

Social Media in #Healthcare



Topics

Your Practice Online

- Online Reputation
- Social Media Channels
- Social Media Strategy
- Blogs
- Search Engine Optimization

Does your practice have a Facebook page?



How many followers do you have?

How often do you post?

Your Online Reputation

Your Practice Online

Have you searched your name online? Chances are that one of the first search results will be from Healthgrades, Vitals or Yelp.

People are more likely to post reviews publicly if they are dissatisfied. You can offset those reviews with good ones.

What Can You Do?

Use Social Media to influence your online reputation. Get feedback offline. Ask for positive reviews from happy patients. Promote your website on all online profiles.

Surveys

<http://www.mountainvalleyortho.com/patient-survey-mountain-valley-orthopedics.html>

Update Doctor Listings

Online Review Link

<http://www.benhansenmd.com/reviews/>

Social Media

Your Practice Online

Social media allows you to engage current patients and build a connection with new patients by providing relevant and educational information.

- Cost-effective way to connect with your audience
- Educate and influence your patients
- Allows you to build credibility and trust
- Attract new patients



**AUG
2015**

YEAR-ON-YEAR GROWTH

HOW THE DIGITAL WORLD HAS EVOLVED OVER THE PAST 12 MONTHS



TOTAL
POPULATION



we
are
social

2.5%

+177 MILLION

ACTIVE
INTERNET USERS



we
are
social

7.6%

+225 MILLION

ACTIVE SOCIAL
MEDIA USERS



we
are
social

8.7%

+176 MILLION

UNIQUE
MOBILE USERS



we
are
social

3.4%

+124 MILLION

ACTIVE MOBILE
SOCIAL USERS



we
are
social

23.3%

+365 MILLION

FIGURE REPRESENTS TOTAL GLOBAL POPULATION, INCLUDING CHILDREN

FIGURE INCLUDES ACCESS VIA FIXED AND MOBILE CONNECTIONS

FIGURE REPRESENTS ACTIVE USER ACCOUNTS ON THE MOST ACTIVE SOCIAL PLATFORM IN EACH COUNTRY. NOT UNIQUE USERS

FIGURE REPRESENTS UNIQUE MOBILE PHONE USERS

FIGURE REPRESENTS ACTIVE USER ACCOUNTS ON THE MOST ACTIVE SOCIAL PLATFORM IN EACH COUNTRY. NOT UNIQUE USERS

Your Patients Are Social

Your Practice Online

- Over 250 million people in the US on Facebook, 107 million on LinkedIn & 65 million on Twitter.
- Pew Research Internet Project reported that **74%** of online adults use social networking sites.



More than **40%** of consumers say that information found via social media affects the way they deal with their health.



30% of adults are likely to share information about their health on social media sites with other patients.



42% said they wouldn't hesitate to post comments about a doctor, nurse or healthcare provider on social media.

Educate & Influence Patients

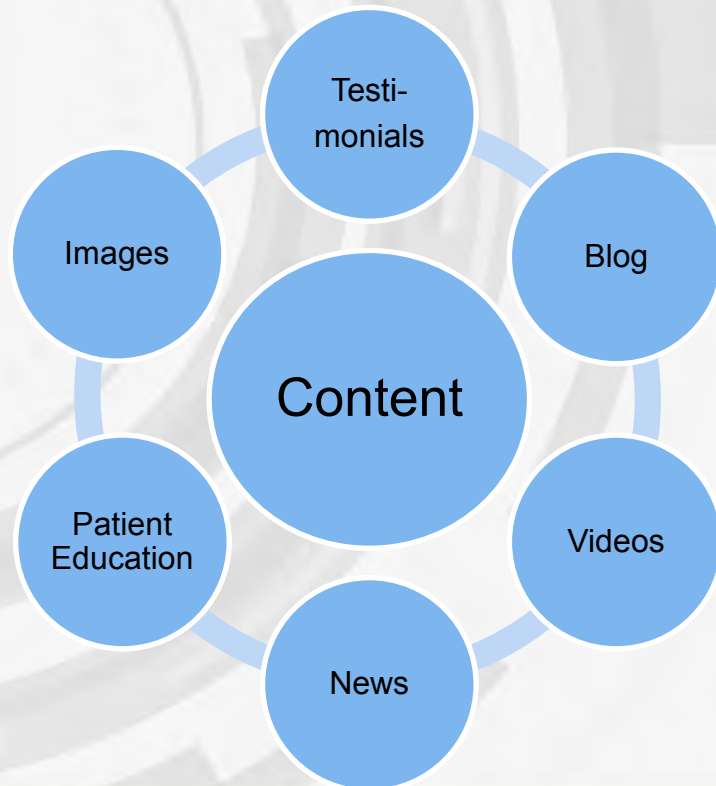
- Engage current patients and build a connection with new patients by providing relevant, engaging and educational information.
- Build credibility and trust.
- **60%** of social media users say that they trust social media posts and activity by doctors over any other group.²



