



5 TIPS FOR CONTENT THAT'S INFLUENTIAL IN HEALTHCARE DECISIONS

1 FINDING DECISION-CRITICAL INFORMATION IS TOTALLY CONSUMER DRIVEN—BE ATTUNED

2 MAKE SERVICE LINE CREDENTIALS, SPECIAL PROGRAMS, CERTIFICATIONS AND OUTCOMES EASY TO FIND

3 MAKE SEARCH AND YOUR WEBSITE EXPERIENCE A PRIORITY

4 REMEMBER THAT PHYSICIANS ARE THE SINGLE MOST IMPORTANT INFLUENCE

5 REMEMBER THAT HEALTHCARE DECISION-MAKERS FIND SIMILAR PATIENT EXPERIENCES REASSURING

5 TIPS: EVALUATION CONTENT CHANNELS

1 MEASURE HOSPITAL IMAGE/REPUTATION COMPARED TO YOUR MARKET PEERS

2 DISTRIBUTE RELEVANT CONTENT TO DISEASE/CONDITION SPECIFIC SOCIAL SITES

3 EXPLORE TARGETING AND RETARGETING DECISION-MAKERS

4 CONSIDER PAID DISPLAY ON PHYSICIAN AND PROVIDER REVIEW SITES

5 OPTIMIZE YOUR WEB CONTENT

5 TIPS: EVALUATION CONTENT MEASUREMENT

1 HOSPITAL IMAGE/REPUTATION IS A KEY DETERMINANT OF CHOICE

2 TRACK SERVICE LINE PREFERENCE THROUGH NRC OR PROPRIETARY SURVEYS

3 MONITOR ACTIVITY ON SERVICE LINE WEBSITE PAGES

4 ANALYZE SOCIAL ENGAGEMENT WITH SERVICE LINE SPECIFIC CONTENT

5 QUANTIFY CONVERSIONS IN THE FORM OF INQUIRIES AND REFERRAL REQUESTS

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 or 312.422.5995.

