

# 2016 Health Care Marketing Trends Report

| *How to make 2016 your health care brand's year to shine* |

FRANKLIN 

## Welcome to Franklin Street's fifth annual trends report.

We publish this annual report to help our clients and colleagues gain a foothold in the trends, changes and opportunities that will shape the coming year. In this report, you'll learn about macro trends that have powerful implications for hospitals and marketers.



We're also doing something new for this year's report. In addition to sharing macro trends, you'll hear directly from Franklin Streeters who weigh in on what you should look for in 2016. We also invited colleagues to share their unique perspectives on what marketers should pay attention to in the coming year.

# PATIENT JOURNEY MAPPING



*Marketing will take the lead in creating better patient experiences.*

Many of our clients have been tasked with improving patient experience—even being given the title of Chief Experience Officer. Titles aside, marketing has always had the role of patient advocate. It's why we work so hard to develop communications strategies that resonate and build trust, which ultimately lead to utilization.

What better way to advocate for patients than by documenting every step of the patient journey so that you can identify better ways to engage the patient and improve her experience?

## Mapping the Journey: Key Elements

Suggestion: focus on one service line.

- Feelings/state-of-mind
- Awareness of options
- Influencers (family, friends, physicians, the Web)
- Information-gathering path
- First point of contact
- Receiving care at each touch point
- Insurance, medication and other touch points
- Follow up care
- Post-care communication (friends, family, hospital/provider)

## When Marketing and Operations Collide

We wrote about the changing relationships between marketing and hospital operations in October 2015. Good news: marketing and operations are shaking hands and rolling up their sleeves to work together on behalf of the patient. *Read the post on our site. (Key word: operations.)*

# MEANINGFUL METRICS



*The key to success: Do what works.  
Don't do what doesn't work.*

Sounds simple, right? But knowing what works often feels more like an art than a science. That's where meaningful metrics come in. We're seeing more and more hospital marketers getting away from “vanity metrics”—the number of Likes on Facebook posts, for example—and moving focus to tracking activities that align with the ultimate goal of marketing: new patient acquisition.

## Metrics to Track

Every organization is different, therefore meaningful metrics vary by hospital. With that said, here are a handful of metrics that work universally to identify if your efforts are on track or off track.

- Conversions — the step from clicking from a digital marketing offer to taking a next step to becoming a patient
- Email list growth
- Calls for physician referral
- Seminar and event registrations
- Online appointment requests
- Patient downstream revenue

## Avoiding a Lose-Lose Proposition

Back in July 2015, we wrote about the trap many hospital marketers fall prey: running ads because a person of influence in the organization said so. Doing so may mean wasting money - and harming your career. *Visit our site and read the post. (Key word: running.)*

# CONTINUOUS CAMPAIGNING



*Hospital marketing campaigns typically run for 90 days or less. It turns out, people look for providers all year long.*

With limited resources, hospital marketers once planned campaigns out by season. Heart month is February—so cardiac marketing got 1Q’s attention. Breast cancer awareness month is October—so cancer messaging got the spotlight in 3Q. But what happens to those prospective patients who need heart solutions in August? Or the woman with a family history of breast cancer who becomes nervous about her health in January? Hospital marketers are identifying ways to keep their service line campaigns in front of prospective patients year round.

## Ways to Continuously Market Key Services

Our philosophy at Franklin Street is to work smarter to stretch your resources. Here are several ways to keep your services in front of prospective patients all year long.

- Create great content consistently
- Focus on optimizing your content and web channels for SEO
- Host seminars and educational events for key services—at the hospital, on the Web
- Leverage brand journalism—look for ways to add your brand’s point of view to national stories/trends

## Building a Better Content Calendar

In May 2015 we wrote about the four elements of successful content calendars and even showed you examples of how to build a great content calendar. *Visit the site to read the post. (Key word: calendar.)*

## PERSONAL PERSPECTIVES

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*Franklin Streeters weigh in*

*We asked our teammates to share their perspectives on what to look for in 2016. Here's what they had to say.*

## WHAT SHOULD HOSPITALS LOOK FOR IN 2016?

*“Transparency. From social media to national news, we’ve seen a rise in people voicing their frustrations with the lack of accountability/honesty from educational and government institutions to private organizations such as FIFA and the NFL. These movements show the desire of people to be able to trust organizations that are part of their lives.”*



