



Top 5 Hospital Marketing Tactics for 2022

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Danny Flamberg

VP, HCP Strategy
LiveWorld



Rishi Kadiwar

VP, DTC Strategy
LiveWorld

Hospital Marketers Have Been Whipsawed By The Global Pandemic



Tactics To Manage Reputations And Grow Revenue



1: Leverage Social Media



Ongoing conversations about the full array of conditions and diseases takes place every day on social media.

**How can
your
hospital
stand out?**



But Social Media Helps Create A More Personal Approach



81%

of consumers see a strong social media presence as an indication that a hospital offers cutting-edge technologies.

57%

of consumers said that a hospital's social media presence would strongly influence their choice

Source: Social Media and Health Care Professionals: Benefits, Risks, and Best Practices

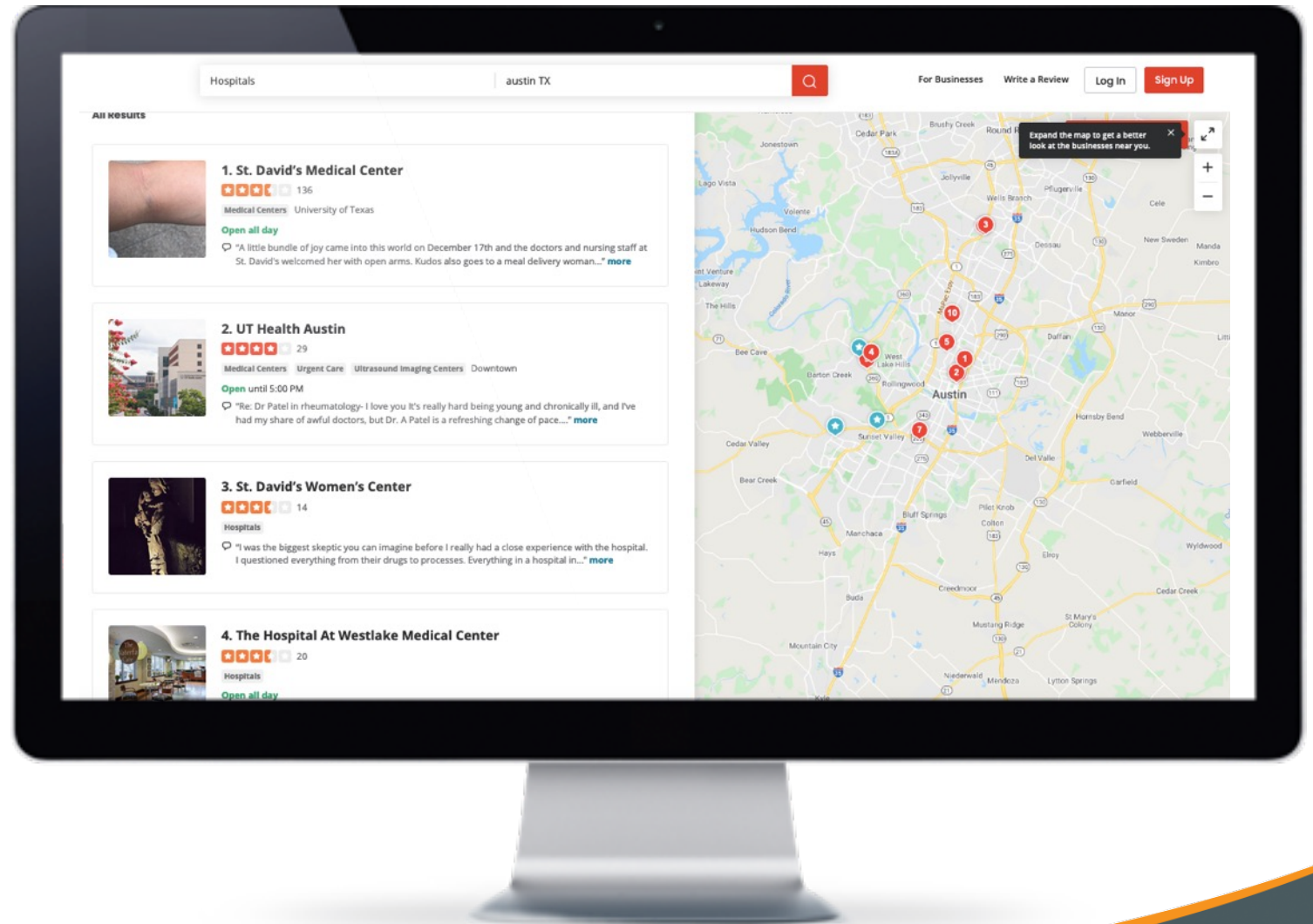
Research & Benchmark Your Social Programs



Where to start?

- **99%** of hospitals have a Yelp page
- **94.41%** of hospitals have a Facebook page
- **50.82%** have a Twitter account

- *Journal of Medical Internet Research*



Social Media Can Help Outflank Competitors



Roswell Park Cancer Center is one of many cancer care centers in Buffalo, NY – but it's in the top 12 nationally for social media excellence, raising its profile among potential patients

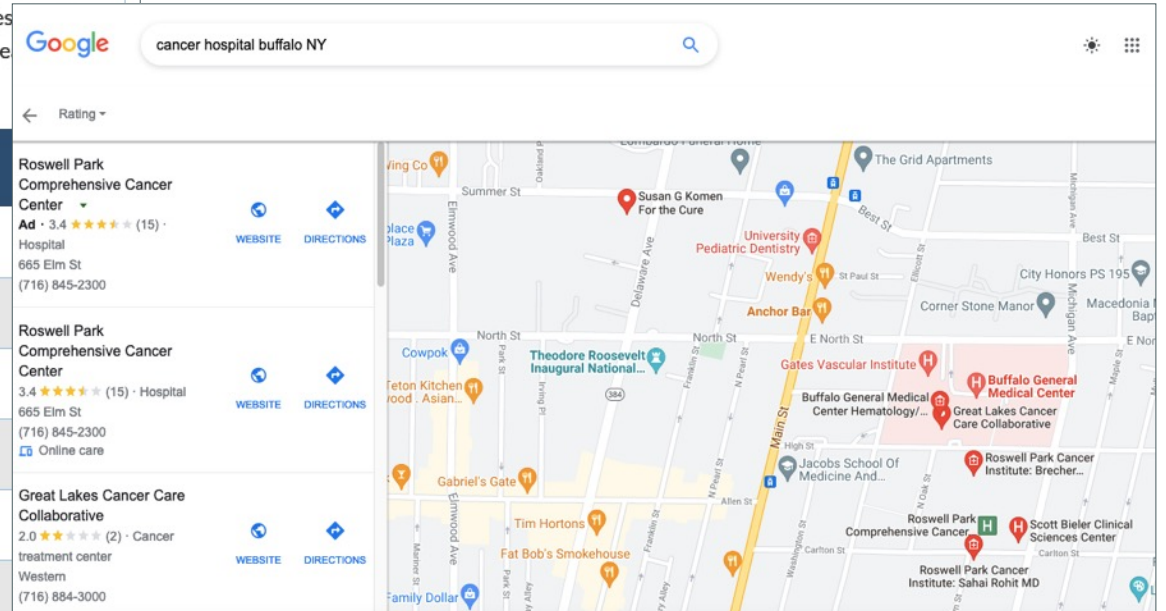
#12) Roswell Park Cancer Institute – Buffalo, NY



Overall Score
80.5

Roswell Park Cancer Institute's slogan is "Cancer Can't Win." The institute has over 3,000 scientific, academic, and medical professionals working to develop cures and develop new therapies for the treatment of cancer.

