

Online Healthcare Community Planning Checklist

An online community is the synthesis of service delivery and subtle marketing. It targets a condition or disease population in need of accurate information and professional support. It gives voice and validation to patients and caregivers along with practical ideas for coping with challenging medical issues. And it positions a hospital or hospital system to expand their relationships with constituent audiences.

Research

- Decide to create a community linked to your hospital or system
- Determine a patient or caregiver population or a disease/condition with significant needs that correspond to your hospital's clinical strengths or reputation
- Map hospital expertise, resources and business objectives to the target population

Planning

- Assign a project owner and support staff
- Establish a project plan, a timetable and a governance plan
- Think through and set down a privacy/HIPAA compliant policy
- Identify and enroll medical departments or practitioners as advisers

Build

- Assess your technical/internet assets and decide where the community will live
- Determine the technical features and functions and internal or external links required
- Name the community and design the site in accordance with your brand personality and guidelines
- Develop about copy, a compelling group description, group rules, medical disclaimers, membership requirements and a membership screener, a response library and an escalation plan
- Plan and produce live events, infographics, ask the doctor options and welcome videos
- Stand up, test drive and QA the community site
- Go Live!

Promote

- Establish a promotion plan and budget to recruit members
- Facebook ads
- Patient invites from internal lists
- Email campaigns & newsletters
- Members invite friends and family
- HCP referrals

Maintain

- Figure out who will moderate the group and how often he or she will check the site
- Produce and promote regular events
- Add community posts from company and individuals on a regular basis

Measurement

- Decide the KPIs and a reporting schedule to measure success
- Count membership increase and any attrition
- Check the number and percent of members posting or interacting
- Assess the type of content that draws increased engagement
- Determine inbound traffic and outbound destinations

Let's Start a Community Together.
Contact Us at hello@liveworld.com

