How to Evaluate the Impact of Digital and Social Media

Reed Smith, MBA
President

tha.org/digitalmarketing
about me

- Hospital Marketing Director
- Texas Hospital Association
- Founding Advisory Board Member & Platinum Fellow, Mayo Clinic Social Media Network
- Advisory Board Member, South by Southwest Interactive Festival
Why use social media?
“The HPV vaccine is considered a life-saving cancer preventer. But is it a potentially deadly dose for girls? Meet a mom who claims her daughter died after getting the HPV vaccine, and hear all sides of the HPV cancer controversy.”

source: http://katiecouric.com/2013/12/04/the-hpv-vaccine-controversy-rosie-perez/
• 91% of search engine users say they always or most of the time find the information they are seeking when they use search engines

• 73% of search engine users say that most or all the information they find as they use search engines is accurate and trustworthy

• 66% of search engine users say search engines are a fair and unbiased source of information
“It's been said that every time there's a vaccine controversy in the media, vaccination rates get set back at least 3 years.”

–Kevin Pho, MD (kevinMD.com)
Our New Reality
Mayo Clinic Social Media Network

Health Care Social Media List

The Health Care Social Media List includes health-related organizations that actively use social networking sites and maintain officially-sponsored accounts. Many thanks to Ed Bennett, whose pioneering work provided the foundation for this ongoing project.

Create a basic account to claim your organization's profile so you can manage it. If your organization is not yet on this list, please submit a new listing for consideration.

<table>
<thead>
<tr>
<th>State</th>
<th>Hospitals</th>
<th>YouTube</th>
<th>Facebook</th>
<th>Twitter</th>
<th>LinkedIn</th>
<th>Foursquare</th>
<th>Blog</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Alabama</td>
<td>29</td>
<td>7</td>
<td>28</td>
<td>9</td>
<td>6</td>
<td>20</td>
<td>2</td>
<td>101</td>
</tr>
<tr>
<td>Alaska</td>
<td>24</td>
<td>4</td>
<td>11</td>
<td>6</td>
<td>5</td>
<td>14</td>
<td>0</td>
<td>64</td>
</tr>
<tr>
<td>Arizona</td>
<td>44</td>
<td>12</td>
<td>32</td>
<td>36</td>
<td>11</td>
<td>31</td>
<td>1</td>
<td>157</td>
</tr>
<tr>
<td>Arkansas</td>
<td>3</td>
<td>3</td>
<td>3</td>
<td>3</td>
<td>2</td>
<td>2</td>
<td>0</td>
<td>16</td>
</tr>
<tr>
<td>California</td>
<td>108</td>
<td>53</td>
<td>89</td>
<td>66</td>
<td>39</td>
<td>78</td>
<td>11</td>
<td>447</td>
</tr>
</tbody>
</table>

Welcome to MCSMN

A professional social network for people and organizations using online digital communication tools to enhance health care delivery and advance careers.

- Ask questions. Get answers.
- Share new ideas.
- Learn how to get started.
- Contact Dan Hinmon, Community Director

Discussion Categories

- All Discussions
- Get & Give Advice
- Platforms, Software & Tools
- Share
- Strategy, Policy & Best Practices
- MCSMN Support
HCSM list overview

- 6,583 Accounts (YT, FB, Tw, LI, 4SQ, Blog)
- 1305 Facebook
- 215 Blogs
1995-2004
Slow Adoption Cycles

1995-2004
Slower Adoption Cycles
(fueled by ubiquitous digital access)

2004-2013
Rapid Adoption Cycles

2004-2013
Rapid Adoption Cycles
(fueled by ubiquitous digital access)
Phablets: Fastest Growing Device Type
% Growth in Usage (Jan 2014-Jan 2015)

Source: Flurry Analytics

Source: http://blog.flurry.com/
2011 U.S. Ad Spending vs. Consumer Time Spent by Media

<table>
<thead>
<tr>
<th>Media</th>
<th>Ad Spend</th>
<th>Time Spent</th>
</tr>
</thead>
<tbody>
<tr>
<td>TV</td>
<td>43%</td>
<td>40%</td>
</tr>
<tr>
<td>Print</td>
<td>29%</td>
<td>6%</td>
</tr>
<tr>
<td>Web</td>
<td>16%</td>
<td>22%</td>
</tr>
<tr>
<td>Radio</td>
<td>11%</td>
<td>9%</td>
</tr>
<tr>
<td>Mobile</td>
<td>23%</td>
<td>1%</td>
</tr>
</tbody>
</table>