Rank	Platform	Points	Stats
41	Facebook	15.6	14,961 likes, 652 talking about
4	Twitter	15.9	7,173 followers, 7,935 tweets
45	YouTube	13.4	344,078 views, 122 subscribers, 143 videos
58	LinkedIn	16.1	2,913 followers, 399 group members
28	Google Plus	7.9	Circled by 94, 108 Google +1's
32	Pinterest	5.9	122 followers on Pinterest, 10 boards, 102 pins
6	Flickr	5.8	4,071 Flickr photos



Timing And Frequency Count

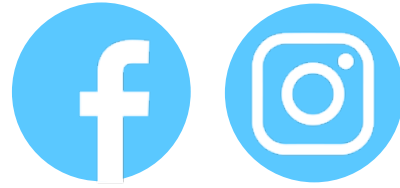


The top five hospitals publish twice as frequently as their competitors



Twitter:

- Most tweet an average of three times per day
- The best-performing hospital Twitter accounts often post much more (7+)
- They are active on Twitter chats and seasonal hashtags like #HeartMonth



Facebook/Instagram: They post on average 2x per day

- High performers publish during more hours/days.
- Ex: NY Presbyterian pushes out content from 9 a.m. to 7 p.m., 7 days a week



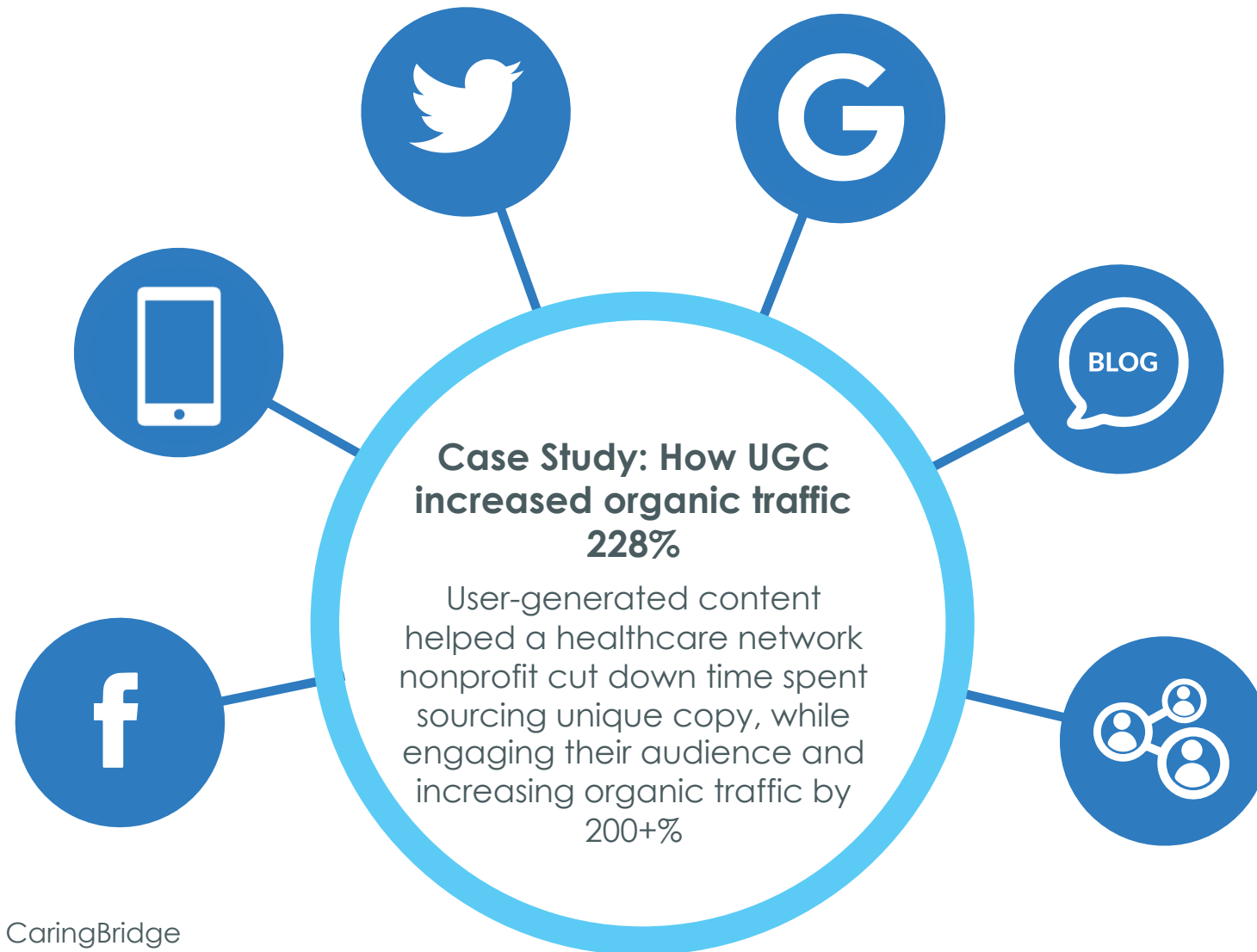
Prioritize storytelling that is photo- and video-driven



Users spent an average of 21.5 hours on TikTok per month, 325% more than last year

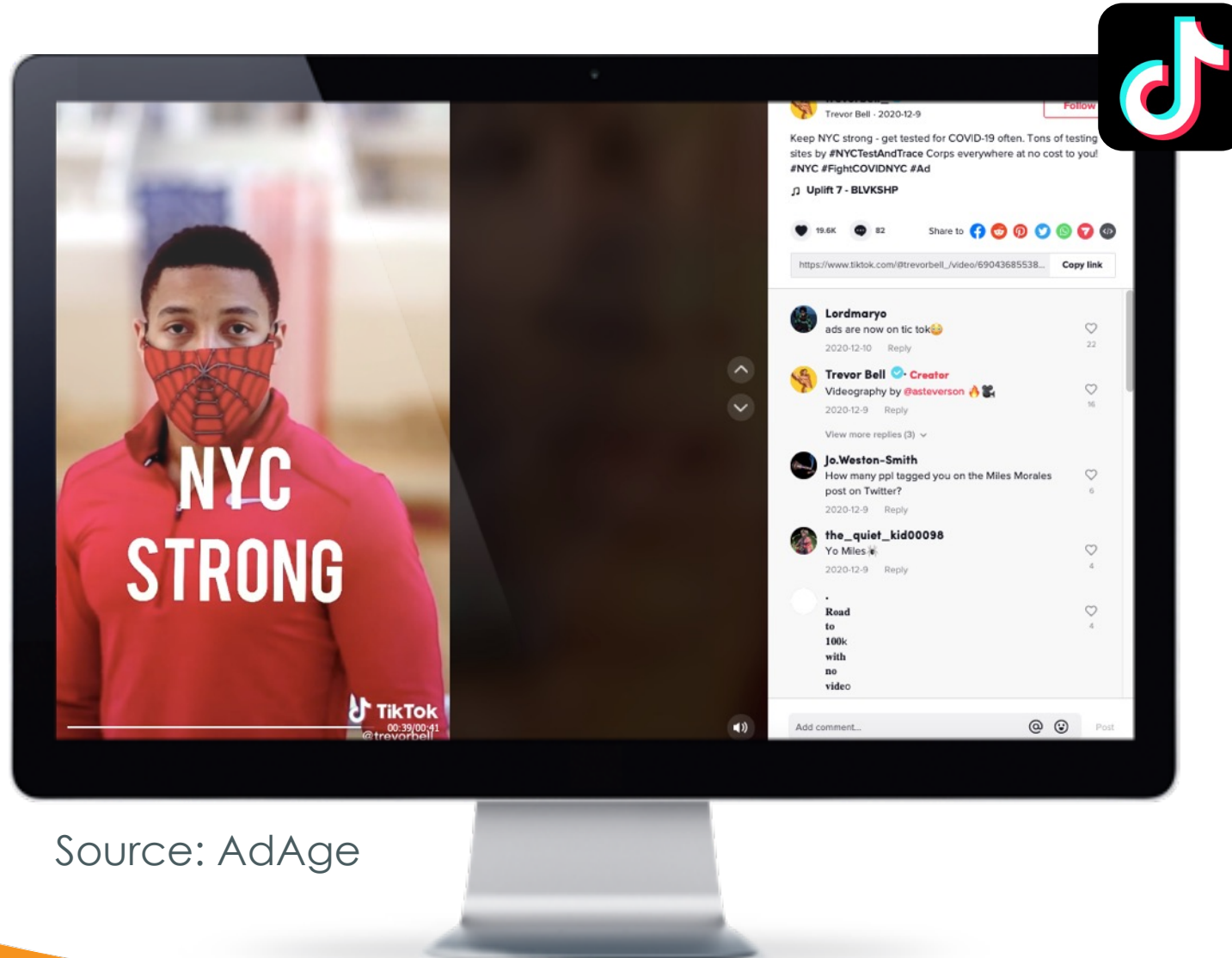
Source: Convinceandconvert:Social Media Lessons from the Best American Hospitals

Actively Monitor And Curate User Generated Content



Source: CaringBridge

Understand The Audiences And Nuances Of Each Platform



New York City's hospital network used TikTok to reach young people with its Test and Trace COVID campaign.