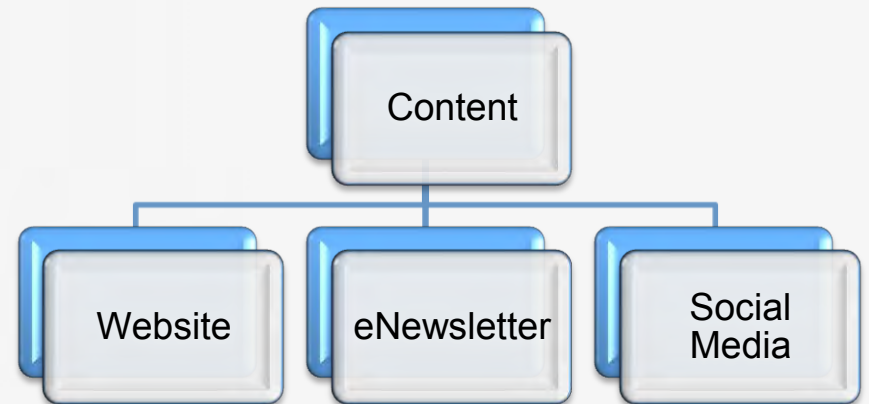
Content

Nurture your patient relationships by sharing content that your patients will find interesting and helpful.

Create content to educate and influence patients.



How do you currently distribute content?



Which Channel Is Best?

Your Practice Online

Where Your Patients Are!

- 1.4 billion users
- 70% engage daily
- All ages

Facebook



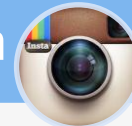
- 284 million users
- 38% engage daily
- 30% under 50

Twitter



- 300 million users
- 59% engage daily
- 55% age 18-29

Instagram



- 347 million users
- 22% engage daily
- Professional

LinkedIn



- 363 million users

Google +



- 70 million users
- 80% female

Pinterest



Social Media Guidelines

Your Practice Online

- Create a content plan
- Post content consistently
- Monitor social media accounts and be responsive
- Do not provide medical advice
- Get consent from patients for testimonials and marketing

f How to Stand Out on Facebook

Your Practice Online

Here are 3 steps to help you get started

Step #1



First, make sure you have an audience for your business page.

- ☑ Ensure everyone that works for you or with you 'likes' your page.
- ☑ Invite all of your personal Facebook friends to like your business page.
- ☑ Invite website visitors to 'like us on Facebook'. Make sure the link to Facebook is prominent on your homepage.
- ☑ Display flyer or provide business cards to 'like us on Facebook' to patients in your office.
- ☑ Consider a Facebook Like campaign to increase followers quickly.

f How to Stand Out on Facebook

Your Practice Online

Here are 3 steps to help you get started

Step #2

2



Create Content

Your posts don't always have to be specific to your specialty.

- ✓ Use video to catch attention, keep it under 2 min. Video can increase your reach and engagement.
- ✓ Incorporate humor – share a funny graphic.
- ✓ Before/after photos or patient testimonials – get permission, of course.
- ✓ Get personal – post about your employees or your office or even an office birthday celebration.
- ✓ Think local! Share local information in your community. What events are coming up? Any seminars that would interest your audience? Any 5k races or fairs?
- ✓ Health – include general health and wellness tips.

f How to Stand Out on Facebook

Your Practice Online

Here are 3 steps to help you get started

Step #3

3 

Post Consistently

One post here and there isn't going to engage your audience.

- Be consistent.
- Set up a content posting schedule once a week or once a month. Utilize Buffer or Hootsuite for scheduling.
- Consider incorporating hashtags of trending topics to boost exposure of your posts.

DC Interactive reported that 26% of all hospitals in the US participate in social media.

YouTube traffic to hospital sites has increased an impressive 119% year-over-year.

- Increase patient education and improve patient satisfaction through video
- Videos increase people's understanding of a product or service by 74%²
- Visuals are processed 60,000X faster in the brain than text³



Integrate Your Search Engine Optimization Plan with Your Social Media Plan

- Embed YouTube videos within your site
- Share videos in Facebook and Twitter
- Index your blogs for keywords, hashtags and share in all social accounts

Integrate a Social Media Strategy into Your Business Plan

- Engage your patients in your social accounts
- Engage your employees and physicians in your social media strategy
- Dedicate staff and budget to social media support and optimization
- Create a Content Plan and Social Media Schedule
- Add a blog to your website
- Promote “Likes” and “Followers” of social accounts to your patients
- Monitor your accounts and respond accordingly

#ThankYou

Holly Breen Olds
Director of Marketing & Sales

