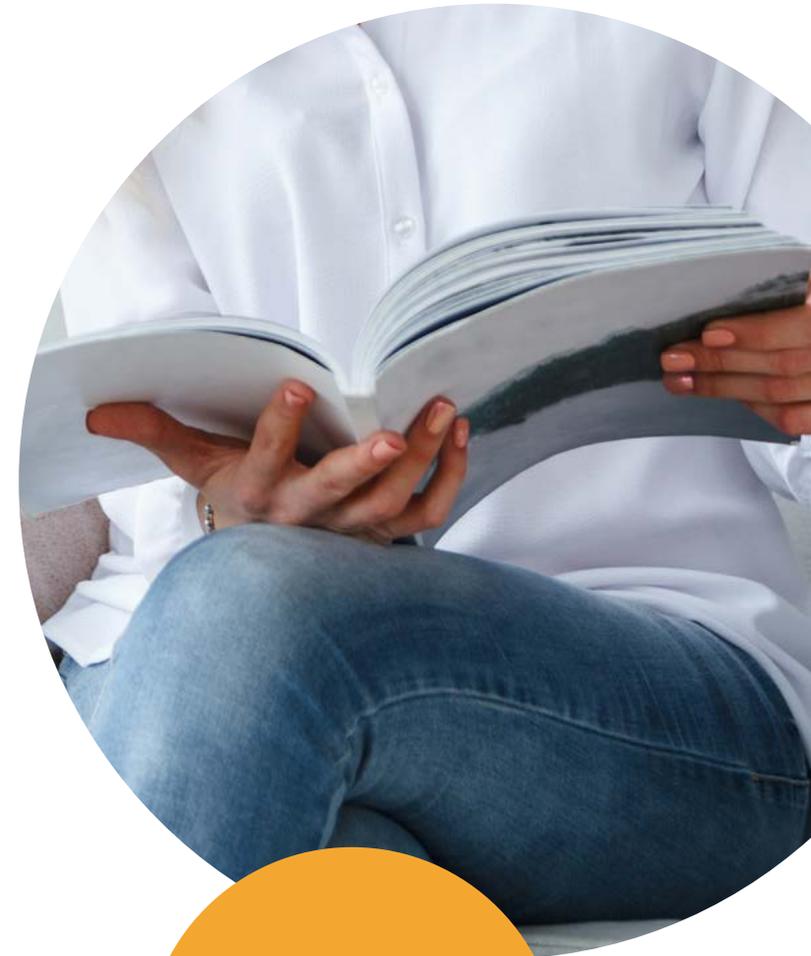
### USING AUGMENTED REALITY (AR) AS A HEALTHCARE CONTENT MARKETING SOLUTION

Augmented reality (AR) is a technology that is capturing the imagination of healthcare marketers—and for good reason. Unlike virtual reality (VR), marketers can implement augmented reality campaigns that offer immersive healthcare content marketing experiences without having to target specific VR platforms or devices.

The rapid growth of the AR healthcare market—estimated to reach as much as \$160 billion by 2020—underscores the versatility of the technology and its potential to revolutionize the way healthcare providers and patients communicate. Marketers can now use AR technology to create content experiences that provide a high-volume of information in a format that engages the consumer and encourages repeat interactions.

#### WHAT'S WORKING: AR IN PRINT AND VIDEO

The use of AR offers healthcare marketers much more than life-like virtual tour technology. When employing AR as a part of a healthcare content marketing solution, the positive neurological impact of fully immersive, touched content—such as print ads in a physical magazine—is coupled with the power of digital personalization. Research has shown that consumers experience greater brand recall and a deeper emotional connection to messages that are expressed through tangible media like direct mail—than through purely digital media.



Augmented  
reality in print  
and video



Succeed at creating a winning balance of all your healthcare marketing communications

A recent study by University College London's Interaction Center in cooperation with The Harvard Business Review revealed that when AR was presented to consumers in a way that it enhanced, rather than distracted from printed or digital content, they received more value from what they were experiencing and felt better about the products and services they were being introduced to. That means that AR can make printed content more memorable and digital content more tangible (and therefore more "real") in the minds of consumers.

Here are a few examples of how some AR companies are using AR technology to make brand content more powerful.

The French company Augment developed printed icons that when scanned, transform items on catalogue pages into 3D models that show products in a real-time video on a device. The video overlays can be customized to allow for information to be embedded at various points on the screen, so a consumer can learn more about a certain aspect of the product. For healthcare marketers, this type of technology might allow consumers viewing a magazine ad about a new hospital wing to scan an image with their mobile device to launch a virtual tour of the new department which offers information on relevant services and an opportunity to book an appointment.