Trevor Bell, one of the campaign's "uniquely NY" influencers, who shared a post with his 3.5 million followers with hashtag #NYCTestAndTrace

Source: AdAge

Create Targeted, Relevant Content Highlighting Key Service Lines



- 30% percent of hospital visits by patients 25-34 years old were maternity-related
- Cleveland Clinic helped to demystify the booster shot for pregnant people

Sources: Healthcare IT News, Facebook

Benefits of Online Healthcare Communities for Hospitals



**Build an emotional
and trustworthy
bridge to a population
in need**

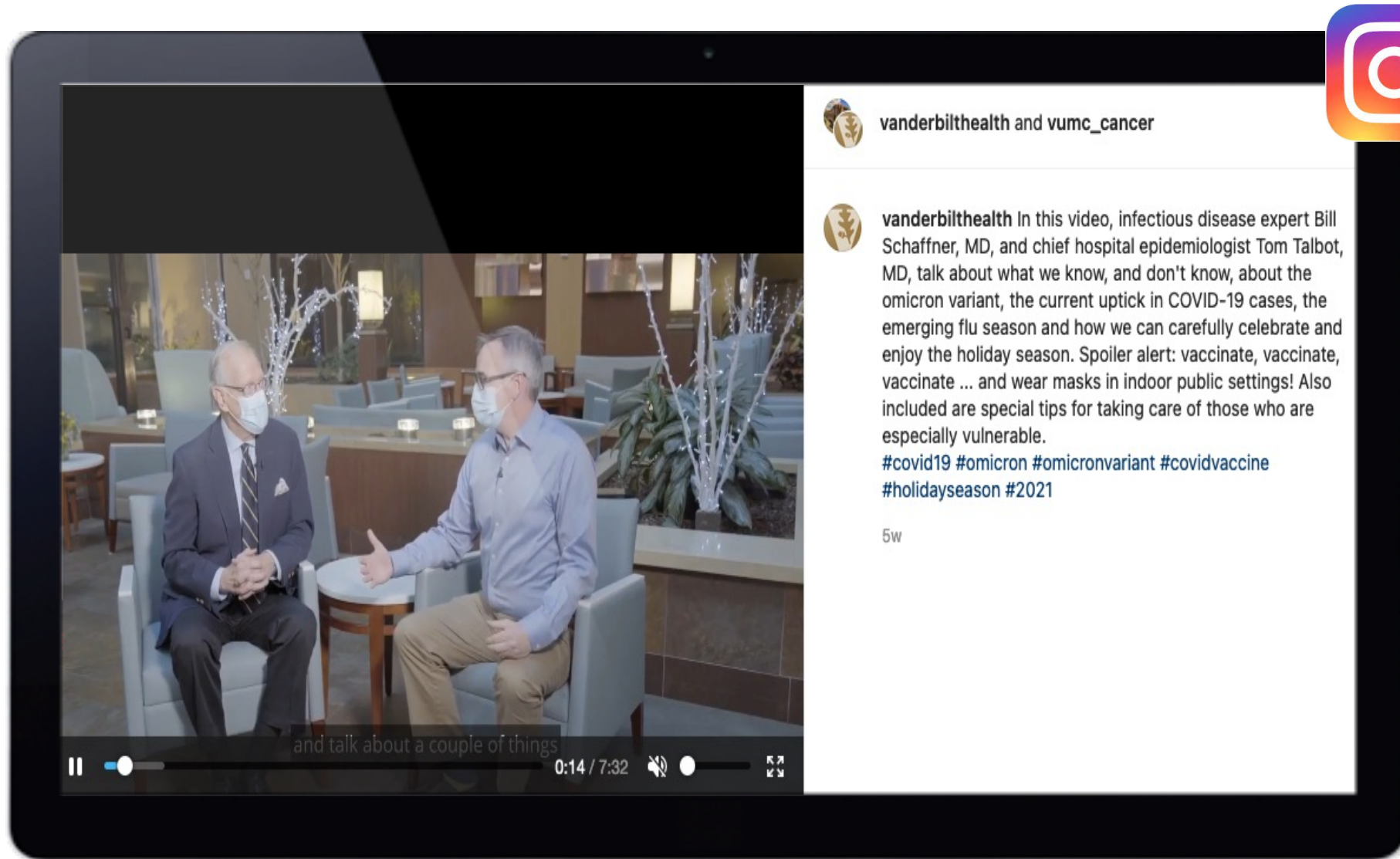


**Go beyond treating
the condition --
treating the full
person**



**Gateway to medical
care, ancillary
service**

Showcase Your Medical Talent To Enhance Credibility



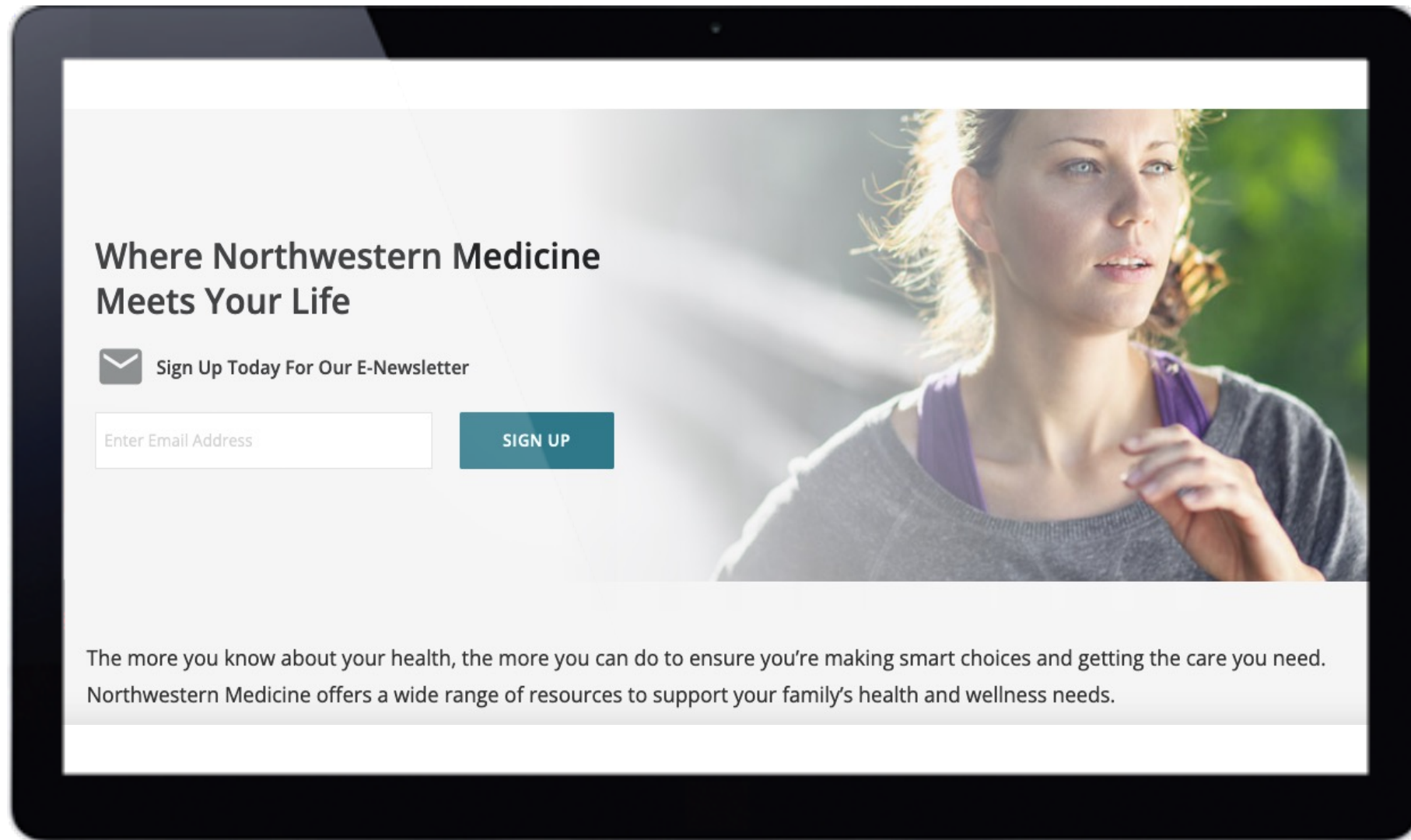
2: Build Sustaining Relationships



Classically, patients and caregivers have a transactional relationship to hospitals, but now that relationship has changed and is 24/7 always-on via earned, paid, and owned channels...