**Caroline Hall**  
Account Manager

*In addition to managing clients and being the firm’s resident SEO genius, Caroline’s other big contribution to Franklin Street is bringing her sweet and lazy dog, Hazel, to work.*

## WHAT SHOULD HOSPITALS LOOK FOR IN 2016?

*“The Expectation Gap. This macro trend deals with how technology and business innovations are raising consumer expectations around speed, personalization and satisfaction level. Think Uber, iPhone and Amazon. Unfortunately, most hospitals are having a tough time keeping up with consumer's rising expectations, creating a gap between what people expect and what hospitals deliver. The bigger the gap, the lower the satisfaction. We see expectation gaps around ER wait times, lead times for specialist appointments, online appointment availability and transparency of bills, to name but a few. On the other hand, we see health care providers like Walgreens focus on this issue with their mobile app for refilling medications, dynamic status board for prescription filling, and their Express Pay service.”*



**Tim Roberts**  
Partner

*Tim's skills go far beyond his ability to create compelling brand strategies that help our clients to achieve market preference and growth. Tim is also a bona-fide grease monkey. He knows how to tear down and build back up car engines blindfolded.*



## WHAT SHOULD HOSPITALS LOOK FOR IN 2016?

*“Customer data collection. The recent launch of Walgreen’s app gives customers discounts based on health data (blood sugar levels, blood pressure, fitness trackers) that they sync. This can be a win-win for customers and Walgreens. On the other hand, this innovation raises concerns about privacy in data sharing. Hospitals are in the big data business. Are they willing to help patients manage their care using data while balancing the risks that owning this data bring?”*



**Liz Ramirez**  
Digital Producer

*Liz is integral to Franklin Street’s digital products and marketing category. No website is too big for her to tackle. But her crowning achievement at the firm? She’s a record holder for solving a Rubik’s Cube in under two minutes.*

## WHAT SHOULD HOSPITALS LOOK FOR IN 2016?

*“You may not be interested in politics, but politics is interested in you. Buying TV ad time in 2016 will be a challenge for hospitals. More than \$5 billion will be spent in 2016—more than double the record of the last presidential election cycle. If you’re trying to get an important message out to consumers in 2016, television may be off the table.”*



**Clay Cutchins**  
Senior Writer

*You know when Clay is in the office. His booming laugh carries and he brings fun and smarts to every assignment. Clay is also extremely well-read and fascinated by just about everything. He’s the perfect guy for your bar night trivia team.*

# WHAT SHOULD HOSPITALS LOOK FOR IN 2016?

*“Digital experience. Consumers expect an online presence and the ability to find what they need quickly when they visit a website. Health systems and other organizations have to keep up to add new patients to the funnel. Helping a prospective patient find what they want and need online quickly is essential.”*



**Margaux Sprinkel**  
Content Marketing Strategist

*Margaux manages our clients' content strategy and marketing automation technology campaigns. She is also a bona-fide horse lover. That's why we call Margaux our horse and marketing automation whisperer.*

## WHAT SHOULD HOSPITALS LOOK FOR IN 2016?

*“Personalized health care and patient engagement. More and more health systems are investing in platforms to personalize each individual patient’s healthcare experience and provide real-time results, medical records, and patient data. By focusing on the individual and inspiring more patient engagement, health care providers can be more effective with changing behavior and motivating people to achieve their own personal health goals.”*



**Rachel McGuinn**  
Traffic Coordinator

*We pride ourselves on meeting deadlines and keeping our clients on budget. We have Rachel to thank for that. Rachel helps ensure the trains run on time. And she does it with a big smile and great sense of humor. (A big plus for such a high-stress job.)*

## WHAT SHOULD HOSPITALS LOOK FOR IN 2016?

*“Empathy. Doctors, nurses and support staff are overworked. The C-suite is being asked to make margin on a shoestring. Patients are dissatisfied with the cost of health care, the complexity of the process, and having to wait for care. We can’t fix everything that’s wrong with health care. At least in 2016. But we can acknowledge our colleagues’ and patients’ challenges. Simple kindness, respect and support can go a long way to making things better. In fact, the best brands have the greatest empathy for the customer. Empathy is a win-win.”*