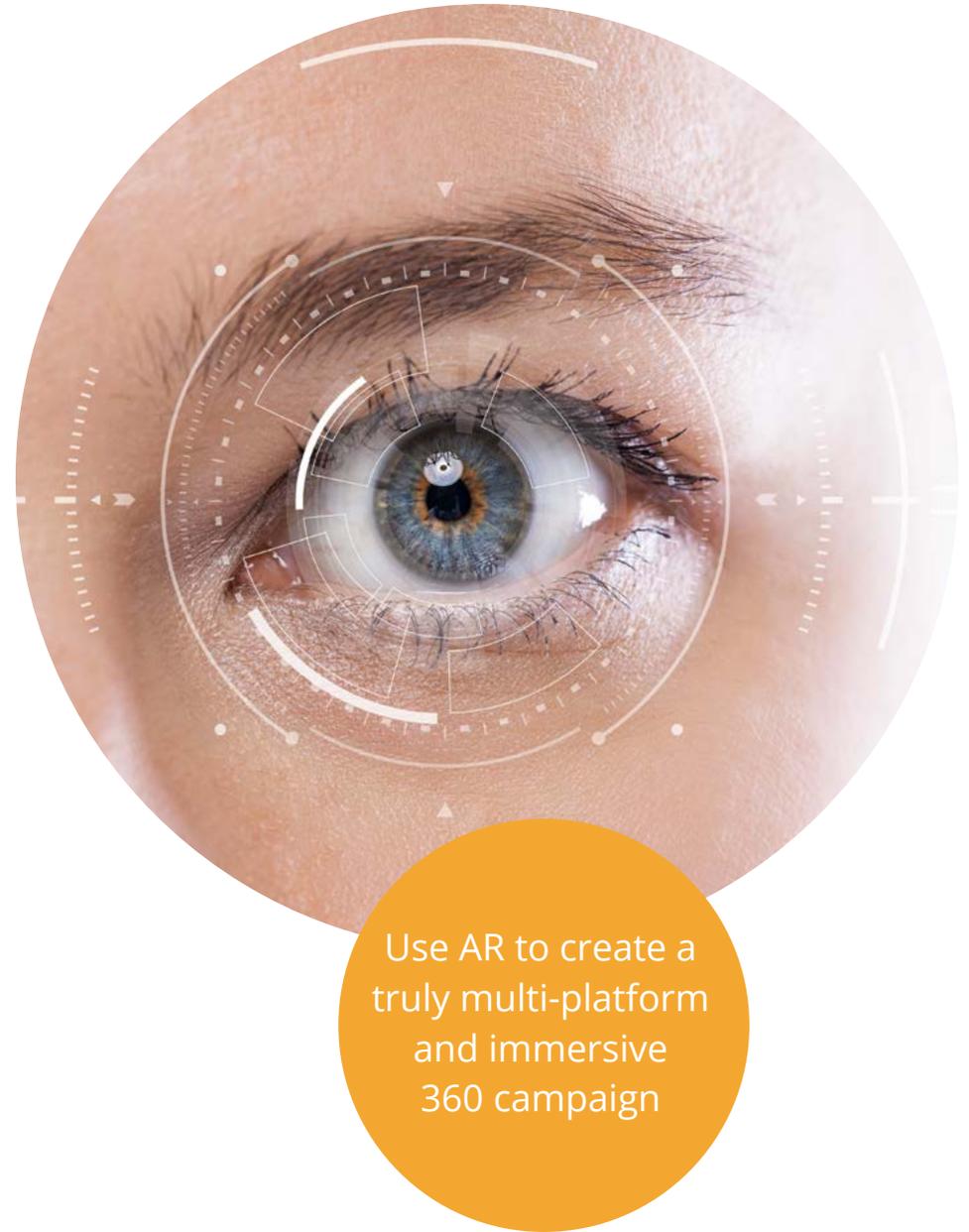
Another technology firm called Vital Enterprises is developing technology that will permit physicians and patients to communicate in real-time, while interacting with hands-free data displays.

Snapchat, Facebook, and a host of other tech companies have also released AR plugins for live video which add a range of filters to participants' screens, but creative healthcare marketers can use AR in even more novel ways.