Position As The Go-to Resource In Your Marketplace



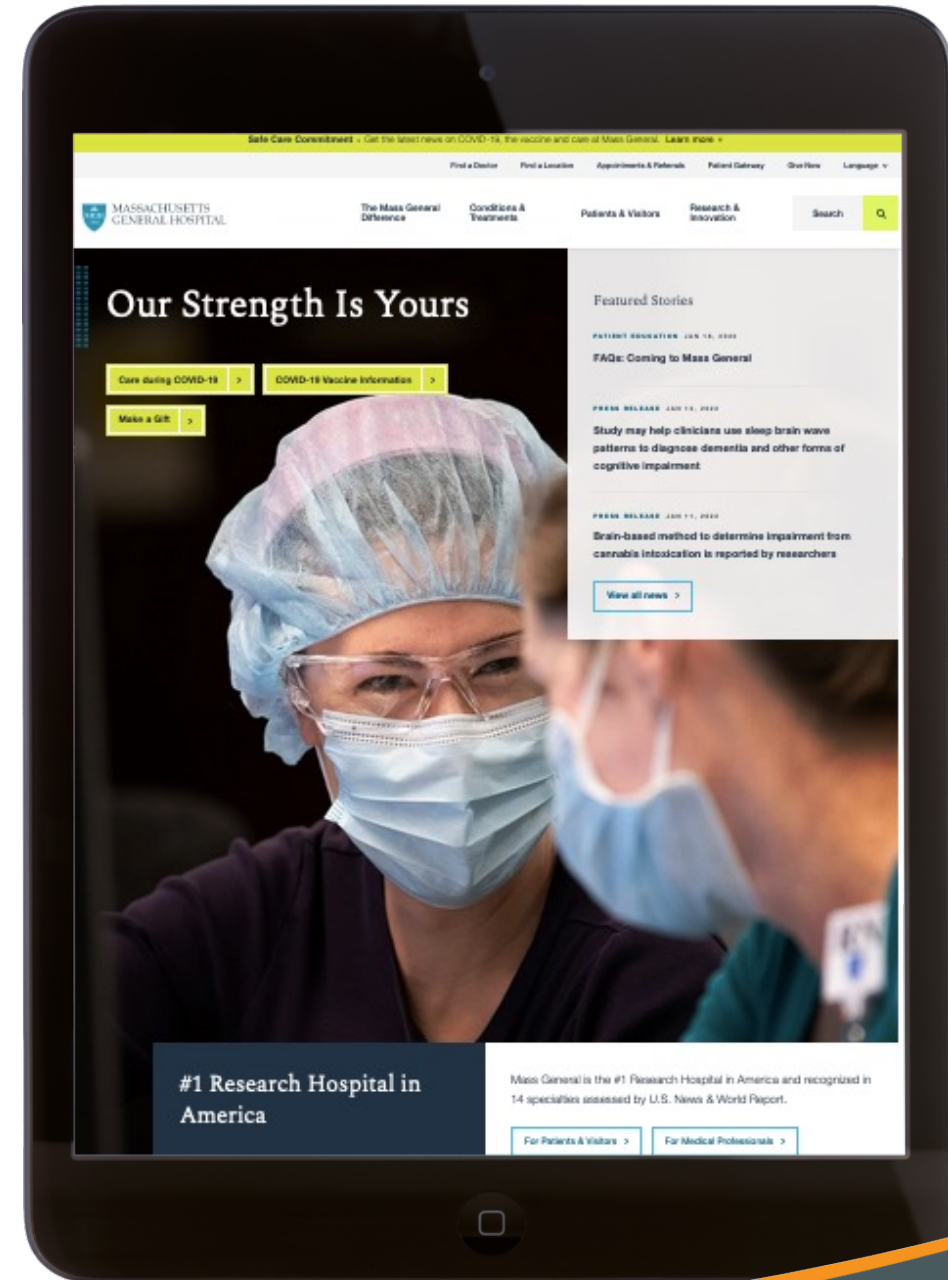


Demonstrate Why You're A Trusted Provider

"We had no doubt we'd be in good hands at this institution."

Massachusetts General helps build trust with:

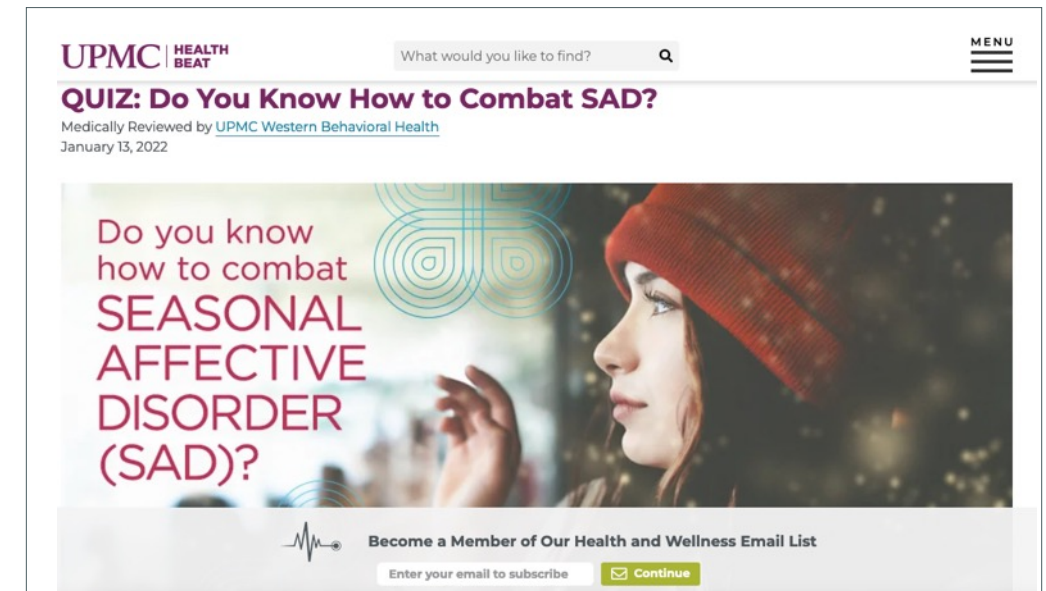
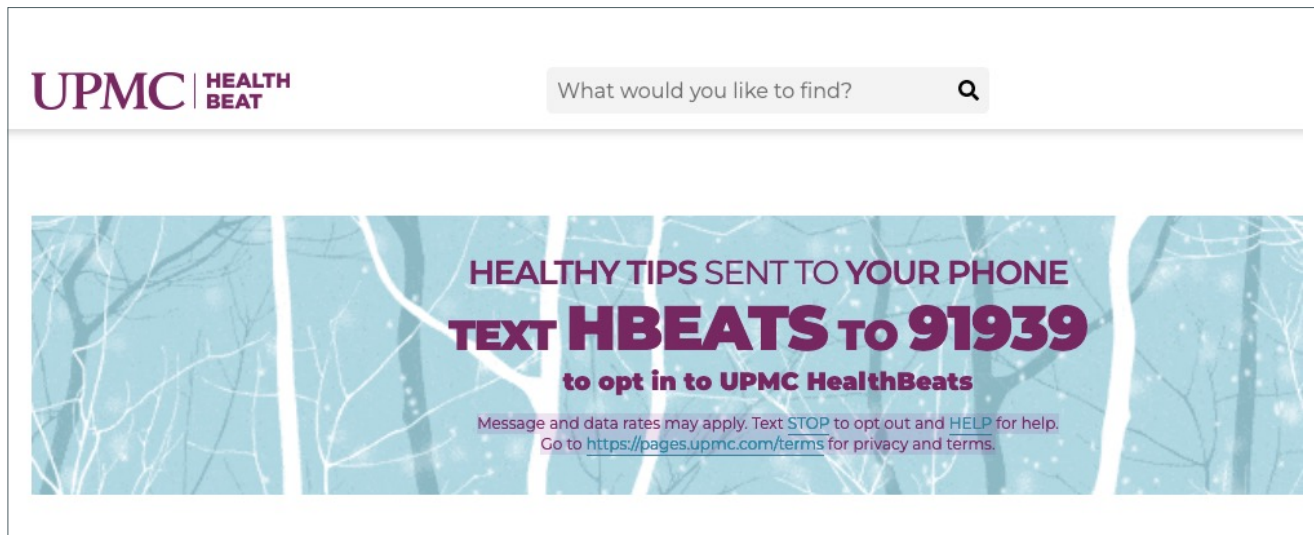
- Language cues
- Latest relevant news
- *Find a Doctor* tab AND *Find a Researcher*
- Four language choices
- Top hospital ranking



Build Online And Offline Outreach Programs



Engage prospective patients proactively with educational and entertaining content.

