



# 5 TIPS FOR INDISPENSABLE HEALTHCARE EXPERIENCE CONTENT

1

PROVIDE CONSISTENT GUIDANCE TO HOSPITAL/CLINIC SERVICES, LOCATIONS AND AMENITIES

2

DEVELOP CONTENT ON SUPPORT SERVICES AND CLINICAL TRIALS BY SERVICE LINE

3

CREATE BEFORE-, DURING- AND AFTER-CARE TIPS AUTHORED OR CURATED BY PATIENT PEERS

4

BUILD A LIBRARY OF STAFF PROFILES THAT PATIENTS CAN ACCESS

5

ADD CAREGIVER SUPPORT AND GENERAL POST-TREATMENT INFORMATION BY SERVICE LINE

## 5 TIPS: EXPERIENCE CONTENT CHANNELS

1

ADD A “FOR PATIENTS” AND “FOR CAREGIVERS” SECTION TO YOUR WEBSITE

2

EXPLORE COMMUNICATION OPTIONS AVAILABLE WITH YOUR PATIENT PORTAL

3

ALIGN ONLINE AND PRINTED PATIENT INFORMATION

4

CONSIDER MOBILE HEALTH APPS SPECIFIC TO YOUR FACILITIES

5

LEVERAGE SIGNAGE AND INTERNAL COMMUNICATIONS CHANNELS

## 5 TIPS: EXPERIENCE CONTENT MEASUREMENT

1

USE NRC OR PROPRIETARY SURVEYS TO TRACK PATIENT EXPERIENCE METRICS

2

MONITOR HCAHPS METRICS ON COMMUNICATION AND DISCHARGE INSTRUCTIONS

3

TRACK “FOR PATIENTS/FOR CAREGIVERS” WEB CONTENT ACTIVITY

4

COORDINATE METRICS WITH PATIENT EXPERIENCE DEPARTMENT

5

CONSIDER GROWING AN ONLINE PATIENT EXPERIENCE COMMUNITY

### TIPS ON THE WHAT, WHERE, HOW OF CONTENT MARKETING

Healthcare providers have no shortage of content available to them. The trick is to manage content and make it matter. The Consumer Decision Journey provides the map you need to put the right content in the right place for the right audience and track its effectiveness. As the saying goes, “Content is King,” but you can be—must be—the ruler.

For more information, contact Patti Bridge at [pbridge@laughlin.com](mailto:pbridge@laughlin.com) or 312.422.5995.