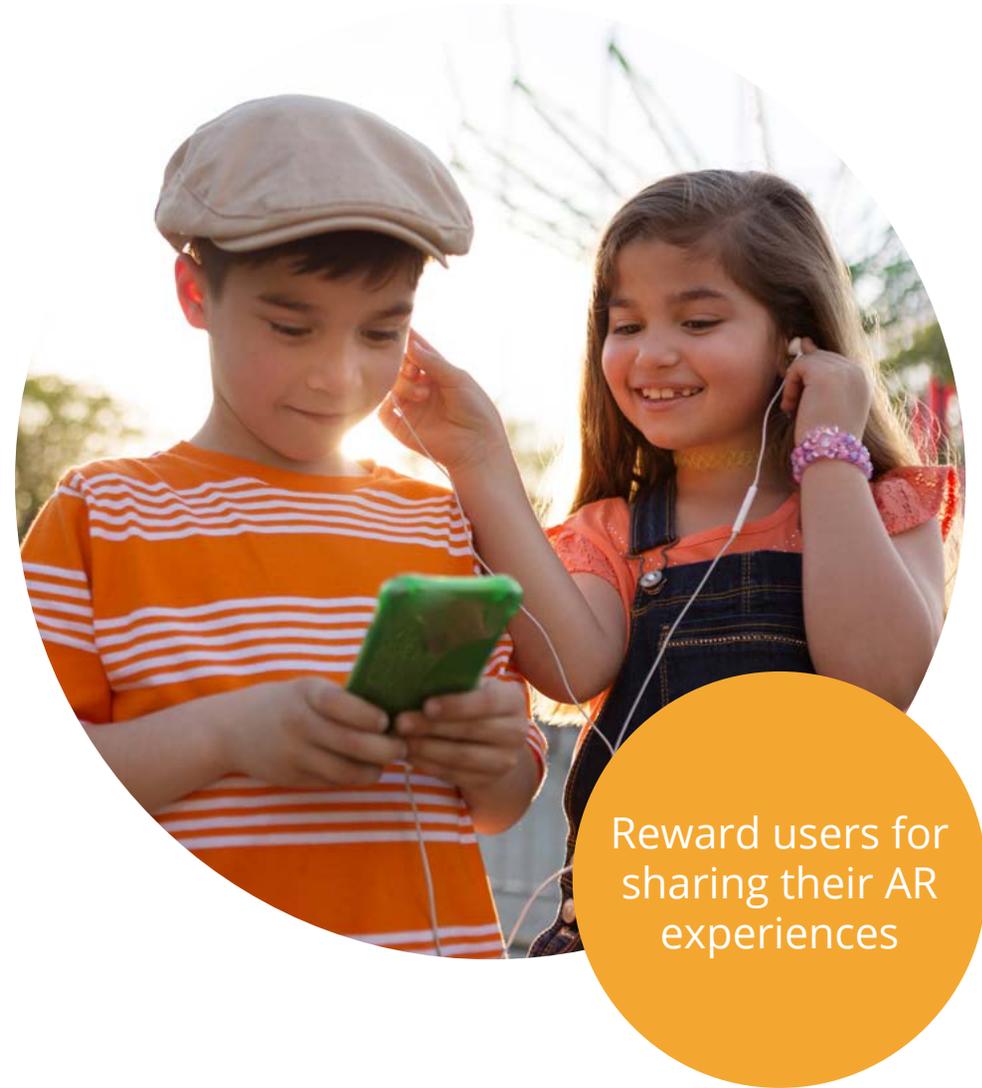
New AR apps allow consumers, for example, to draw on a screen with their finger or a stylus in real time and have the drawing projected onto a real-life object when viewed through a mobile device. This particular application of AR might be used to let a viewer make notes on an image and then share a visual representation of their questions during a live chat and receive a sketched response ("an atypical mole can take the following forms"). Marketers could also use the technology to give a live chat host the option to highlight embedded links in a video or image which can launch new content in response to a viewer's query.

Using AR, healthcare marketers can make different types of marketing content, like static digital or print content, truly multi-platform and immersive, producing a true (no pun intended) 360 campaign.

Convinced? Here are a few guidelines to keep in mind as you explore the format's possibilities.



Use AR to create a truly multi-platform and immersive 360 campaign



Reward users for sharing their AR experiences

**AR might be seen as a “new toy” by healthcare consumers until the technology becomes ubiquitous, so it can easily distract from intended brand messaging.** Use it sparingly and always in service of your healthcare marketing content.

**Content should be informational and value centered.** That means that regardless of the Hollywood-worthy effects that your AR implementation might achieve, you’ll still need to make certain that the worth of the information provided to your audience is long-lasting (think evergreen, educational FAQ’s or tutorials), supportive of your brand message, and of immediate value.

For example, an AR-enhanced video should also have a link or a QR code that instantly unlocks an app or another interactive tool which promotes long-term engagement, such as a downloadable digital fitness tracker.

**Brand storytelling should focus on cross-platform interactivity and use the “wow factor” of AR content to drive traffic from social platforms to your homepage.** Reward users for sharing their AR experiences on Facebook, for example, with access to premium app features or location-based rewards such as free entry to a wellness seminar upon check-in.

There’s no doubt that AR has changed the boundaries of what healthcare content marketers can do with a digital ad, an app, or a piece of direct mail, but the impact of the technology comes down to content quality.

# Healthcare Marketing Solutions That Change Brand Perception

Tip #4



Patient experience is an important influence of brand perception



## Tip #4:

### HEALTHCARE MARKETING SOLUTIONS THAT CHANGE BRAND PERCEPTION

According to Dipanjan Chatterjee, a Forrester analyst and Forbes columnist, “anything and anyone that shapes brand perception drives brand. The brand does not belong to the CMO alone.”