Sources: VSS, Mary Meeker (KPCB), comScore, Alexa, Flurry Analytics

Source: http://blog.flurry.com/
Truths
COMPANIES ARE MADE OUT OF PEOPLE

http://communicationnation.blogspot.com/2011/02/connected-company.html
MENT Strategy

Assessment

Deployment

Measurement
Assessment
ask yourself

- Growth strategies?
- Who am I trying to reach?
- What does success look like?
- How will I show success?
Bariatric Surgery

Overview

Audience

Business Goals
- Goal 1:
- Goal 2:
- Goal 3:

Current Call to Action
- Action 1:
- Action 2:
- Action 3:

Success Metrics
- Metric 1:
- Metric 2:
- Metric 3:

Reporting
- Frequency:
- Elements:
Who Are You  Where Are You
<table>
<thead>
<tr>
<th>Speciality</th>
<th>Google Rank</th>
<th># Facebook Posts</th>
<th># Reviews</th>
</tr>
</thead>
<tbody>
<tr>
<td>Oncology</td>
<td>3</td>
<td>0</td>
<td>2</td>
</tr>
<tr>
<td>Robotics</td>
<td>7</td>
<td>4</td>
<td>0</td>
</tr>
<tr>
<td>Trauma</td>
<td>1</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Women's Svs</td>
<td>2</td>
<td>10</td>
<td>7</td>
</tr>
<tr>
<td>Orthopedics</td>
<td>5</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td></td>
<td>URL</td>
<td>TRAFFIC</td>
<td>ACCURATE?</td>
</tr>
<tr>
<td>-------</td>
<td>------</td>
<td>---------</td>
<td>-----------</td>
</tr>
<tr>
<td>Facebook</td>
<td><a href="http://www">www</a>...</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Twitter</td>
<td></td>
<td>100/mo</td>
<td></td>
</tr>
<tr>
<td>Yelp</td>
<td></td>
<td></td>
<td>N</td>
</tr>
<tr>
<td>Superpages</td>
<td><a href="http://www">www</a>...</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Healthgrades</td>
<td></td>
<td>1000/mo</td>
<td></td>
</tr>
<tr>
<td>ITRIAGE</td>
<td></td>
<td></td>
<td>N</td>
</tr>
<tr>
<td>Hospital Website</td>
<td>Sample Medical Center</td>
<td>Sample Medical Ctr</td>
<td></td>
</tr>
<tr>
<td>------------------</td>
<td>----------------------------</td>
<td>------------------------</td>
<td></td>
</tr>
<tr>
<td></td>
<td>800 Montclair Road</td>
<td>840 Montclair Rd Ste 310,</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Birmingham, AL 35213</td>
<td>Birmingham, AL 35213</td>
<td></td>
</tr>
<tr>
<td></td>
<td>205-592-1000</td>
<td>(205) 592-5135</td>
<td></td>
</tr>
<tr>
<td></td>
<td>(duplicate listings)</td>
<td>(duplicate listings)</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>(not listed)</td>
<td></td>
</tr>
<tr>
<td>Bing Local</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Google Places</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Citysearch</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Yahoo Local</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Foursquare</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Sample Medical Center
800 Montclair Road
Birmingham, AL 35213
205-592-1000
(physician answered when calling this number)

Sample Medical Center
800 Montclair Road
Birmingham, AL 35213
(205) 592-1450
(duplicate listings – Former Hospital Name)

Sample Medical Center
840 Montclair Rd Ste 310,
Birmingham, AL 35213
(205) 592-5135
(duplicate listings)

Sample Medical Center
840 Montclair Rd
Birmingham, AL 35222
(no phone listed)
(1,552 check ins)
### who connects?

