LiveWorld

Drive Patient Engagement
with Effective Content Moderation
for Healthcare Systems

Proactive planning and thorough research are the bedrocks of successful marketing. Yet many hospital marketers tend to overlook a valuable tool as they design social media toolkits.

Content moderation, while necessary for brand protection, is rarely considered as a means to achieve marketing-based KPIs. As a result, it's not fully appreciated for the marketing outcomes it can provide. When it's fully considered, effective moderation can lead to higher customer satisfaction and increased patient volumes by:

- Yielding valuable insights that can drive business and service line decisions
- Enhancing brand messaging for your hospitals and physician network
- Boosting customer engagement for better patient satisfaction scores
- Offering strategic insights to better manage a potential brand crisis
- Developing insights that drive revenue

What are the factors that can make moderation such an effective marketing tool? Moderation that produces valuable ROI starts with recognizing the role of emotions in your customers' social media habits and the value of human intelligence in moderation services.

Social Media: Where Tech Meets Human Emotion

Social media is based on the human need to make friends or connections, express feelings, seek and share information, and get attention. Your patients' interactions on social channels are often driven by emotion. In the world of marketing, sparking an emotional response is one of the most effective ways to inspire behavior, and that is often best achieved through authentic dialogue and relationships with healthcare consumers. Great healthcare systems realize that human connections create a value that can't be replicated in a one-way campaign. An effective and engaging moderation program will provide the foundation that leads to these successful outcomes.

The Role of Human Intelligence in Effective Content Moderation

As technology advances, it's tempting to assume it can replace humans in the content review process. **Technology can play a pivotal role as a means to empower and scale humans, but it cannot replace the power of human compassion and intelligence.**

Software helps human agents organize, prioritize, and manage social media conversations and user-generated content (UGC) faster and with higher quality, but it has limits when it comes to context, nuance, and thinking beyond the algorithm. Most importantly, patients want to feel that they are interacting with humans. Today's technology can't deliver that feel, especially with real empathy. Even the best chatbots eventually reveal themselves to be limited.

"A more engaging approach to content moderation means more than the removal of dirty words, spam, and other elements that violate your social media guidelines," notes **Martin Bishop, Vice President, Client Services at LiveWorld,** a digital social media marketing agency and software company. "When you go beyond the typical steps of flagging and reporting, and use human agents with advanced software, you have the ability to drive engagement in a new way, create better web and social experiences, gather insights, yield higher customer service grades, and increase conversion rates."

5 Ways Human Intelligence Adds Value to Content Moderation and Patient Reviews

Here are five ways human intelligence takes the monitoring process beyond compliance and brand protection while creating an active and robust marketing tool with the power to impact loyalty and revenue.

1) Produces deep insights that have the ability to drive revenue

The healthcare marketing world spends significant time and money trying to learn what their patients or potential patients think and feel through surveys, focus groups, and tracking tools. In social media, customers are sharing what they think and feel every day. Content review performed by human agents has the power to organize these thoughts, feelings, and opinions into insights in a way that allows you to:

- Go beyond quantitative metrics and automated text analysis to look at conversation dynamics to understand what patients care about and how those attitudes are rising or declining

- Discover when and how healthcare consumers are engaging with your services

- Better understand how consumers view your brand or a specific campaign

- Identify the strengths and weaknesses of your services

One healthcare company gathered new information and sentiments from the insights that LiveWorld agents identified while conducting content moderation. These insights were gleaned from patient conversations and featured subject matter that the brand itself was unable to provide due to regulatory concerns. The LiveWorld marketing team was able to use these insights in materials for HCP marketing, resulting in increased revenue.

2) Builds loyalty and positions the brand as customer-centric

American Express studies have documented that customer satisfaction is heavily influenced by how well customer inquiries are responded to online. Further, effective customer support online can drive a 21% increase in revenue.

The experience a customer has on a social property becomes the experience that consumer expects to have with your hospital and/or physician practices. Human agents are able to personalize responses to comments and questions and create an overall online experience that helps patients feel the brand's value and positioning.

Human agents also have the ability to provide patient support in a HIPAA-compliant process that uses private messaging to respond to concerns and questions expressed on social channels. Many hospitals still rely on contact centers for front-line support or ask a patient to call the Patient Relations department in response to concerns expressed on social channels. However, many consumers consider a health system's request to switch communication from online to the phone inconvenient and less than responsive.

