EDUCATIONAL GOALS FOR THIS PRESENTATION

- Healthcare trends in digital and social media
- Using free public online tools and resources to understand your market
- Understanding your public climate online

At the end of this presentation, we will ask you to participate in a survey to assess how well the discussion met your expectations and/or impacted your view of digital and social media marketing.
HEALTHCARE TRENDS IN DIGITAL AND SOCIAL MEDIA
HOW ARE PEOPLE GETTING THEIR HEALTH INFORMATION?

In 2000, **48%** of Americans were **NOT** using the internet.

In 2018, only **11%** of Americans are **NOT** using the internet.

- **70%** of U.S. adults received information, care or support from a doctor or other HCP

- **60%** of U.S. adults received information or support from friends and family

- **80%** of U.S. internet users are specifically looking for health information

- **77%** of healthcare appointments start with search engines

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3. 2012 Think with Google
THE IMPACT OF SOCIAL MEDIA ON HEALTHCARE

88% of physicians use the internet and social media to research pharma, biotech and medical devices.

Yet only 53% of physician practices in the United States have a Facebook Page.

74% of internet users engage on social media.

There are 27.4 million people over the age of 55 engaged in social networking, and 19 million of those use Facebook.

60% of consumers say they place trust in doctors' posts.
THE IMPACT OF ONLINE REVIEWS

82% Of patients read online reviews to evaluate a healthcare provider

80% Of patients claim the ratings/reviews influenced their choice of provider

68% Of patients selected a provider over another based on ratings/reviews

80% Of patients want to read six or more reviews with the majority being in the last year.

Yet 77% of physicians have ZERO Google reviews and 41% have ZERO Healthgrades reviews

THE IMPACT OF PATIENT REVIEWS

MOST TRUSTED REVIEW SITES FOR PATIENTS BORN BEFORE 1980

INDUSTRY STANDARDS TO CREATE POSITIVE EXPOSURE WITH REVIEWS:

- Claim your Google Listings
- Cross reference practice/physician information
- Link your website and social media
- Prioritize reviews on Google, HealthGrades, Vitals & WebMD

80% of online healthcare searches start with Google¹

CLAIMING YOUR GOOGLE LISTING

A Google Business Listing has become an integral way for potential patients to find your contact information, look at reviews and connect to your website and social media pages. **Claiming your Google My Business listing is free** (or getting access to it, if it already exists). By managing this listing you can help control how your business information appears across Google, including Search and Maps.

Go to: [https://www.google.com/business/](https://www.google.com/business/) (or simply Google “how to claim my business listing”)

1. Sign to your Google Account (or create one)
2. Enter your business address and position the market on the location on the map
3. Select the appropriate business category
4. Enter your business phone number and website and select FINISH
5. Select a verification option

*If you get a notice that this listing has already been claimed, follow the prompts to claim the listing.*

[https://support.google.com/business/answer/2911778?hl=en](https://support.google.com/business/answer/2911778?hl=en)

For questions about claiming your Google Listing, click the helpful link for “Google My Business Help Community” at: [https://support.google.com/business/community?hl=en#](https://support.google.com/business/community?hl=en#)
UNDERSTANDING GOOGLE SEARCH?

Paid Search – Google AdWords:
1. Know the keywords people search (use Google Analytics & Keyword Planner)
2. Set your max budget to generate one new customer as your CPC (cost per click)

Organic Search – SEO:
1. Know the keywords
   What are the keywords people search (use Google Analytics & Keyword Planner)
2. Make sure your content is relevant
   Content is key! Optimize keywords in the body copy of your website
   Ensure there are no broken links & use title tags and meta descriptions
3. Own your reputation
   Build & watch your customer reviews
4. Conversion – turn clicks into patients
   Speak to your audience – (8th grade terminology, testimonials)
   Create a strong call to action
SOCIAL MEDIA
IS IT STILL RELEVANT?

Top Social Media Platforms
Active Monthly Users (in millions)¹

<table>
<thead>
<tr>
<th>Platform</th>
<th>Active Monthly Users (in millions)</th>
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<tbody>
<tr>
<td>LinkedIn</td>
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USING PUBLIC ONLINE TOOLS AND RESOURCES TO UNDERSTAND YOUR MARKET
WHAT YOU CAN LEARN ABOUT YOUR TARGET MARKET & POTENTIAL PATIENTS

Search by state, county, city or zip code:

Median resident age – 37

Median household income: $49,825

High school or higher: 97%
Bachelor’s degree or higher: 61%
Graduate or professional degree: 23%
Unemployed: 5%

*highly educated audience indicates research

53% married
30% never married
17% divorced, separated, widowed

*split of married and single people

Common occupations for Women:
Office and Admin Support
Sales
*Food prep and Serving/ Management
*Business, Finanacial/ Education/Personal care

Common occupations for Men:
Construction and contractor
Sales
Management
Office and Admin Support

Source City-Data.com
SpyFu – UNDERSTANDING SEARCH PERFORMANCE

Monthly Domain Overview - mypracticeurl.com

Organic Search (SEO)

- ORGANIC KEYWORDS: 436
- EST MONTHLY SEO CLICKS: 1.0k
- EST MONTHLY SEO CLICK VALUE: $1k

Inbound Clicks from Google - Organic vs. Paid

- Organic: 100% Organic Clicks
- Paid: 0

Paid Search (AdWords)

- PAID KEYWORDS: 0
- EST MONTHLY PPC CLICKS: 0
- EST MONTHLY ADWORDS BUDGET: $0

- AdWords their top 2 competitors also buy
- 3 YEARS 7 MOS of Adwords history; Every test they’ve run.

- JUST MADE IT TO THE FIRST PAGE: 9 SEO Keywords
- JUST FELL OFF FIRST PAGE: 11 SEO Keywords

Top 50 AdWords buy recommendations

Worst performing keywords to negative match out

Source – SpyFu.com
Industry standard suggests that a website or any “direct to consumer” medical information be translated to no more than an 8th grade reading level.

**Microsoft Word Directions:**
1. Click the Microsoft Office Button, and then click Word Options.
2. Click “Proofing”.
3. Make sure “Check grammar with spelling” is selected.
4. Under “When correcting grammar in Word”, select the Show readability statistics checkbox

**Varicose Veins**
abnormally enlarge, which in turn leads to either varicose veins and/or spider veins. When this happens over the long term, complications such as thrombophlebitis, deep vein thrombosis, chronic venous stasis disease and venous stasis ulcers can occur.
WEBSITE CLARITY GRADER – UNDERSTANDING READABILITY

Clear Language

**Long Sentences**
781 Sentences

**14.64%**
Aim for 5% or lower
Long sentences exceed 20 words. The long sentence % is fair at 14.64%. Aim for 5% or less. You may be burying certain messages. Split or rephrase long sentences.

**Average Sentence Length**

11
Aim for 10 or lower
The average sentence length is fair at 11. For web copy you should aim for 10 or less. You may be burying certain key messages.

**Passive Language**
146 Sentences

2.74%
Aim for 4% or lower
The passive voice % is good at 2.74%. Well done! Your text is punchy and active. This means readers can easily absorb your message and follow instructions.

**Readability**

66
Aim for at least 60
Great. Your readability score is above 60. Your message is clear and readers can easily follow instructional text.

Source – claritygrader.com
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