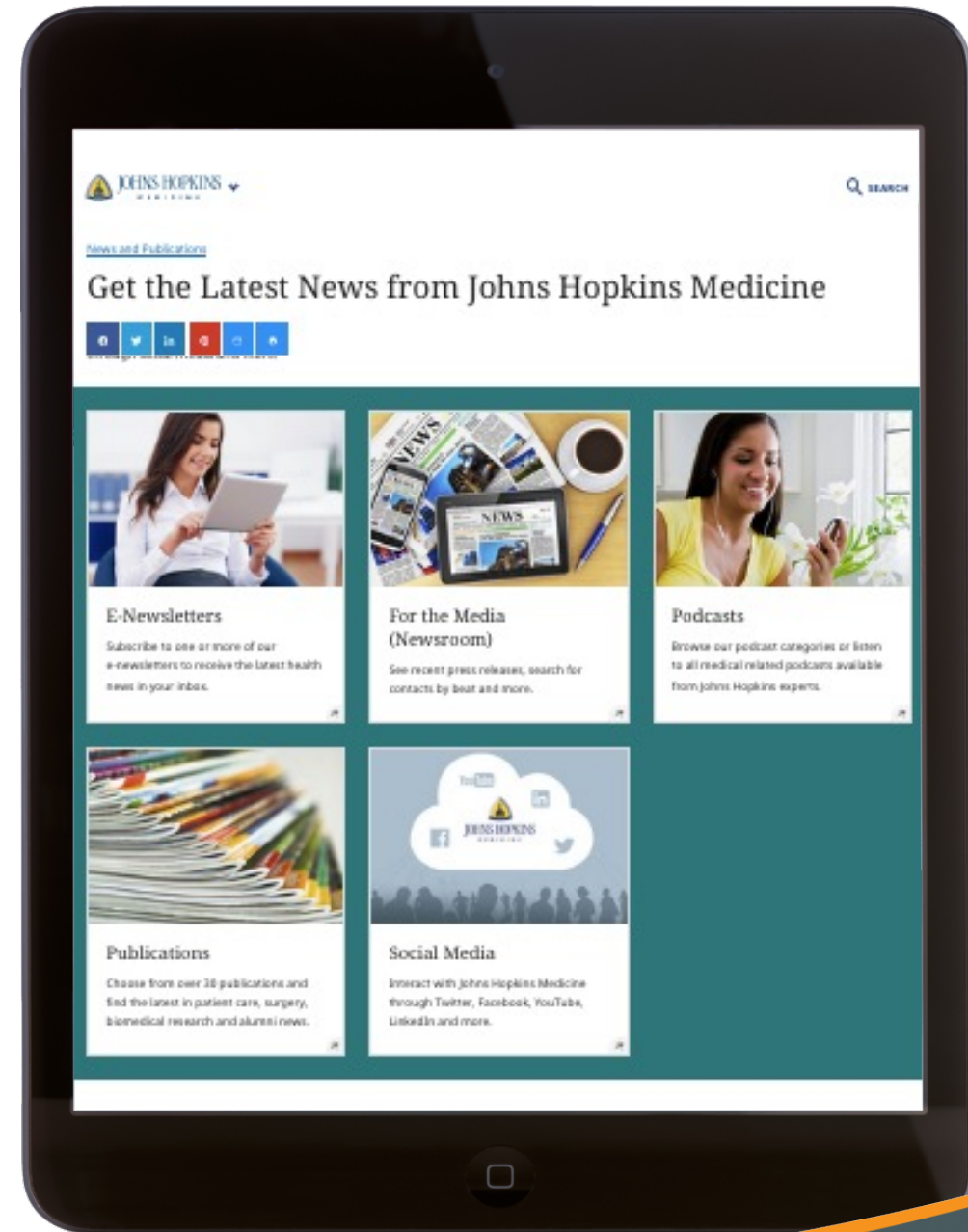




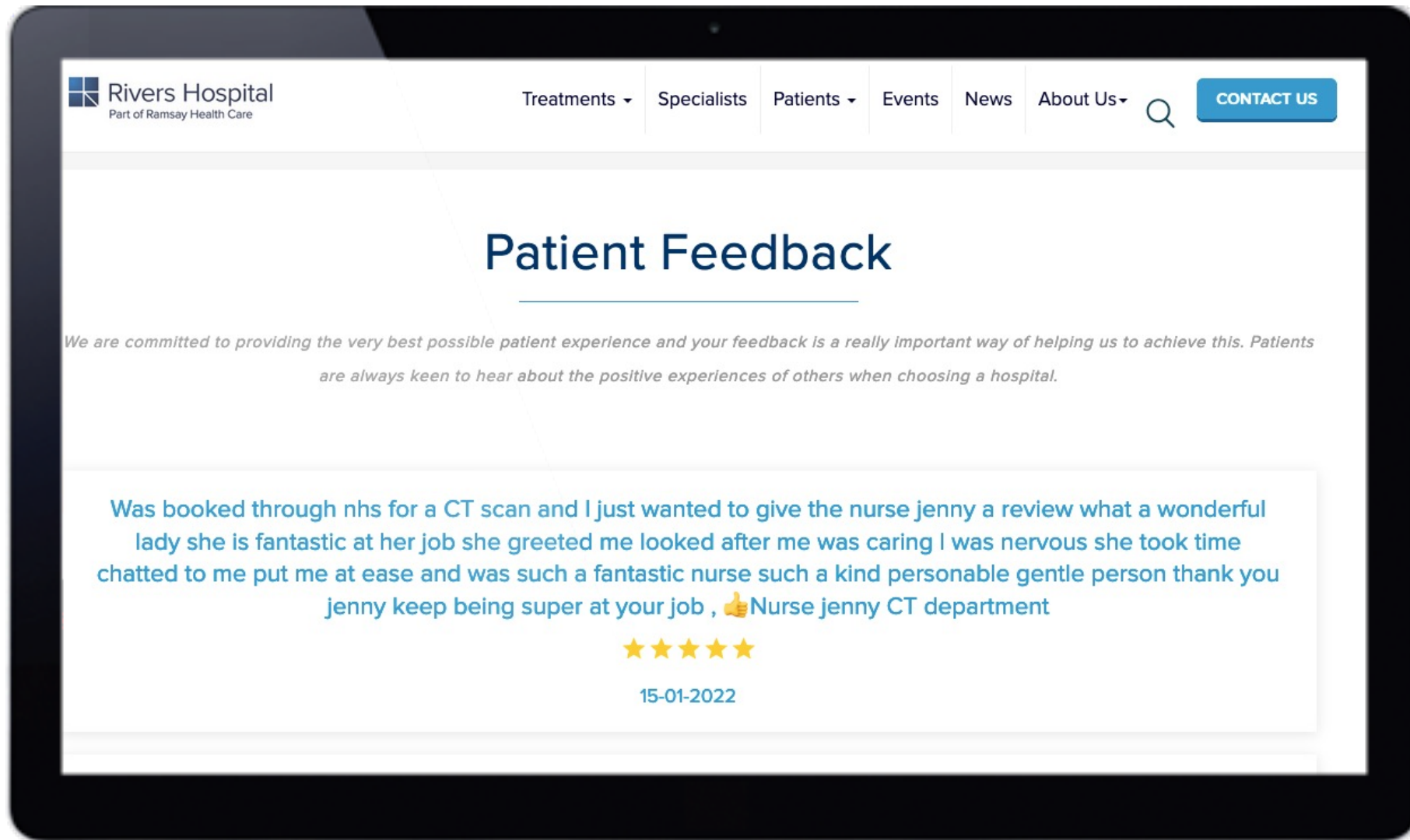
Consider Multiple Ways To Create Ongoing Relationships

A 360 approach:

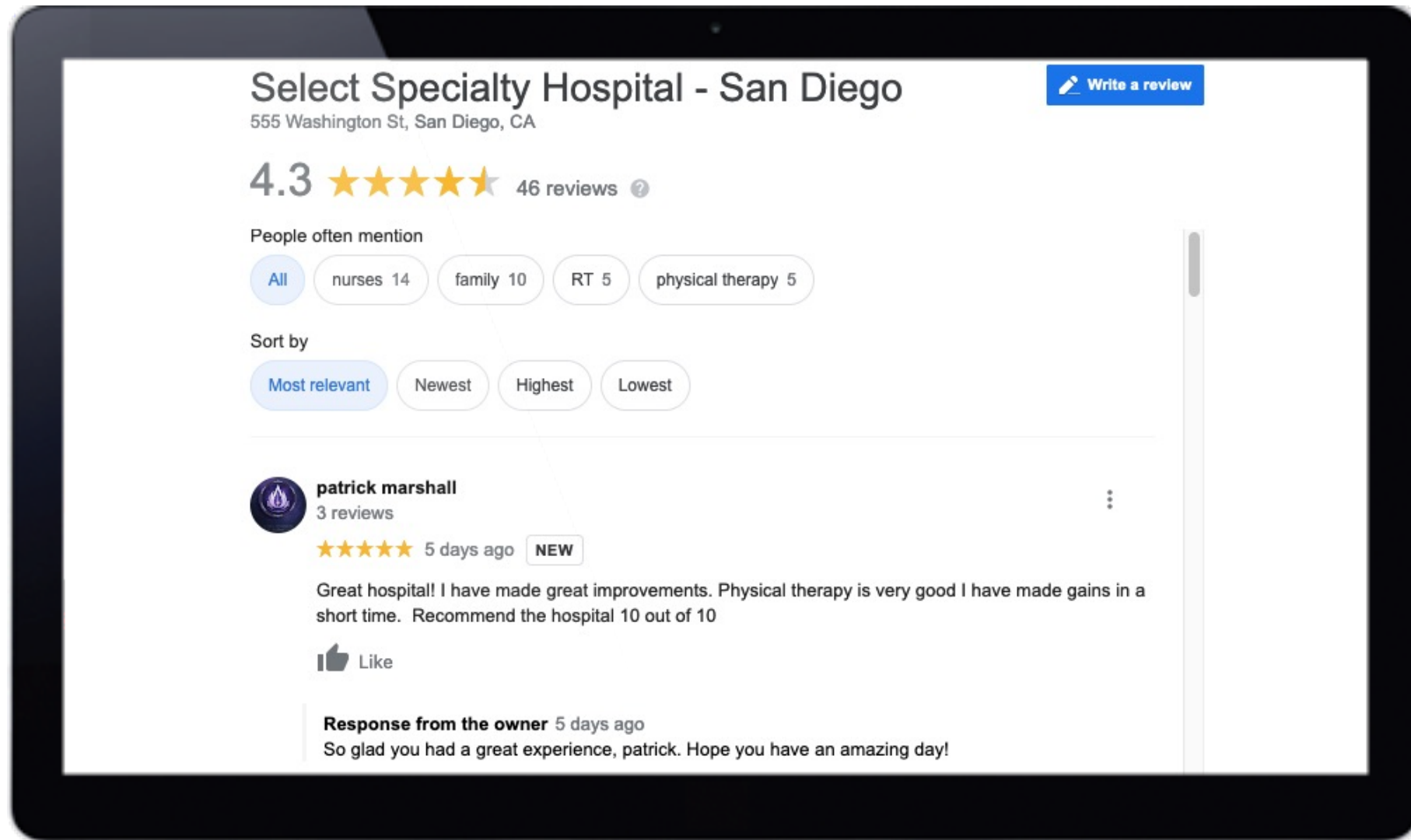
- Newsletters
- CRM tactics
- MyChart messaging
- Online communities



