

MEK Healthcare Marketing Services

- Brand Development
- Content Development
- Patient Satisfaction support
- Online Marketing
(Web, SEM, SEO, PPC, online display, IP retargeting, e-mail)
- Creative Services
(advertising, collateral design, direct mail, online)
- Internal Communication
(Physicians, medical staff, key personnel)
- Public Relations
- Referral marketing
(Physician, patient)
- CRM support
- Event Creation & Support

Key Healthcare Brand Issues

What are your hospital strengths? How are they differentiated and positioned against competition? (If you don't stand out, you don't stand a chance)

Logos and taglines are important, but they don't equal a brand. A brand is a living actionable mental (and emotional) perspective that exists between your patient's ears

Perceived brand and patient experience go hand-in-hand. (Don't solely rely on patient satisfaction surveys - regularly measure external and internal perceptions of performance and perception)

Deliver on your promises. Brand = promise. A broken promise can be lethal to a brand, and to whether a patient will return.

Brands take a long time to build and require targeted energy to maintain. But brands can be bruised, even destroyed, in a day or even minutes.

What more information?

Contact the healthcare marketing pros at

MEK

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POWERHOUSE MARKETING to Make Your Hospital or Clinic Stand Out



theMEKgroup.com

“**MEK has a unique ability to bring knowledge, business networks and social media together for a winning strategy.**

MEK was very instrumental in helping run a successful health awareness campaign for our organization both locally and statewide. They understand the importance of brands and how to build them.

I utilized their expertise to research and identify clear goals and develop a winning multimedia campaign to achieve those goals.”

Paula Gustafson, M.D.
Chief Medical Officer,
\$89 Million Hospital

Sizing up the Competition According to a recent survey, the average marketing plan for an independent hospital was around \$1.3 million. Large hospital systems came in around \$6 million. Once, those budgets were spent mostly for TV and radio spots, with a hefty dose of traditional print and outdoor. Today, digital marketing often comprises well over a third or more of available budgets, including targeted web properties, online display ads, CRM-based outreach and e-mail campaigns.

The bottom line? Everyone wants your patients. That includes specialty orthopedic practices. Out-patient oncology services. Pre-natal and post-natal care facilities. Walk-in non-invasive cardiac support. And of course, large regional or urban full-service facilities.

On top of all that, hospital and healthcare marketing efforts face unique challenges of regulatory issues, privacy, HIPAA, performance metrics (like HCAHPS) and many others.

So how do you meet the competition and position your healthcare entity for success?

- Focus marketing messages and campaigns on what the *patient* (and family/key influencer) cares about, not what the hospital or clinic thinks is important
- Make your message about *health*, not healthcare.
- Remember that brand represents a promise. Fulfilled promises create positive relationships and build trust
- Create online and real-time experiences. Familiarity can reduce anxiety and uncertainty
- Carefully monitor your online reputation – star ratings & online reviews often play a huge role in patient and influencers selecting a facility or practice.

Hospitals, clinics and practices who adopt a customer-centric marketing approach embrace many benefits, but they still have one over-riding challenge:

Unlike other business-to-consumer campaigns, your customers (patients, families and significant influencers) *generally wish they didn't have to use your services*. Healthcare is often intrusive, inconvenient, perceived as not fully effective and expensive. Potential patients are often filled with anxiety and uncertainty.

Think about building positive relationships. Well-meaning physicians typically interrupt patients 18 seconds after asking a question (Cleveland Clinic-cited research).

**Attractiveness.
Trust. Relevancy.
Partner with
MEK to build your
brand and grow
your healthcare
business.**



TACTICS FOR BUILDING, COMMUNICATING AND SUSTAINING A TRUSTED BRAND

- Improving patient experience (fulfill promises)
- Meeting patient expectations (confirm with research)
- Identify positive brand evangelists & give them a megaphone
- Capturing and relating real-time patient stories
 - Backlinks to site content builds SEO
- Develop & sustain content management strategy:
 - Localized info (in addition to peer-reviewed content)
 - Up-to-date CRM of patient preferences, interests
 - Digital-based relevant information (patient portal, online reviews, targeted & information online display ads) – consumer-generated info more believable & influential than government data (A local YELP rating may have more impact than official CMS data)
 - Opt-in patient friendly e-mail campaigns
 - Preventative health info
 - Video content (YouTube is 2nd largest search engine)
 - Social media participation
- Mobile-friendly
- Saturate your online content strategically with key words (but no “key word stuffing”), including long-tail (phrases) keywords; reinforce key words with PPC/Google AdWords for higher search engine results page (SERP) placements
- Retention strategy for physicians, medical professionals
- Internal communication.