Today’s landscape—crowded with new, highly competitive healthcare options—has raised the stakes, and made amplifying brand perception more challenging than ever before.

#### PATIENT EXPERIENCE = REPUTATION: EVOLVE, DON’T MANAGE

Excluding medical outcomes, you’d be hard-pressed to find a greater influence on health care brand reputation than patient experience. According to a recent study by The Beryl Institute, patient experience is a core component of brand perception among global healthcare consumers. It was a key or deciding factor in 95% of consumers’ future decisions regarding choosing or staying with a healthcare provider.

Consumers surveyed said that they viewed the entire continuum of care—from intake to the quality of communications after a visit—as elemental to their perception of a positive brand experience.

According to Dr. Jason Wolf, president of The Beryl Institute, “patient experience is strongly tied to their expectations and whether they were positively realized (beyond clinical outcomes or health status).” In the minds of consumers, Wolf stated, the calculation of a “good” or “bad” patient experience is never just “in the moment.” Most often it includes the sum of met—or unmet—expectations regarding the quality of service—expectations often created even before any first-hand interactions with the care system in question.

#### **CASE IN POINT:**

The Ochsner Center for Primary Care and Wellness began promoting the modernization of its customer service processes and used a pilot project called “The O Bar” to serve as its flagship example.

An on-site digital health services hub modeled after the “Genius Bar” at Apple retail stores, non-patients could use iPads to visit hundreds of wellness apps, read health-related content, or try out health tech wearables with the help of a tech assistant. Patients could login to use Ochsner-branded personalized apps to interact with physicians, manage health records, and transmit data from health-monitoring wearables to their health providers.

Ochsner health system used social media and on-site display to emphasize that the hospital’s use of technology wasn’t a temporary, buzz-seeking gimmick: it was a natural development in response to changing consumer requirements. The pilot was met with enormous success: customer feedback was overwhelmingly positive, and the system opened two more O Bar locations within a year.

In healthcare, as in other industries, engaging content can be a powerful tool to alter brand perception. Use bite-sized, sharable content and feedback-focused social media campaigns to show positive changes implemented by your provider as a deliberate evolution in response to changing patient needs. Recent research shows that health system responsiveness—or lack thereof—on social media can also be a key factor in brand perception, so utilizing marketing solutions like social conversations and brand messaging should be prioritized. When possible, employ on-site DOOH tools—as Ochsner Health System did with “The O Bar”—to drive home your health care system’s commitment to meeting, and then exceeding, patient expectations.

#### **EMPOWERED PATIENTS ASK QUESTIONS: PRACTICE RADICAL TRANSPARENCY**

Today’s empowered healthcare consumers see themselves as customers, not just recipients of medical care. When service fails to satisfy, it’s quite likely that they’ll consider seeking an alternative provider. While the impact of negative patient experiences on brand perception can’t be erased, it can be made less damaging by adopting a proactive stance in addressing patient concerns in your campaign.

Social media can also be a key factor in brand perception





Provide personalized solutions to individual needs

### CASE IN POINT:

The Cleveland Clinic, like most healthcare systems, occasionally experiences delays in their ER admittance. During those times, every staff member has a specific role (for which they have been trained) in communicating with patients who ask questions about wait times. How did Cleveland Clinic achieve that level of customer service? Part of the inspiration came from their marketing department. In 2008, the clinic had one of the lowest ratings in the country in patient experience based on consumer surveys. The health system began an aggressive pursuit of consumer feedback at every level of the patient care delivery process. The hospital also did something rarely seen in the industry through its concurrent marketing campaign: it widely publicized the results of its internal audits of consumer satisfaction—which were in many cases overwhelmingly negative.

Rather than argue a defense against dissatisfied customers, the health system committed to radical transparency and then openly showed the steps it was taking to place patient experience as a top priority. The hospital created a campaign to cultivate consumer expectations of quality care from the moment of their arrival. Through an interactive online video, new patients were presented with a narrative describing the initial care process, including potential

procedures and their rationale. External digital and social media marketing campaigns emphasized the health system's desire for feedback and even criticism from its audience. The result? Within four years, The Cleveland Clinic raised their patient experience ranking to the top 10% in the nation.

Make it clear in your campaigns that your healthcare system endeavors to provide personalized solutions to individual needs. Use real-world examples whenever possible to show a commitment to making missteps opportunities to optimize healthcare delivery. Provide consumers with ways to have a social conversation online about what they want from a healthcare provider and how your brand can meet their requirements. Make every interaction a reinforcement of your brand's ability to perform beyond the expected: use case studies and storytelling to drive the point home.