The opportunity to handle both content moderation as well as high-level support and escalation protocols for complaints can only be achieved via the human touch. For example, LiveWorld provides 24/7 moderation for one of the world's largest prescription medications, offering around-the-clock customer support while delivering real-time regulatory compliance. This robust moderation satisfies the needs of patients, the brand, and the FDA.

3) Provides an early alert and context for strategic management in a crisis

While technology can track words and some sentiment, it tends to rely on volume and context assumptions to identify trends. Human agents who can identify nuance and context in low volume, even just one comment, can provide an earlier crisis alert and also determine which comments may or may not require a higher level of response.

Human agents can decipher if a situation is an isolated, unhappy patient; if a comment is getting picked up by another social media follower; or if the intensity of the comment in context matters. They are able to see an issue before there is enough volume for software to identify it. One Fortune 10 company found that just one comment from one customer could reveal an important business dynamic, affecting hundreds of millions of dollars in revenue.

In addition, the nuances of language often require that a human agent reviews comments in context to determine if the consumer is using sarcasm, conversational slang, or agreeing to a previous comment with a simple "me too"—which in certain situations is a customer complaint.

4) Boosts your SEO ranking

SEO work usually conjures up images of keyword research, linking strategies, and other tools. However, a successful monitoring program can also enrich your SEO ranking.

- UGC monitoring with human agents encourages and guides engagement, creating higher levels of activity on your site. Both consumers and search engines love UGC, which boosts your organic rankings.

- Increased UGC naturally draws in more people, increasing visits to your website or social channel, which can also elevate your page rankings.

- Diving into conversations to see the terms and words patients are using when they search for your services or organization is another way to increase your SEO. You'll have the opportunity to refine your keywords and terms.

5) Expands your brand's value through the social experience

Monitoring, moderation, and engagement with human agents can help you expand your brand's value and deepen the social experience.

- When your process includes a human team in addition to technology, you can quickly respond to positive patient experiences in a way that builds deeper relationships

- Human agents increase your ability to gather UGC that can be used across social channels, on your website, and in other marketing materials

- Audiences will place a high-value on the comments and stories of other patients because they are viewed as more authentic than corporate messaging

Moderating an online healthcare community to address patient and caregiver needs

Mount Sinai Health System wanted to better connect with patients in its community and offer continuity of care for those with complex diseases such as dementia. To better reach people and create an ongoing patient/provider relationship, they partnered with LiveWorld to create, curate, and moderate an online community called Navigating Dementia.

Using a combination of proprietary software and human agents, LiveWorld monitored, moderated, and drove engagement for the Navigating Dementia community providing better patient and caregiver understanding. This visibility led to insights that when executed led to an increase in revenue-generating actions and doctor appointment requests.

As the Facebook community grew, the volume of posts and comments were monitored daily and resulted in an educational and supportive environment. The user-generated content helped create connections between patients, caregivers, and Mount Sinai.

"Moderation is key to understanding what community members want and need," according to Chloe Politis, Director of Digital and Social Media at Mount Sinai. "We have 100% visibility into the topics that resonate which enables us to understand and super-serve our members who are seeking answers and information. Moderation directly contributes to frequent engagement, strong participation, and exceptional member satisfaction."

![LiveWorld]

A Road Map to Proactive Social Media Moderation

The key to implementing an engaging approach to social monitoring and moderation is to recognize the value it can provide at the very start. Consider these steps to create a robust moderation process.

1) Designate an in-house lead.

2) Build a dedicated team with expertise and focus. This can be an outside vendor, or, if you have the time and resources to dedicate to the task, an in-house team.

3) If selecting an external partner, look for one that combines human agents with technology.

4) If selecting an external partner, make sure that they request access to all of your regulatory and reputation management training materials and processes.

5) Define and document the business and marketing objectives you want to impact with moderation.

6) List the human-oriented values of the brand that will set the tone and feel of your program.

7) Develop a playbook for the program that includes:

- Program guidelines and schedule
- A response database
- Conversation starters
- Conversation plans that offer stimulation, emotional dynamics, and relationship building
- A crisis alert, escalation, and mitigation plan
- A tagging plan that includes both human and automated tags

The bottom line for hospital marketing and communications teams is that when you move your monitoring from a simple net to catch non-compliant content, complaints, or potential crises to a more proactive and robust program, you will ultimately have a stronger set of tools, a better customer experience, enhance your marketing programs, and increase conversion rates.

Explore Engaging Content Moderation with LiveWorld To discover more about content moderation with LiveWorld, contact Jason Liebowitz at jason@liveworld.com or call (347) 276-2644.