Ask Satisfied Patients To Share Their Experiences



Content Moderation Matters



3: Become Your Consumer

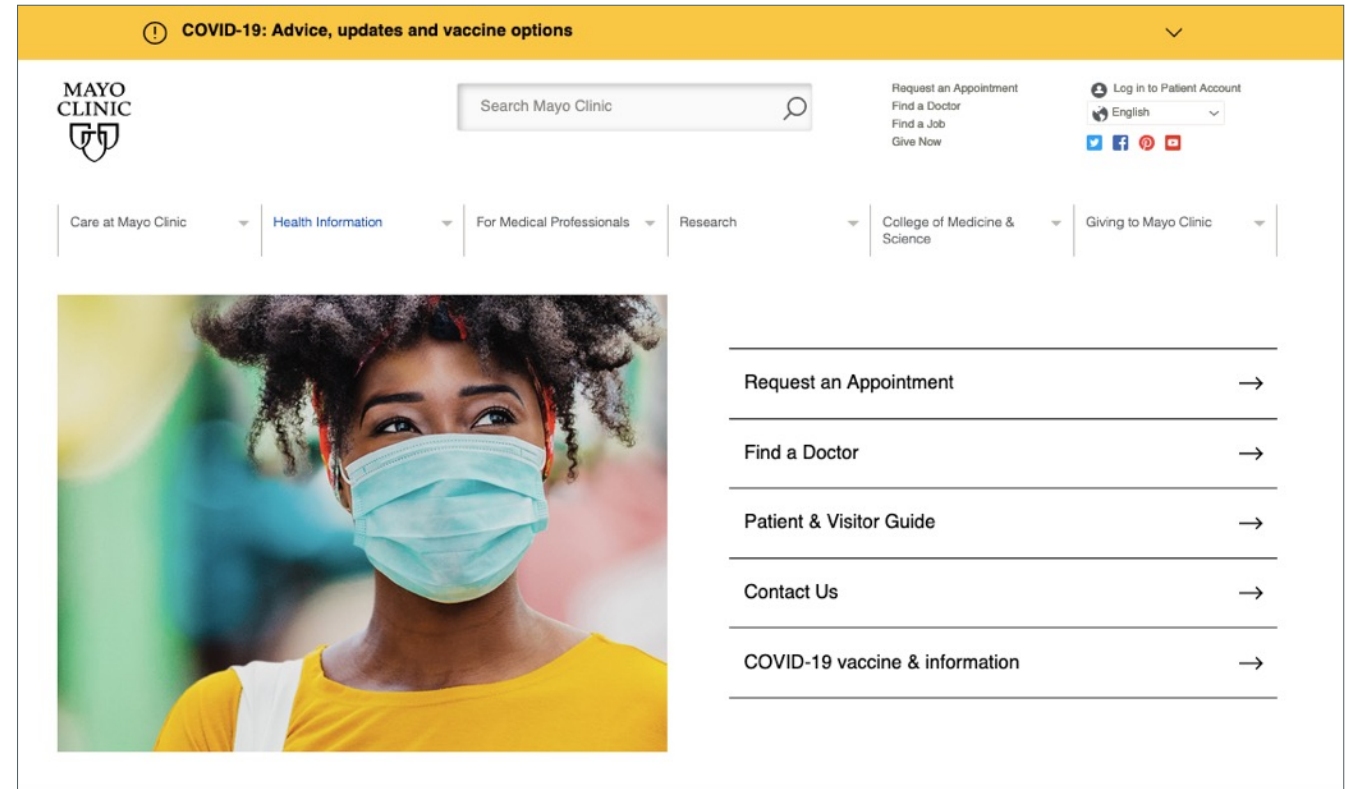


Invest In Building A Welcoming And Frictionless Customer Experience In As Few Clicks As Possible



Patient first philosophy includes:

- Clean “flat” design
- Easy to navigate
- Large and ADA compliant text and call-to-action buttons
- Scroll down options to popular topics (e.g., Covid information, symptom checker)

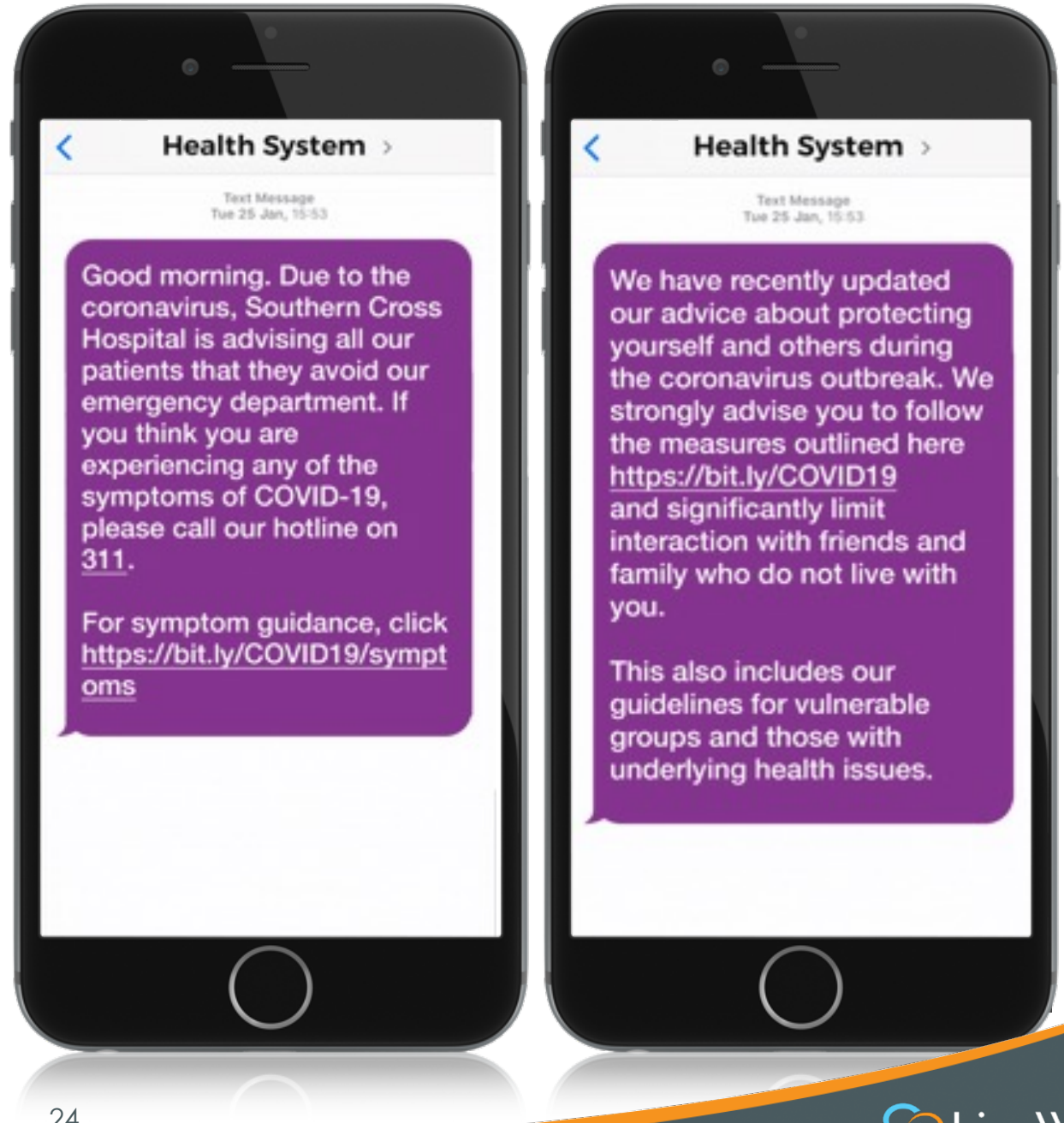


Source: WebToMed



Position Your Organization As “Always On”