Consistently working to develop healthcare marketing solutions that will drive your patient experience towards a positive outcome is crucial in the long-term success of your brand's perception.

# Strategic Healthcare Marketing Ideas To Increase Patient Engagement

Tip #5





90%

of consumers consider changing healthcare providers after an unpleasant service experience

## Tip #5:

### STRATEGIC HEALTHCARE MARKETING IDEAS TO INCREASE PATIENT ENGAGEMENT

Today's healthcare consumer is demanding, and sometimes unforgiving: more than 90% consider changing healthcare providers after an unpleasant service experience. With convenience, efficiency, and instant gratification the new normal in retail, consumers now expect the same from their health care systems. Adopting new technologies such as mobile apps to stoke customer engagement can be risky; a new service feature that fails to deliver can sabotage your entire strategy. Nonetheless, health care systems must offer value well beyond excellent medical care to sustain patient engagement.

“Apps and mobile devices that measure and track health data have the potential to impact patient engagement and create increased awareness to reinforce beneficial lifestyle choices. The validity and reliability of measurements need to be established, and challenges in adherence, privacy, and clinical measurement need to be addressed before these devices are broadly adopted.”

– *Patient engagement and self-management in pulmonary arterial hypertension*, *European Respiratory Review*, 2016

Here are several healthcare marketing ideas to help you optimize your patient retention strategy.

### 1. GO BEYOND “MOBILE FIRST” TO “NEEDS FIRST.”

According to a recent study by Accenture (“Why Hospitals Need a New Digital Strategy”, a report by Accenture, 2016.), using data from The Center for Disease Control and HIMSS Analytics, although 66% of the largest 100 hospitals in America offer client-side apps, only 2% of patients are using them. The digital elements of your patient engagement strategy should be designed for your consumers’ identified needs. That often includes efficient communication tools, easy records access, and healthcare education. Developing a campaign that integrates and promotes patient engagement with mobile technology must offer a genuine benefit to your consumers. According to the Accenture study, mobile tools seen as not “doing what they were supposed to” were viewed as an overall healthcare service failure.

#### KEY TAKEAWAY:

Use insights gained from consumer feedback to showcase the app functionalities patients want. Focusing your campaign on what some industry analysts may consider the “latest and greatest” mobile technology might not be right for your brand. Attempting to stoke engagement with mobile tools that may have a prohibitive learning curve, or worse, sacrifice functionality for style, tells clients that you aren’t listening.

“AS YOU TRY TO MAKE SURE PATIENTS ARE ENGAGED, THE MESSAGE IS MUCH MORE COMPLEX THAN, ‘COME GET SERVICES HERE.’ YOU HAVE TO CRAFT MESSAGES THAT MAKE CONSUMERS CHANGE THEIR BEHAVIOR.”

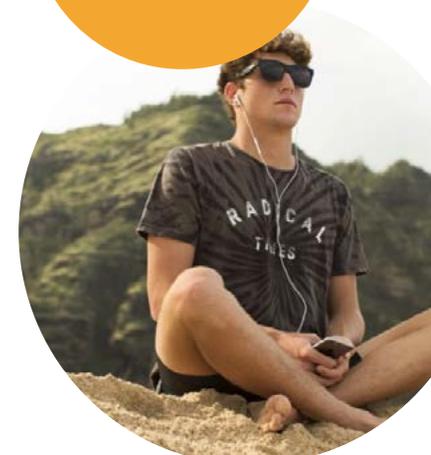
— Jan Greene, “Modern healthcare marketers reshape ad strategies”, *Modern Healthcare*, 2015.

### 2. MAKE PROGRAMMATIC MEDIA BUYING PEOPLE-CENTERED

Marketers’ increased use of media buying tools such as programmatic technology—an automated method of purchasing media—has been a mixed bag of promising results and intermittent dangers. The good news is that easier ad buying can help marketing departments preserve human resources for broader campaign management duties. The bad news is that this means more risk, such as exposure to the industry’s \$7.2 billion a year fraud problem. Many advertisers have purchased ads which are “below the fold” or only clicked by bots, resulting in billions of wasted ad spend. But that isn’t healthcare marketers’ only worry.

Research studies have shown that most consumers don’t trust digital advertising. Healthcare ads are no exception. In fact, some industry analysts believe that consumers are less likely to trust healthcare ads than those from other industries (“The 7 Big Challenges Facing Healthcare Marketers”, Econsultancy, May, 2016). may seem like a minefield.

Integrate and promote patient engagement with mobile technology





Media strategy  
must always come  
back to ROI

However, it can also be a boon for consumer engagement. Programmatic buying involves the use of algorithms to predict which audience is most likely to buy an advertiser's products or services. Consumers' web search histories, purchasing behaviors, and demographic details comprise the "Big Data" that an advertising technology firm will use to define your targeted audience. This data can provide invaluable insights for your overall marketing strategy, in addition to helping to optimize your media buys. That said, your media strategy must always come back to ROI: only a small minority of your digital audience will click on your ad. Look at programmatic as a helper, not the core, of your marketing outreach.