**Stephen Moegling**  
Partner

*Stephen works with the firm’s clients on planning and strategy along with writing and speaking on trends and opportunities impacting the health care branding community. When he’s not pontificating on the state of health care, you can find Stephen exercising, cooking and playing drums in the world’s best kept secret garage band.*

## WHAT SHOULD HOSPITALS LOOK FOR IN 2016?

*“The market demands mobile-optimization. To effectively deliver information and services to patients online, hospitals have to prioritize making all their experiences mobile-friendly. Whether it’s your website, patient emails, physician locator tools, or patients accessing their records, the experience has to work flawlessly across mobile, tablet, and desktop.”*



**Greg Ceneviva**  
Senior Account Manager

*Greg guides our clients on service line and digital marketing strategies. As of this writing, Greg is also preparing for Baby Number 2—and doing his best to make up for the sleep he won’t be getting soon.*

## WHAT SHOULD HOSPITALS LOOK FOR IN 2016?

*“Accessibility. With the advent of retail health care, consumers’ want to access health care on different terms... their own. Patients expect to be seen on time, at more convenient times, to group appointments together to avoid multiple trips to the doc, and to have more informed conversations with their providers. In order to meet patients’ expectations, traditional providers must shift their approach and ensure convenience and accessibility are at the forefront.”*



**Megan Walworth**  
Director, Client Relations

*While many Franklin Streeters enjoy bringing their four legged friends to the office, Megan chooses to leave her chocolate lab Brownie at home. His reputation for eating anything not bolted to the floor precedes him.*

# WHAT SHOULD HOSPITALS LOOK FOR IN 2016?

*“Organizational health. We all know culture trumps strategy. Smart hospitals will focus on employee and physician engagement as a competitive advantage. A strong team connected to a shared vision can weather any storm.”*



**Will Flynn**  
Founder & Partner

*Will founded Franklin Street 30 years ago on the belief that a marketing and advertising firm could make a positive difference in people's lives. Will carries this belief into his life outside of Franklin Street. He is active in his church and volunteers to help the underserved.*



## WHAT SHOULD HOSPITALS LOOK FOR IN 2016?

*“Pay attention to and solicit user-generated reviews. Patients are reviewing their hospitals line and provider experiences—regardless of whether the hospital solicits these reviews. Millennials trust peer reviews and see them as a key factor in deciding where to go for health care. Reviews are indexed and featured prominently on social platforms like Facebook and Yelp. Savvy hospitals and providers are soliciting reviews and using them as part of their customer service feedback loop.”*



**Sarah-Tyler Moore**  
Senior Account Manager

*Sarah-Tyler takes her role as senior account manager seriously, navigating her clients through complex campaign production and planning. But Sarah-Tyler is also gearing up for another important role in 2016: first-time mom!*

## OTHER PERSPECTIVES

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*Now a few words from Franklin Street's health care colleagues.*

*We asked several of our firm's professional colleagues to weigh in on what hospitals should look for in 2016.*

*You'll hear from experts in research, digital marketing, brand valuation consulting, and planning on what they think we should pay attention to in 2016.*

*We invite you to contact our colleagues to learn more about their services.*

# WHAT SHOULD HOSPITALS LOOK FOR IN 2016?

*“In 2016, look for health care marketing to converge with patient engagement and patient satisfaction. Marketing will morph into an engagement and outreach strategy. Marketers need to align with their clinical and operational counterparts.”*



**Michael Sengbusch**  
SVP Product,  
Influence Health



*At Influence Health, Michael manages the product and software development for the Digital Marketing Cloud.*

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# WHAT SHOULD HOSPITALS LOOK FOR IN 2016?

