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
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>64</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
Slower 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 Per Media</th>
<th>Time Spent Per Media</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></td>
<td>23%</td>
</tr>
</tbody>
</table>

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

Source: http://blog.flurry.com/
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></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 RCVS</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>Platform</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>Triage</td>
<td></td>
<td></td>
<td>N</td>
</tr>
</tbody>
</table>
who connects?

<table>
<thead>
<tr>
<th>Audience</th>
<th>Content</th>
<th>Uses</th>
</tr>
</thead>
<tbody>
<tr>
<td>77%</td>
<td>Pictures, Video</td>
<td>Community</td>
</tr>
<tr>
<td>44%</td>
<td>Long form content</td>
<td>Community / SEO / Reputation</td>
</tr>
<tr>
<td>53%</td>
<td>News, Links, Assets</td>
<td>Conversations</td>
</tr>
<tr>
<td>80%</td>
<td>Pics, Visual</td>
<td>Visual</td>
</tr>
<tr>
<td>42%</td>
<td>Links, News, Jobs</td>
<td>Thought Leadership</td>
</tr>
<tr>
<td>50%</td>
<td>Video, Stories</td>
<td>Storytelling / SEO</td>
</tr>
<tr>
<td>56%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>22%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>47%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>20%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>58%</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Hospitals + Facebook
13 Healthcare Systems • May 1 - Aug 31, 2012

Produced by:

Social Health Institute
Powered by Gray Digital Group

WCG

socialhealthinstitute.com
Time Dedicated to This Page Weekly

- 4 (Less than 1 hour)
- 1 (1 – 2 hours)
- 3 (2 – 4 hours)
- 1 (4 – 6 hours)
- 0 (6 – 8 hours)
- 3 (8+ hours)
Admins that are currently designated for the page?

4.55 admins/page
Most popular day to post:

- **Mon**: 79,431,137 impressions/5,457 impressions per post
- **Sun**: 112,437,741 impressions/3,908 impressions per post
- **Fri**: 240,1,973,295 impressions/8,222 impressions per post
- **Tue**: 259,1,631,974 impressions/6,301 impressions per post
- **Thur**: 274,1,482,578 impressions/5,411 impressions per post
- **Wed**: 289,1,201,062 impressions/4,156 impressions per post
- **Sat**: 336,1,774,274 impressions/5,281 impressions per post

Legend:
- **ORDER** = VOLUME
- **SIZE** = ENGAGEMENT

- **1,589** Facebook Updates
- **8,932,061** Impressions
- **41,664** Engagements
- **1.3** Posts per Day

Produced by: WCG
Breaking out the Updates

1,589 Facebook Updates

- Link: 831 (52.3%)
- Offer: 1 (0.6%)
- Photo: 385 (24.23%)
- Question: 1 (0.06%)
- Share: 88 (5.54%)
- Status Update: 188 (11.83%)
- Video: 95 (5.98%)
Breaking out the Engagements

41,664 Engagements
(Like, Comment, Share, Answer, Offer)

<table>
<thead>
<tr>
<th>Type</th>
<th>Count</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Link</td>
<td>10,224</td>
<td>24.54%</td>
</tr>
<tr>
<td>Offer</td>
<td>98</td>
<td>0.24%</td>
</tr>
<tr>
<td>Photo</td>
<td>26,978</td>
<td>64.75%</td>
</tr>
<tr>
<td>Question</td>
<td>7</td>
<td>0.02%</td>
</tr>
<tr>
<td>Share</td>
<td>735</td>
<td>1.76%</td>
</tr>
<tr>
<td>Status Update</td>
<td>2,026</td>
<td>4.86%</td>
</tr>
<tr>
<td>Video</td>
<td>1,596</td>
<td>3.83%</td>
</tr>
</tbody>
</table>
Deployment
content goals?

- Inform
- Educate
- Comments
- Sign-ups
- Thought leadership
- Appointment

- Physician Alignment
- Reviews
- Trackable Phone Number
- Lead Management
- Conversion Management
- CMS/CRM Integration
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%

ENGAGEMENT

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

Engagement up 88%

\[
\frac{5,000 \text{ Employees}}{2} = 2,500 \times \text{avg. social reach} = 1,000,000 \text{ monthly reach}
\]
who?
**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.
Measurement
Operation-Patient Acquisition

BILLBOARD SHE DRIVES BY
(UNIQUE URL TO WEBPAGE)

SHE HEARS A RADIO AD
(UNIQUE 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 R. Mathers fills out form to make an appointment (47%)
- Claire R. Mathers calls Doctors Office to make an appointment (53%)

Claire can call, fill out the form, or do both!
<table>
<thead>
<tr>
<th>Actions</th>
<th>Revenue</th>
<th>Cost</th>
<th>ROI</th>
</tr>
</thead>
<tbody>
<tr>
<td>Outdoor</td>
<td>5</td>
<td>↑</td>
<td>0%</td>
</tr>
<tr>
<td>Radio</td>
<td>5</td>
<td>→</td>
<td>20%</td>
</tr>
<tr>
<td>PPC/ FB</td>
<td>7</td>
<td>→</td>
<td>100%</td>
</tr>
<tr>
<td>Direct Mail</td>
<td>21</td>
<td>22K</td>
<td>↑</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.

<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>

- **Clicks Ad**: 1,065
- **Fills Form**: 237
- **Registration**: 33
- **Attendance**: 20
- **Service Scheduled**: 9
- **Service Completed**: 8

![Graph showing patient pathway](image_url)
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

ROI = (financial gain/savings - cost) / cost
audience value
Julie Akers
Looking for the forms to fill out as a new patient... anyone know where they are located on the web?
Like · Comment · 12 hours ago · 

St David's Women's Center of Texas If you are looking to pre-register for a visit to St. David's you can do that here: http://stdavids.com/register
12 hours ago · Like

Julie Akers Thanks so much... got it done.
12 hours ago · Like

St David's Women's Center of Texas Great!
10 hours ago · Like

Write a comment...
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}
- Mid-Market
- $3000/mo
- Landing Page
- WL HRA Focus

Reach: 34,010
Clicks: 2,903
CTR: 2.24%

Surgical Candidates: 12

Weight-Loss Surgery Profiler

<table>
<thead>
<tr>
<th>Performance</th>
<th>Results: Surgery Recommendation</th>
</tr>
</thead>
<tbody>
<tr>
<td>50 Started</td>
<td>16 Completed</td>
</tr>
<tr>
<td>32% Completion</td>
<td></td>
</tr>
</tbody>
</table>
7.3% Conversion Rate, which equates to 1 qualified registration for every 14 clicks.
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