- Individual texts help keep patients on track
- Bulk SMS enables public health notifications



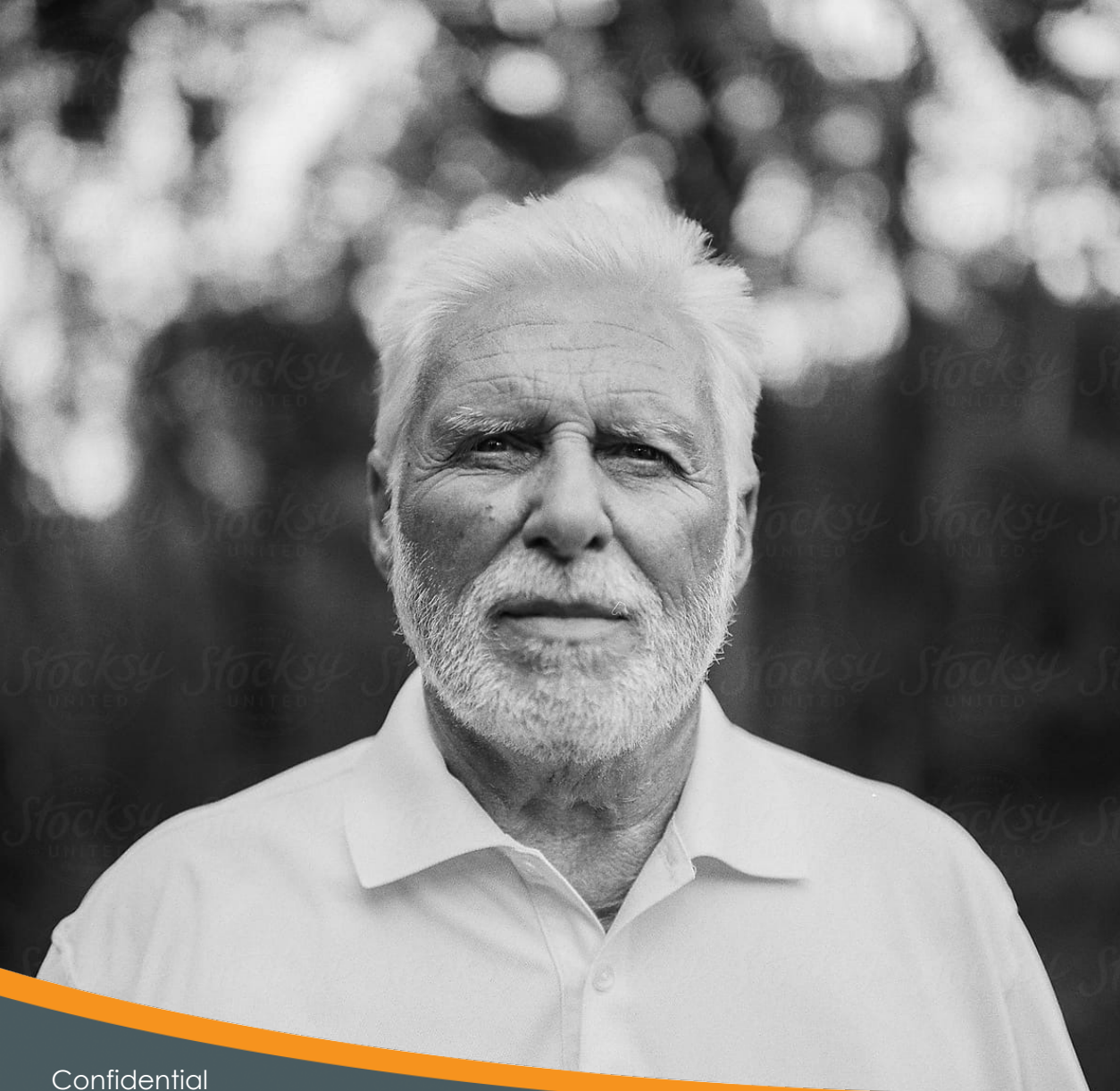
Be Where Your Patients Are



- Target media to prospect channel choices and preferences
- Aim for consistent synchronized messages



4: Curate Patient Stories



Everyone has a story to tell and there is an almost unlimited appetite to hear and relate to them.

The Stories You Choose Helps Communicate What You Want Patients To Know About You

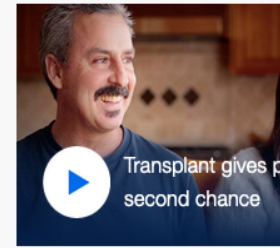


Our teams welcome the toughest cases

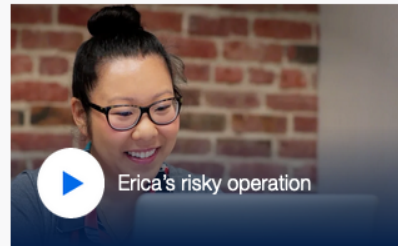
We tackle the most difficult challenges, not only to provide the best possible health outcomes for our patients but to push innovation further.



▶ Challenging what's possible



▶ Transplant gives patients a second chance



▶ Erica's risky operation



▶ Living liver transplant brings hope

Show Their Humanity – And Yours - In The Stories You Share



New York-Presbyterian Hospital does this exceptionally well, as in this example of little Ivani Grace Washington's successful neonatal care.

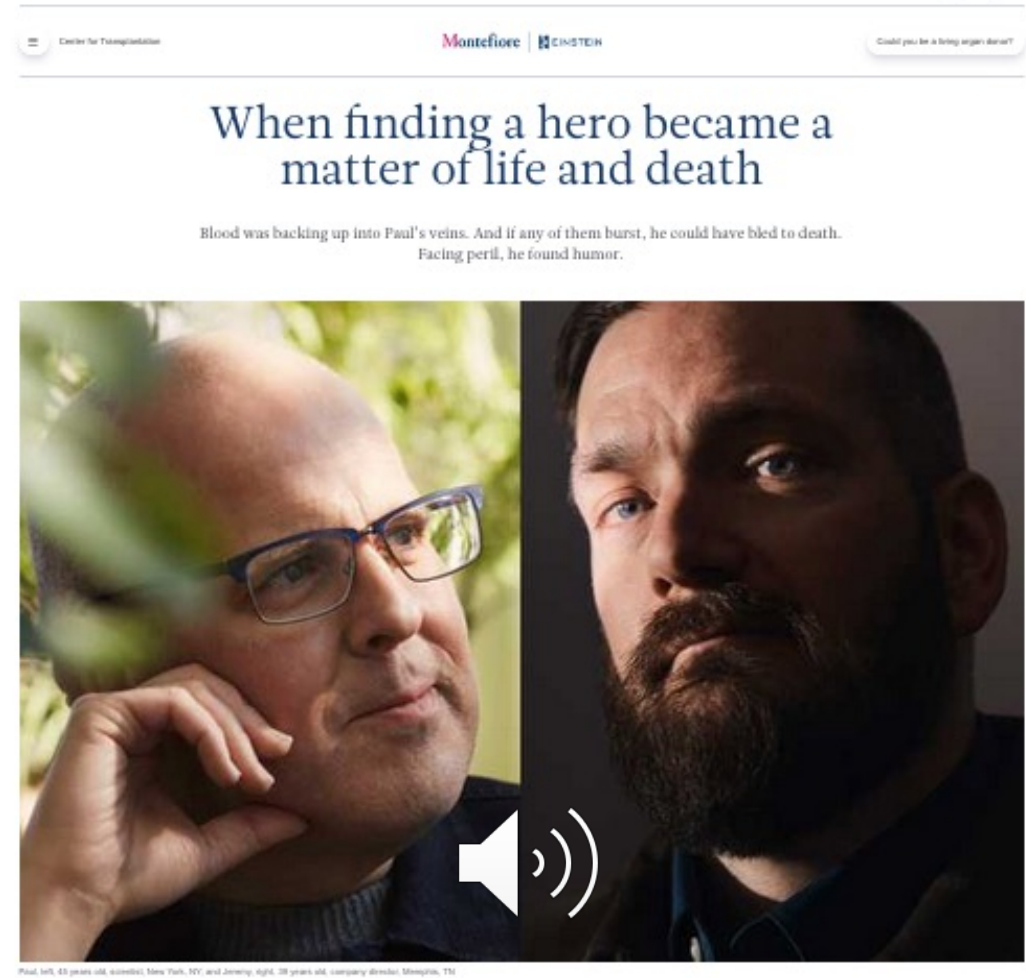


Patients Appreciate Telling It Like It Is



Montefiore Hospital isn't afraid of the dark (humor)

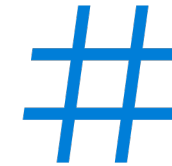
- Audio commentary in the patient's own voice
- *"You're not allowed to pay people to donate an organ, so I came up with a slogan: I'm not asking you to open your wallet – just your abdomen."* - from a transplant patient's story – in his own words



