



# 3 RISING TRENDS IN HEALTHCARE MARKETING

While the pandemic has created overwhelming uncertainty for healthcare systems, there are some very clear trends and factors shaping the challenges and opportunities of healthcare marketing during 2022. These factors include:



#### 1. Rebuilding Relationships

On a personal level, the pandemic forced us to see the **value of relationships** and connection; yet COVID-19 drastically reduced the ability of healthcare systems to connect with patients and families in personalized ways. The necessity of more virtual visits with providers, stringent visitation policies, and cancellations of elective surgeries combined with a lack of the resources needed to accommodate the demands of COVID made healthcare seem impersonal and cold to many patients and families. The result is that **healthcare systems need to find new methods for rebuilding relationships**.



#### 2. Rising Use of Digital Health Tools

One silver lining during the pandemic has been that **more patients have embraced digital healthcare tools** such as messaging with providers via portals, utilizing virtual visits, and seeking information from hospital websites and social media channels.

Of course there has also been a drastic rise in health misinformation on the internet, driving healthcare marketing teams to work overtime to create videos, news interviews, and other content utilizing the system's medical experts to counter this trend.



#### 3. Enhanced Marketing Technology

Just as more patients are embracing digital tools, the world of **healthcare marketing is increasing the steady emphasis on digital technology and strategy**, including UX, attribution within the patient journey, Al tools such as chatbots, and more precise tracking of conversion rates.

# The Opportunity to Seize in 2022

The rise of pandemic-induced barriers that made healthcare feel impersonal paired with the increasing use of digital tools has created one of today's most pressing healthcare marketing opportunities: finding new and enhanced strategies that utilize digital channels to build personalized connections and authentic relationships with communities and patients.

# The Strategic Advantage of Online Communities

A number of healthcare systems are creating online communities as a way to build relationships and offer a valuable service. These communities are designed to meet the needs of specific patient or caregiver populations, helping members easily access reliable and practical health information from the hospital's clinical staff and find peer support and conversation.

Online healthcare communities are a synthesis of service delivery and subtle marketing, and they can offer hospitals a number of strategic advantages.



## BENEFITS OF ONLINE COMMUNITIES

#### **Patient and Caregiver Benefits**



Provides a sense that you're not alone



Validates feelings and emotions



Provides an avenue to exchange authentic peer information



Offers access to qualified clinical information

#### **Health System Benefits**



Builds an emotional and trustworthy bridge to a population in need



Goes beyond treating the condition to treating the full person



Harnesses the emotional context of the healthcare experience through content and online conversations



Creates a gateway to medical care and prompts demand for additional service line revenue



### **MOUNT SINAI HOSPITAL CASE STUDY**

The marketing team at the Mount Sinai Hospital in New York is seeing success with a new Facebook community launched in the spring of 2021. The hospital's geriatric team **recognized the need to support adult children and other family members caring for a loved one with dementia**. Mount Sinai's marketing group worked with LiveWorld, a digital and social agency, to create the Navigating Dementia community.

### The first 100 days for the Navigating Dementia community







250
Posts, including research information, videos, infographics, and user-generated content



# INTEGRATING ONLINE COMMUNITIES INTO YOUR MARKETING PLANS

The pathway to integrating online communities into your marketing plans follows many of the same steps of your other strategic initiatives: research, plan, build, promote, maintain, and measure.

One of the first crucial steps is determining a patient or caregiver population or a disease or condition with significant needs that correspond to your hospital's clinical strengths or reputation. Once you select a target audience, you'll need to identify and enroll medical departments that can serve as advisers and contributors to the online community. A few of the questions to consider during the planning and building stages include:

- Who will moderate the online group and how often will he or she check the site?
- What are the membership requirements and group rules?
- Who will develop a response library for posts and questions from group members?
- How will you promote the community?
- How will you track ROI?

## Get a Complete Checklist for Starting Your Online Community

If you would like to learn more about the steps needed to start a successful online healthcare community, download this complete 28-item Online Healthcare Community Planning Checklist.





# HOW LIVEWORLD CAN HELP YOU BUILD A COMMUNITY

LiveWorld is a digital and social agency that currently manages over 300 healthcare social media properties. We've been working with healthcare companies since 1996 and have expertise in more than 20 clinical areas. In addition to helping healthcare systems build online communities, we offer an array of other consulting, strategy, and creative services.

#### **LiveWorld Healthcare Marketing Solutions**

- Campaign strategy, research & planning
- Creative concepting, design & production
- Online healthcare community development
- Social media marketing & advertising services
- Healthcare chatbots, apps & virtual assistants
- Content moderation & community management
- Social listening and reputation management



Learn how we can solve your healthcare marketing challenges.

Contact us at hello@liveworld.com | 800.301.9507 | liveworld.com/contact-us