**KEY TAKEAWAY:**

Use "people-centered" logic in your media buying. Are you reaching your audience with "invitations" to engagement based on context and consumer value? Are you missing opportunities to gather critical first party data on consumers' areas of interest? Optimizing your programmatic strategy means making every client interaction with branded media a new line of communication with your healthcare service. Use ads to drive your audience towards engagement by presenting them with an opportunity on your landing page to articulate pressing healthcare questions and receive clear answers.

### 3. USE SOCIAL LISTENING TO STEER CONTENT

Although consumers spend several hours per day consuming digital content, creating a strategy centered exclusively on trending topics is a mistake. Your audience values context and immediate benefit when it comes to content, regardless of its “buzz factor.” Healthcare marketers are susceptible to the error of attempting to transform trending conversations into teachable moments on social platforms while ignoring context and timing. Filter out the noise of “what’s hot and what’s not” in healthcare topics relevant to your brand. Develop a strategy that looks at the specific value of each post, video, or branded content series to your audience’s informational needs.

A flurry of conversations on a popular social platform around a cancer therapy news topic might not indicate that it’s time to purchase inventory for an “advertorial” on your hospital’s award-winning medical staff. Ad blindness can extend to branded content, and it’s most acute when an advertiser presents a thinly veiled sales pitch as an informational feature. A social platform, however, could be a great place for a first-person cancer survivor story. Content like this can draw your audience into a conversation about the quality of care and, by extension, patient education. Use social listening as a tool, not a blueprint for content creation. Evergreen topics (the quality of cancer care as opposed to a story on an individual news item) drive patient engagement because they’re always relevant. Consumers will begin to view your content as an essential element in their healthcare knowledge base, and they’ll keep coming back for more.

### KEY TAKEAWAY:

When poorly structured or wrongly targeted digital content appears on your social channels, it can be disastrous for your brand reputation and relationship, and by extension, your audience’s willingness to engage. Make your focus delivering relevance and sustained value to consumers. Debunking an inaccurate, yet popular, view on prenatal care is far less impactful than a content series on how to discern medical fact from myth. Present your homepage as a hub of information and the conversation will sustain itself.

Use social listening as a tool, not a blueprint for content creation



# Healthcare Marketing: Pulling With The Power of Content

Tip #6





Engage consumers  
wherever they are along  
the entire brand journey

## Tip #6:

### HEALTHCARE MARKETING: PULLING WITH THE POWER OF CONTENT

If your healthcare marketing goal is to engage consumers wherever they are along the entire brand journey (which it should be), and if you agree that we're operating in a post-media world (which we are), branded content creation should be an important tool in your organization's marketing arsenal.

The future of healthcare marketing is about pulling customers and prospects into your brand rather than pushing messages out. And content does this. We define content as anything published by a brand that isn't paid advertising, e.g. blogs, vlogs, podcasts, whitepapers, e-books, social media posts.

Regardless of how its delivered, whether through print, digital, social, film, content should...

- convey important information
- solve customer needs
- build trust
- promote transparency
- serve a community
- start a conversation
- improve relationships
- enhance brand experience

In short, content does for you, and for your current and prospective healthcare customers, what paid advertising does not. It gives them the power to do something. And makes you the hero. The one that makes a difference in their lives, beyond that of your competitors.

Content can also make you a perceived leader. While many associate leading brands with traditional metrics of size and growth, content levels the playing field. Because you can be the most relevant or differentiated above the noise. You can be the one they come to rely on the most.

We also know that in today's world, where we've been burned by brands and are still scarred from the recession, leading brands exhibit characteristics of trustworthy, authentic, reliable and, increasingly, purpose-led. And relevant and valuable content reinforces these traits.

According to a survey by Rapt Media, viewing content makes up the largest portion of the time that consumers spend online. And, in recent years, video has emerged as one of the most dominant ways that consumers view their content online. 78% of Internet users in the U.S. will be watching digital video by 2017. That's 201MM viewers and 63% of the U.S. population.

How to create the content that pulls people towards you?

Here, in brief, are five "C"s which should serve as your foundation:

**Company-Wide Vision.** A common content strategy gives each department (marketing, service lines, HR) a clear vision for what your healthcare organization wants to

achieve and how all messaging ladders up to it.

**Customer-First.** Customers come before business objectives. Start by creating a customer persona – a picture of who your customer is, what their interests are, what their questions are, the challenges they face, which of these challenges can be solved through content along with the types of content they respond best to.