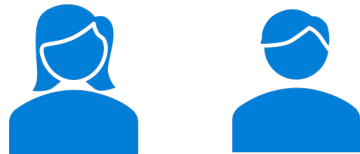
How To Tell Stories That Matters



Videos showcasing patient stories and successful outcomes perform better



Use hashtags to coalesce around communities



On Instagram, half of the best posts include two or more faces



Posts with a strong storytelling angle—behind the scenes POVs attract the most comments

Source: Convinceandconvert:Social Media Lessons from the Best American Hospitals

5: Engage Influencers



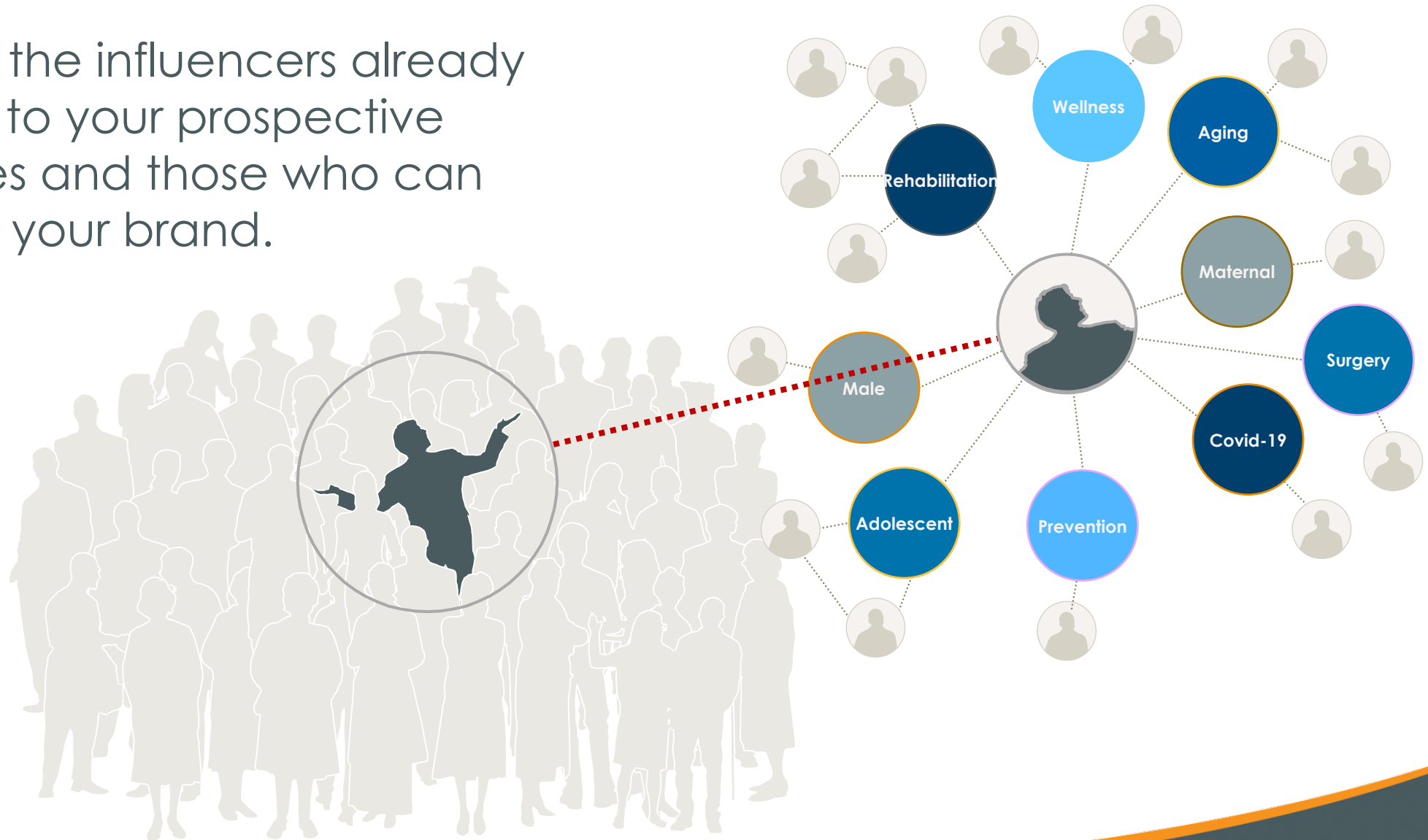
We are a nation of reviewers, critics, and recommenders



Leverage Influencers Reach And Credibility



Embrace the influencers already speaking to your prospective audiences and those who can advance your brand.



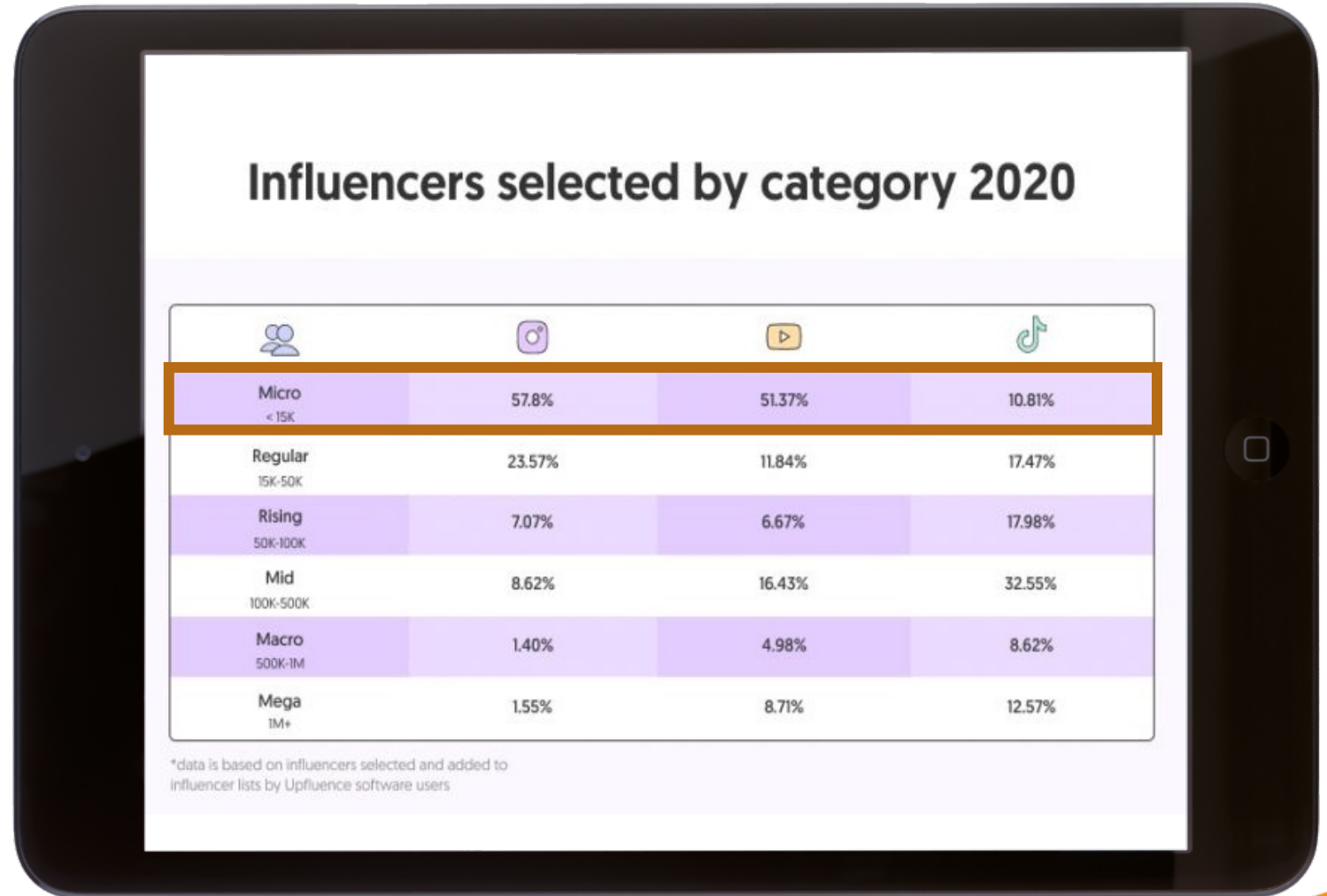
Interact With The Influencers In Your Marketplace



You Don't Need Superstar Influencers To Succeed



Research indicates better engagement rates for micro-influencers than for social media superstars



Source: Upluence/Influencer Marketing Hub



The pandemic has forced hospital marketers to think out of the box, abandon tried and true tactics and creatively respond to limited horizons.



Thank You!



danny@liveworld.com



/liveworld



@LiveWorld



www.liveWorld.com



(917) 656-7603