<table>
<thead>
<tr>
<th></th>
<th>Audience</th>
<th>Content</th>
<th>Uses</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="facebook.png" alt="Facebook" /></td>
<td><img src="facebook-audience.png" alt="Facebook Audience" /></td>
<td><img src="facebook-content.png" alt="Facebook Content" /></td>
<td><img src="facebook-uses.png" alt="Facebook Uses" /></td>
</tr>
<tr>
<td><img src="google.png" alt="Google+" /></td>
<td><img src="google-audience.png" alt="Google+ Audience" /></td>
<td><img src="google-content.png" alt="Google+ Content" /></td>
<td><img src="google-uses.png" alt="Google+ Uses" /></td>
</tr>
<tr>
<td><img src="twitter.png" alt="Twitter" /></td>
<td><img src="twitter-audience.png" alt="Twitter Audience" /></td>
<td><img src="twitter-content.png" alt="Twitter Content" /></td>
<td><img src="twitter-uses.png" alt="Twitter Uses" /></td>
</tr>
<tr>
<td><img src="pinterest.png" alt="Pinterest" /></td>
<td><img src="pinterest-audience.png" alt="Pinterest Audience" /></td>
<td><img src="pinterest-content.png" alt="Pinterest Content" /></td>
<td><img src="pinterest-uses.png" alt="Pinterest Uses" /></td>
</tr>
<tr>
<td><img src="linkedin.png" alt="LinkedIn" /></td>
<td><img src="linkedin-audience.png" alt="LinkedIn Audience" /></td>
<td><img src="linkedin-content.png" alt="LinkedIn Content" /></td>
<td><img src="linkedin-uses.png" alt="LinkedIn Uses" /></td>
</tr>
<tr>
<td><img src="youtube.png" alt="YouTube" /></td>
<td><img src="youtube-audience.png" alt="YouTube Audience" /></td>
<td><img src="youtube-content.png" alt="YouTube Content" /></td>
<td><img src="youtube-uses.png" alt="YouTube Uses" /></td>
</tr>
</tbody>
</table>

- **Facebook**: 77% Audience, 23% Content, Community Uses
- **Google+**: 44% Audience, 56% Content, Community / SEO / Reputation Uses
- **Twitter**: 53% Audience, 47% Content, Conversations Uses
- **Pinterest**: 80% Audience, 20% Content, Visual Uses
- **LinkedIn**: 42% Audience, 58% Content, Thought Leadership Uses
- **YouTube**: 50% Audience, 50% Content, Storytelling / SEO Uses
Admins that are currently designated for the page?

4.55 admins/page
<table>
<thead>
<tr>
<th>Topic</th>
<th>Count</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Event</td>
<td>3,806</td>
<td>9.13%</td>
</tr>
<tr>
<td>General</td>
<td>9,878</td>
<td>23.71%</td>
</tr>
<tr>
<td>Information</td>
<td>6,265</td>
<td>15.04%</td>
</tr>
<tr>
<td>News</td>
<td>8,013</td>
<td>19.23%</td>
</tr>
<tr>
<td>Personal Story</td>
<td>11,463</td>
<td>27.51%</td>
</tr>
<tr>
<td>Services</td>
<td>2,239</td>
<td>5.37%</td>
</tr>
</tbody>
</table>
Deployment
content goals?

- Inform
- Educate
- Comments
- Sign-ups
- Thought leadership
- Appointment
- Physician Alignment
- Reviews
Content Strategy

- Facebook
- Blog
- Twitter
- Google+
- Photos
- Video
- Pinterest
who should create content?
success?

- Prior experience
- Don’t make it always about text
- Ongoing support
- Report back
- Make them a big deal

- Manager support
- Make it part of a larger plan
- Make it exclusive
- Tie content to the larger marketing plan
- Be flexible/decide when good enough is good
empowered employees = brand power
LIVE HEALTHY AUSTIN

STATS AND SOCIAL ENGAGEMENT

Traffic up 53% over the previous 6 month period

JAN 1 – JUN 30 Visits to Site: 8,151
JULY 1 – DEC 31 Visits to Site: 12,445

Engagement up 149%

JAN 1 – JUN 30 RTs/Likes: 339
JULY 1 – DEC 31 RTs/Likes: 843

LIVEHEALTHYAUSTIN.COM

Traffic from social up 258%

StDavid's.com

Traffic from social up 90%

JAN 1 – JUN 30 Likes/Comments/Shares: 169,601
JULY 1 – DEC 31 Likes/Comments/Shares: 252,822

Engagement up 88%
\[
\frac{5,000 \text{ Employees}}{2} \times \text{avg. social reach} = 2,500 \times \text{social reach} = 1,000,000 \text{ monthly reach}
\]
who?
### Audience Definition

- **Location:**
  - Canada
  - United States
- **Languages:**
  - English (AI)
  - Chinese (AI)
- **Relationship Status:**
  - Single
- **Education Level:**
  - College grad
- **Job Titles:**
  - Finance
  - Financial Advisor
  - Financial Analyst
  - Financial Consultant
- **Interests:**
  - Fitness and wellness
  - Shopping and fashion
  - Sports and outdoors
  - Technology
- **Potential Reach:** 2,500 people
 personas

• Location - Where do people from this persona live?

• Excluding Location - Where do people from this persona not live?

• Age - What is the age range of this persona?

