How to Engage Patients or Future Patients

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GET REAL

• Click and close
  • What makes you want to open a document or a link or a post?
  • Relevant
  • Interesting
  • Clear message

• Social Media is FOREVER
  • How you handle bad reviews/poor star ratings
  • What does your website look like, what does your image look like today? How do patients perceive you?
  • How well does your practice function = patient engagement

Patient Engagement

• Patient experience at your office
  • Cleanliness
  • Wait time
  • Ease of getting an appointment
  • How long to answer phone/call backs
  • How well do you respect patient data?
  • How do patients feel?
  • How do patients feel about you?
  • Service provided
  • Billing problems resolved
  • Staff - kind, considerate, friendly
  • Providers - kind, considerate, friendly
  • Get the point…fix what is broken

This will create retention and attract new patients

Clean House and Use What you have

• Patient Portal
• Internal signage
• Social website

Clean-up your image

How you checked all payer directories for accuracy
How you check major search engines for accuracy
Healthgrades update (and others)

#1 SOURCE OF PATIENT REFERRALS STILL REMAINS AS...
What is a Social Media Campaign?

Clear Definition
Coordinated Effort to accomplish a goal of marketing:
- Practice
- Specific Service
- Product
- Promotion
- Event
- Other

HOW TO BUILD A GOOD ONE

- Determine Goal
- Pick a Platform(s)
- Create Relevant, Clear and Interesting Content
- Amplify Your Reach
- Assess, Plan, React and Act
Designed with Purpose

Turn your every day efforts into results.
Focus on reaching a specific goal – measurable and clear cut.

Your Brand can have several campaigns running at the same time – different goals, targets (demographics), and messages.

Build a Strong Brand

- Who are you?
- Consistent Brand – your voice, design, content and true experience = TRUST
- TRUST sets you apart
- Need for a strong online presence needs a well-planned social media campaign
- Boost site traffic
- Drive engagement
- Generate visits/sales/attendance

5 STEPS TO BUILDING A GREAT SOCIAL MEDIA CAMPAIGN
Set Your Goal

- Determine your goal
- Create a mind map - visualization of your brand’s short and long-term goals along with benefits and challenges.

Take the time:

**Vague Goal:**
Increase my following on fb

**SMART Goal:**
By end of Q1, my average number of traffic to my fb page is 5,000 with an increase of related business by 20 new patients.

**WHY:**
All this work takes time - whether you do it yourself or hire someone.

Measure progress and refine.
#2: Choose the Right Platforms

- What channel(s) are right for my brand to get you in front of your right audience?
- Maximize the effect of your content
- Reach your goals

How many can you do without losing focus and stay within the resources allocated = Budget of time and $?

Who are your Competitors

- Analyze SWOT your competitors – what are they doing?
  - What works for them
  - What channels are they using
  - What is their message
  - T-F-D-T – Threats, Advantages, Opportunities and Threats

Look and Understand Benefits, Requirements, & Unique Features of Each Social Media Channel
Know the Demographic of each Platform

- Must create content (copy and collateral) that will appeal to your audience & be true to your brand
- Demographic overlaps
- Resources

Know Your Image Sizes – Use Royalty Free or Get Consents from Staff/Patients

<table>
<thead>
<tr>
<th>Platform</th>
<th>Image Size</th>
</tr>
</thead>
<tbody>
<tr>
<td>Twitter</td>
<td>1080x1920</td>
</tr>
<tr>
<td>Facebook</td>
<td>1200x628</td>
</tr>
<tr>
<td>YouTube</td>
<td>1500x750 Min. recd. for video uploads</td>
</tr>
<tr>
<td>LinkedIn</td>
<td>1034x512, Resolved profile, 1000x560 Company updates</td>
</tr>
<tr>
<td>Instagram</td>
<td>1080x1080</td>
</tr>
<tr>
<td>Pinterest</td>
<td>600x900</td>
</tr>
</tbody>
</table>

Create a Branded LINK

ThinkBighcs.Blog.Updates
Considerations different sites treat links differently

Using URLs on Social Media

Twitter
- Regardless of length, design image above 200 pixels
- Use shortened URL to minimize URL
- Links can be shortened using Bitly
- Images can help increase traffic

LinkedIn
- Use shortened URL to improve visibility
- Links can be shortened using Bitly
- Include image links to increase traffic

Facebook
- Automatically publish image appearance
- Transparency to users in the article name
- Include URL to image when sharing

Instagram
- Use shortened URL to improve visibility
- Link to profile page exceptionally well on this platform

YouTube
- links can be shortened using Bitly
- Use shortened URL to improve visibility

Pinterest
- Include image links to increase traffic
- Include image links to improve visibility
- Include image links to increase traffic

Apple Email
- Include image links to improve visibility
- Include image links to improve visibility

#3 Create Clear and Relevant Content

Rule of thumb - 80% of content should be non-promotional
Content Calendar

1. Have all the holidays outlined
2. Special health care day/month celebrations
3. See what people are talking about and add as appropriate
4. Find something going on locally/nationally that has an impact

STYLE GUIDE

- Types of images
- Color palettes
- How to structure links
- Messaging and tone

Cheat a little – Use Templates!

- There are plenty of on-line sources for membership
- It is easier to modify a template than to start from scratch
#4 AMPLIFY YOUR REACH

THE POWER OF COLOR

Diversify Content

- User Generated Content = UGC
- Great with #hashtags

Polls for Engagement

- Great way to engage and feedback
- Foster communication
- Feedback

- Caution in healthcare
- Which post did you like better
- Get tested for – are you ready to do this
- Did you tell your mom to get a mammogram?
CONSUMERS LOVE LIVE VIDEO

Share Your Story

Get Your Posts Trending
Organic and Paid Promotion

RETARGETING

Giveaways & Contests
INFLUENCERS!

Influencers add impact to any social media campaign. Carefully consider who you want to for your brand:
- Their message
- Demographic match = similar audience
- Team up or form partnerships = $$$

You can ask them for their analytics or use a company like socialblade.

BECOME AN INFLUENCER

MIXED Media PLATFORMS

- If you have the $$$ use mixed media platforms to talk about your social media activities.
- Stay true to your goals and brand.

• Traditional
  - PR
  - Radio
  - Cable // TV
  - Billboard
  - Blog posts
  - Newsletter
  - Website

#5 Reflect, Plan Act and Re-Assess

Analyze the Post data
Look for emerging patterns
What works/what doesn’t work
Make it work
Track, track and track.
Outsource or DIY?

Thank you.