*“Harvard Business Review says ‘Gratitude is inherently reciprocal and can serve as the basis for a relationship beyond the transaction.’ Instead of loyalty, hospitals should look for ways to authentically express gratitude for patients, caregivers, and employees. For example, give patients props for upping their step count or rethink specialty lexicon—considering the point of view of patients (e.g., term ‘geriatrics’ to a Baby Boomer).”*



**Sandra Bauman, Ph.D.**

Owner/Principal  
Bauman Research

**Mary Alviles**

Qualitative Specialist  
Bauman Research



*Bauman Research & Consulting is a full-service insight consultancy that designs and conducts qualitative and quantitative market research studies that deliver the insights and intelligence health care organizations need to make impactful decisions.*

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## WHAT SHOULD HOSPITALS LOOK FOR IN 2016?

*“Search Engine Marketing (SEM) is projected to be a \$34 billion vertical in 2016; however hospitals are typically spending less than 10% of their overall marketing dollars on SEM. In 2016, look to target and convert patients at the moment they are searching for treatment while complimenting offline marketing efforts.”*



**J.K. Lloyd**  
President/Co-Founder



*Eruptr specializes in Search Engine Marketing (SEM), Search Engine Optimization (SEO), Social Media Marketing and importantly, patient conversion solutions that yield measurable results.*

*(888) 378-7871  
jk@eruptr.com*

## WHAT SHOULD HOSPITALS LOOK FOR IN 2016?

*“Marketing resources will be scarcer in 2016, and the need for increased volume and market share will not change. More need, less resources. A hospital’s brand is a major unrecognized asset and should be maximized. A well-marketed brand will increase volume and attract better payers.”*



**Alfred M. King**  
King Valuation Services

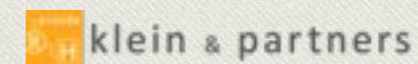
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# WHAT SHOULD HOSPITALS LOOK FOR IN 2016?

*“Search Retail is learning health care faster than health care is learning retail. The ACA has been instrumental in creating customers out of patients. A recent Klein & Partners’ Omnibus survey showed that a majority of Americans experienced an increase in health insurance costs since the inception of the ACA. With more ‘skin in the game’, expectations of a health care experience are becoming much more ‘retail-like.’ We are calling this mind shift – ‘Disruptive Expectations.’ More and more consumers are comparing their physician and hospital experiences to exceptional retail experiences rather than to other physician and hospital experiences – ‘Why can’t my physician’s office treat me more like an Apple Store does?’ or ‘Why can I make a restaurant reservation with Open Table but I have to call and argue with someone at my doctor’s office for an appointment?’ Retailers like CVS and Walgreens are leading the way in providing a retail-like health care experience (e.g., access, convenience, price transparency, etc.). So as you work to improve the patient experience, remember they are customers too.”*



**Rob Klein**  
Founder & CEO



*Research-driven brand consulting for leading health systems and hospitals.*

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# WHAT SHOULD HOSPITALS LOOK FOR IN 2016?

*“Culture is critical. Every CMO is wondering what kind of staff they need in today’s digital marketing and communications world. I suggest they think about the kind of culture they want first and then identify functions and skill sets. Skills can be taught but attitude/values will better you.”*



**Jean Hitchcock, MPA, APR, CFRE**  
President



*Hitchcock Marketing & Communications specializes in assisting health care leaders achieve their goals through the use of best practices for marketing and communications.*

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# WHAT SHOULD HOSPITALS LOOK FOR IN 2016?

*“Hospitals must address the growing concern around physician and caregiver burnout. We have placed so many areas of focus for their constant attention, so many imposed regulations and complicated business structures, and to date, so few emotional support mechanisms to provide solace. The very future of medicine as we know it is on the line.”*



**Candace A. Quinn**  
Chief Operating Officer,  
Professional Research Consultants,  
and Governing Member for The  
Institute for Healthcare Excellence

*Professional Research Consultants, Inc., (PRC) empowers healthcare organizations to become the best possible places for patients to be treated, physicians to practice medicine, and employees to work. Thousands of organizations turn to PRC for comprehensive custom research solutions that help them achieve excellence and drive growth.*

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# ABOUT US

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*Franklin Street is a health care brand consultancy. We build patient-centered brands<sup>®</sup>. We believe that a brand built around the desires of the patient will increase satisfaction, fuel innovation and grow market share. We have clients across the country and are celebrating our 30th year in business in 2016. We help our clients achieve their business goals by following a proven process—a process that has helped our clients grow market share, achieve preferred brand status, and increase new patient acquisition.*

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