

HEALTHCARE MARKETING TRENDS

Here's How We're Guiding Healthcare Practices
Toward Growth. How Does Your Practice Compare?

Leverage Marketing works with healthcare practices to help them stand out in a hypercompetitive market, connect with potential patients empathetically, and, ultimately, impact the lives of more patients. Given the many healthcare choices currently available and the evolution to more of a consumer-driven healthcare market, your content and presence on various external review sites (Yelp, Healthgrades, etc.), social sites (Facebook, Twitter, YouTube, etc.), and your own website are increasingly important to your practice and your growth. Most practices feel it's wise to take a proactive approach when it comes to digital marketing. Here are some of the tools and strategies Leverage Marketing's clients use to push ahead confidently in digital.

CONDUCT A DIGITAL DIAGNOSIS

Healthcare providers know the diagnostic process is essential to identifying a patient's issues and treating them effectively. The same is true of marketing for healthcare providers. Before you can improve upon your practice's digital strategy (or build one if it doesn't yet exist), you need to fully understand the measures you've already put in place, how they've been performing, and what your competitors are doing differently to appeal to consumers in your market.

Leverage's first step toward building a partnership with new clients is our Digital Analysis and Amplification process, in which we take a deep dive into all of your current marketing efforts and conduct in-depth research of your digital landscape. With a thorough understanding of how your message is reaching your target audience, which aspects of it resonate with them the most, and what opportunities exist to broadcast it to more potential patients in your service area, we form an actionable digital plan to drive more consultations and more foot traffic into your facilities.

PROMOTE BETTER PATIENT CARE THROUGH DIGITAL CONTENT

In medicine, the health of your business is directly tied to the health of your consumers. The most successful companies are those who can deliver patients both the highest level of care and the best customer experience. Leverage Marketing understands that care receivers are just as important as the caregivers we partner with.

Our clients find that once they begin communicating a patient-first message on every marketing channel, their business grows. Their consultation numbers and bookings have risen as a result of

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answering commonly asked questions, introducing staff, explaining procedures, and creating other content that makes potential patients more comfortable taking the next step. Let the strategy that develops from the digital diagnosis described above determine which specific mediums (videos, blogs, etc.) and channels (YouTube, Instagram, etc.) to focus on.

BE WHERE YOUR PATIENTS ARE LOOKING

Thanks to the internet, advancements in consumer technology, and sweeping reform through policies like the Affordable Care Act, patients have more control over their healthcare than they've ever had before. Greater access to information and different treatment options gives people the freedom to look through a variety of providers for their ideal solution, and our clients want to make sure they are prominently featured in traditional search results as well as on review sites and social media.

Today, many patients discover healthcare practices on YouTube, social sites, and specialized review sites. Clients that offer cosmetic procedures gain new audiences on Instagram by posting before and after photos, while practices that primarily serve women find traction on Pinterest, which has a mostly female audience. Many of our clients benefit from paid media campaigns due to their unique ability to quickly identify new audiences who might benefit from their services. With paid search, clients have also been able to amplify awareness of their physical treatment sites to nearby patients through improved location-based ad targeting.

INCREASE PATIENT LOYALTY

When our clients earn a new patient, they find it important to do everything they can to remain top of mind for current consumers instead of focusing solely on attaining new patients. Whether you already have a marketing automation tool, plan to get one, or haven't yet considered an implementation, you should take advantage of the best tools that have emerged to create a smart customer outreach system, allowing you to engage with patients by following up after appointments, acknowledging their birthdays, announcing promotions, gently asking for reviews or referrals, etc. Maintaining proactive, thoughtful, targeted, and personalized communication on an ongoing basis helps create meaningful dialogue with your patients and lessens the potential to be forgotten.

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CREATE COMPASSIONATE CONTENT

Our clients' websites, blogs, social platforms, paid ads, emails, and all other communications always convey a comforting, empathetic, knowledgeable, and patient-first attitude.

The right content tells your customers that you understand what their needs are and how you're prepared to meet them. Education is a primary goal of most healthcare content—in addition to gaining your patients' trust and continued business when they're confident in your medical expertise, you'll improve your standing in the digital realm by establishing yourself as a thought leader. Leverage's team of content creators work with our clients to establish a tone and messaging structure that effectively communicate their ability to teach and care for their community.

KEEP AN EYE ON COMPLIANCE

The healthcare industry is subject to more rules and regulations than arguably any other vertical. While these regulations are obviously in your patients' best interests, they limit your potential to broadcast your products and services to the audiences that would most benefit from them.

Choose a marketing partner that is fluent in HIPAA, FTA/FTC guidelines, and other rules providers are obligated to follow. All of your strategies and tactics should be designed with compliance in mind. Leverage Marketing is fluent in these regulations and able to amplify your message and reach out to new audiences without compromising your integrity or putting your business and patients at risk.

HOW ELSE CAN WE HELP?

We've only introduced a few of the ways in which our comprehensive, consumer-focused digital strategies can grow your practice and compete better in a crowded healthcare market.

If you'd like to learn more about what we can do to accelerate your growth, visit healthcare.theleverageway.com or reach out to Bob Kehoe, CEO & Partner, at bob@theleverageway.com.