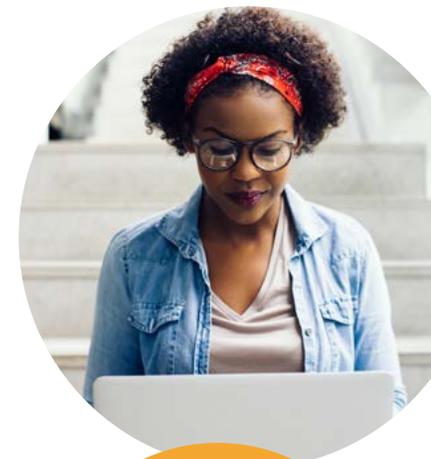
**Content Strategy.** Most content created by companies falls into five broad types. Altimeter refers to them as archetypes. And each delivers on a specific customer need or obstacle for your organization. Choosing one archetype forces your organization to prioritize solving one major need for the customer and investing in the content that suits that need.

**Compelling.** We're swimming in a sea of content. So give readers something they can really chew on. Which doesn't include your features and benefits. Instead, you need to tell stories that talk to the impact your services have on the people who use them. Remember that people attach to stories. They remember them and tell them again.

**Conversation-Creating.** Your organization shouldn't do all the talking. Be engaging and invite dialogue. Create authentic, mutually beneficial discussions. The more you do this, the more your audience will grow.

#### **PULLING MORE PEOPLE TOWARD'S YOU.**

A five word strategy that will signal future success for healthcare marketers.



Video has emerged as one of the most dominant ways that consumers view their content online

# The Trajectory of Virtual Reality In Healthcare Marketing

Tip #7





The Virtual Reality  
industry is poised to reach  
**\$80 billion**  
by 2025

## Tip #7:

### THE TRAJECTORY OF VIRTUAL REALITY IN HEALTHCARE MARKETING

Rather than creating passive (often ignored) ads, leading healthcare marketers are adapting virtual reality (VR) as a powerful tool to more meaningfully connect with providers and patients – offering them fresh, engaging and memorable new experiences.

**The Industry.** The Virtual Reality industry is poised to reach \$80 billion by 2025 – through a combination of hardware sales and content. Hardware breaks down into two main types of VR devices: ‘full feature’ and ‘mobile’.

“Full feature” incorporates high-resolution screens. ‘Mobile VR’ incorporates a smartphone’s screen into a special case, enabling the headset to fit snugly on the user’s head. Google was one of the first companies to combine VR and mobile with Google Cardboard. It allowed users to download an app, plug their phones into a cardboard “VR Headset” and take photos.

**Healthcare VR.** VR will transform the healthcare landscape. The technology has the power to improve clinical outcomes, deliver innovative new therapies, better train healthcare professionals and reshape the patient experience. For the purpose of focus, we’re concentrating here on how VR can transform the lives of patients.

Here are seven ways virtual reality can achieve this (by preparing, preventing, providing therapy and follow-up):

### 1. GIVE CONSUMERS A BEHIND-THE-SCENES LOOK

VR can provide a unique, behind-the-scenes look at new initiatives going on at an organization, facility or service line. For our client Reading Health System, Trajectory developed a VR experience as part of a larger marketing program to introduce Reading HealthPlex for Advanced Surgical & Inpatient Care. As one of the most transformative facilities of its kind in PA and in the nation, we wanted an equally transformational way to introduce this game-changing facility to prospective patient audiences.

### 2. IMPROVED PATIENT EDUCATION

One of many examples is educating about what will actually happen in a clinical trial. The clinical research organization Quintiles will use VR for recruitment of patients into clinical trials, taking the prospective patient through the journey of learning about what's involved in the clinical trial and what will actually happen.

### 3. MAKING CHILDREN FEEL LIKE THEY'RE HOME

The hospital experience is particularly tough for kids who miss their parents, best friends and comforting home environment. Now, a Dutch company provides a virtual remedy. Through a smartphone and virtual glasses, VisitU makes live contact possible with a 360° camera at the patient's home, school or special occasions such as a birthday celebration or a football game. Though hospitalized, young patients can still connect and enjoy their daily lives.



Though hospitalized,  
young patients  
can still connect and  
enjoy their daily lives



#### 4. HELPING TO EASE PHOBIAS

VR is being used in controlled environments to force patients to physically confront that which they fear the most – in order to ease or completely cure phobias. With 4-5% of Americans suffering from a clinically significant phobia, the opportunity is significant. The Virtual Reality Medical Center has been offering VR treatments for specific phobias such as fear of flying, driving, heights, public speaking, panic disorder and post-traumatic stress disorder due to motor vehicle accidents, among others.