• Gender - What is the gender of people in this persona?

• Interests - What are the interests of people in this persona?

• Education Level - What is the education level of this persona?

• Job Title - What field of work do your customer work in and what types of job titles do they carry?

• Income Level - What is the income range of this buyer persona?

• Relationship Status - What is the relationship status of this buyer persona?

• Language - What languages do people in this persona speak?

• Favorite Websites - Why type of websites do people in this persona frequent?

• Buying Motivation - What is this personas reasons for buying?

• Buying Concerns - What is this personas concerns when buying?
CAREER MOM

35-55 yr old | Hispanic | Working Mom

Geographic
- City
- Zip Codes
- Exclusions
- Language

Insights
- Interest: Fitness and Wellness, Shopping and Fashion, Sports and Outdoors or Technology
- Relationship Status
- Job Title(s)
- Education Level

Online Behavior
- Websites Visited
- Social Platforms
- Actions

Overview
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

Buying Concerns & Motivation
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.
Hello, my name is Claire R. Mathers.

3 Children

Mr. Mathers

38 years old

dog

$75,000 a year
Operation-Patient Acquisition

BILLBOARD SHE DRIVES BY
(UUINE URL TO WEBSITE)

SHE HEARS A RADIO AD
(UUINE PHONE NUMBER)
SHE CLICKED ON A GOOGLE PPC AD

(UNIQUE URL TO WEBPAGE)

Creative Target to Claire

Consistent Call to Action
Dr. Smith accepting new patients visit newdoc.com or call.
SHE RECEIVES A DIRECT MAIL PIECE

(PERSONALIZED URL TO WEBPAGE)
By creating a unique Call To Action on each advertisement. We can track which method Claire responded to.

Claire can call, fill out the form, or **DO BOTH!**
<table>
<thead>
<tr>
<th></th>
<th>Actions</th>
<th>Revenue</th>
<th>Cost</th>
<th>ROI</th>
</tr>
</thead>
<tbody>
<tr>
<td>Outdoor</td>
<td>5</td>
<td>10K</td>
<td>↑</td>
<td>0%</td>
</tr>
<tr>
<td>Radio</td>
<td>5</td>
<td>10K</td>
<td>→</td>
<td>20%</td>
</tr>
<tr>
<td>PPC/FB</td>
<td>7</td>
<td>13K</td>
<td>→</td>
<td>100%</td>
</tr>
<tr>
<td>Direct Mail</td>
<td>21</td>
<td>22K</td>
<td>↑</td>
<td>20%</td>
</tr>
</tbody>
</table>
consumer pathway
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

### Patient Pathway

<table>
<thead>
<tr>
<th>PARTICIPANT</th>
<th>UNITS SOLD</th>
</tr>
</thead>
<tbody>
<tr>
<td>Clicks Ad</td>
<td>1,065</td>
</tr>
<tr>
<td>Fills Form</td>
<td>237</td>
</tr>
<tr>
<td>Registration</td>
<td>33</td>
</tr>
<tr>
<td>Attendance</td>
<td>20</td>
</tr>
<tr>
<td>Service Scheduled</td>
<td>9</td>
</tr>
<tr>
<td>Service Completed</td>
<td>8</td>
</tr>
</tbody>
</table>
how do you gather information?
identify what to measure
volume

- Number of visitors
- Time on site
- Number of fans
- Number of followers
- Page views
- Impressions
engagement

- Retweets
- Repins
- Comments
- Likes on posts

- Form completion
- Phone call
- Seminar registration
- Review submission
ROI = \frac{\text{financial gain/savings} - \text{cost}}{\text{cost}}
audience value
Looking for the forms to fill out as a new patient... anyone know where they are located on the web?
Join us for our free weight loss surgery seminar on February 7, 6:30 p.m.
FREE healthy dinner will be provided.
St. David's North Austin Medical Center - Classroom 2A

Obesity is something that many people struggle with every day. Not just physically, but emotionally. If you're overweight and want to make changes in your life, our Weight Loss Surgery Seminar is a step in the right direction. With the help of our dedicated team of healthcare professionals, you'll find out exactly how you can reshape your life.
• $641.91
• 910 Clicks
• 145 Actions
• 9 Seminar Registrants
ROI = \frac{(7,500 - 641.91)}{641.91}
recap

• Gather info about the service line
• Be specific about who you are trying to reach
• Understand your online world
• Detail the patient pathway
• Close the loop
• Measure along the way
thा.org/digitalmarketing

Reed Smith
@reedsmitth
rsmith@tha.org