#### 5. SPEEDING RECOVERY AFTER A STROKE

For patients surviving a stroke or traumatic brain injury, time is of the essence. The earlier they start rehabilitation, the better the chances for successfully regaining lost functions. MindMotionPro, produced by Swiss Mindmaze allows patients to “practice” how to lift their arms or move their fingers with the help of VR. Although they might not carry out the actual movement, the app enhances attention, motivation and engagement with visual and auditory feedback. The resulting mental effort helps traumatized nervous systems to recover much faster than lying helplessly in bed. Similarly, the use of VR in physical therapy has yielded studies with some very encouraging results, demonstrating a clear link between the effectiveness that the duo might provide.

Through VR, patients could escape the four walls of the hospital

#### 6. POWERING PATIENTS

USC Center for Body Computing, is leading several initiatives to make virtual and mixed reality more patient friendly. The center’s Virtual Care Clinic system features an app that connects patients to medical expertise similar to what they would receive at the doctor’s office. It has helped develop prototypes and create market-ready health management solutions that “allow every patient, athlete, warfighter and veteran to obtain the most contextualized and individualized information and care anywhere, anytime.”

#### 7. RELAXING CHRONIC PATIENTS

When you’re in a hospital, time seems to stand still. There’s little to do, except miss your family and friends, and worry about your condition. Brennan Spiegel and his team at the Cedars-Sinai hospital in Los Angeles introduced VR worlds to their patients to help them release stress and reduce pain. Through VR, they could escape the four walls of the hospital and visit landscapes in Iceland, participate in the work of an art studio or swim alongside whales in the ocean. Spiegel says that “not only can the hospital experience be improved with medical VR, but the costs of care may also be reduced. By reducing stress and pain, the length of the patient’s stay or the amount of resources utilized can both be decreased.”

# The Digital Impact on Healthcare Marketing

Tip #8





Consumers are shopping around for their care more than ever before

## Tip #8:

### THE DIGITAL IMPACT ON HEALTHCARE MARKETING

Here's a smart, quick and timely read on Healthleadersmedia.com — The Digital Media Revolution and Its Impact on Healthcare Marketing. It's an interview with Rose Glenn, SVP of marketing and PR at Henry Ford Health System.

She discusses digital media and CRM in the highly competitive healthcare marketplace, and where the rules of marketing are changing. A few of her important points include:

1. The need for her marketing and communications teams to work in a much more integrated and comprehensive fashion to optimize content across all platforms.
2. As consumers are shopping around for their care more than ever before and using sites such as Healthgrades and Yelp to learn about other people's experiences on physicians and hospitals, it's important to develop a comprehensive strategy that takes into account the other credible places online that patients turn to for information.
3. To break through the noise and stay on the cutting edge of digital communication, you have to understand consumers better and provide valuable content. We are taking a much more individualized approach when it comes to engaging different stakeholders.
4. Both the healthcare industry and the marketing discipline are changing rapidly. Keeping pace and making sure you align resources with the best way to acquire and retain your customers is a big challenge. You have to be on top of understanding and being responsive to customers' needs.

5. The call for transparency is another big challenge. People want to know the price of their healthcare and what others think of the physicians who work at a health system. It is important to use the same retail models as TripAdvisor, Yelp, and others for healthcare consumers.

We think Rose nails it in respect to her team needing to work in a much more integrated and comprehensive fashion to optimize content across all platforms. Our Trajectory point-of-view in respect to healthcare marketing is similar. All points are now melding together. Service into experience. Digital into physical. Consumer into producer. What was once siloed is now integrated.

So it's incumbent on healthcare marketers to create integrated and seamless brand experiences that blend together. To not only build ongoing relationships beyond individual transactions, but to enrich people's lives. Another way to say this is that it's not just about creating revenue growth, but mutual growth. In our view, the two can not be separated.

We also appreciate Rose's reference to TripAdvisor and integrating a "star rating" into their website in the future. We wrote this little thought piece a few months back – TripAdvisor, How Would Your Healthcare Brand Fare – which imagined a time when healthcare systems and hospitals were reviewed right alongside hotels, restaurants, etc. on TripAdvisor.

While this might sound far-fetched, who really knows. But the bigger point is that the relationship between healthcare brands and consumers has fundamentally and irreversibly changed. How healthcare marketers acknowledge and get out in front of this change by melding physical, digital and other experiences dictates the future trajectory of a health system's brand, customers and business.



Service into experience.  
Digital into physical.  
Consumer into producer.



**Thank you again for downloading our e-book. We hope these tips for boosting results with your healthcare marketing are beneficial to your efforts.**

At Trajectory, we've specialized in working across the health + wellness continuum since 1999. While clients benefit from our deep category experience, they also benefit from how we approach their challenges. We understand the rules of the road, but help them to see new possibilities to set themselves apart, engage audiences more deeply and find new avenues for growth. We hope you will consider us for your healthcare marketing needs and allow us to discuss with you how we can use every moment as an opportunity to move your brand and business upwards to a new destination.

If you have any questions or would like to discuss your healthcare marketing & branding needs, please call me today!

Eric Brody  
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