State of Hospital Marketing in Texas

Hospitals Online: Where We Are and Where We Are Headed

Reed Smith, MBA
Background
Where did we get our data?

- 343 hospitals listed at data.Medicare.gov
- 2,492 Hospital web and social URLs
- 35 hospital interviews covering over 150 facilities
- 6 hospital audits - in depth 60+ day study
- Acute Care, Children’s, CAH, Rural, Urban, Large metro areas, sole community providers, hospital districts, systems, for-profit, not-for-profit
2,492 Unique Sites Reviewed
Individuals Interviewed

- Chief: 2
- SVP: 1
- VP/AVP: 5
- Sr/Div Director: 9
- Director: 4
- Other: 12

Texas Hospital Association
Project Goals

- Allow for insights and measurement
- Benchmarking and planning
The Data
Survey & Data Results

- Organizational Landscape
- Digital & Social Landscape
- Perception
Staff Size

- Full Time Employees
- Staffed Beds
Surveyed Texas Hospitals Average
1 Marcom FTE / 54.47 Staffed Beds
Staff Roles

- Strategy
- CR
- PR
- Social
- Design
- Web
- Writing
- Analytics
- Sponsorship
- Other
- Video
- MD
- CRM
- Media
Organizational Landscape

Culture
Social Media Access

- Open: 22%
- Blocked: 78%
Video Streaming Access

- Open: 31%
- Blocked: 69%
72% of surveyed Texas Hospitals said they respond to both positive and negative online comments.

Yet only 38% of the same group respond to both positive and negative reviews.
Do You Respond to Comments Online?

<table>
<thead>
<tr>
<th>Response</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>All</td>
<td>72%</td>
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<tr>
<td>No</td>
<td>13%</td>
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<tr>
<td>Negative</td>
<td>9%</td>
</tr>
<tr>
<td>Sometimes</td>
<td>6%</td>
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Texas Hospital Association
Do You Respond to **Reviews** Online?

<p>| | |</p>
<table>
<thead>
<tr>
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</thead>
<tbody>
<tr>
<td>All</td>
<td>38%</td>
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<tr>
<td>No</td>
<td>28%</td>
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<tr>
<td>Negative</td>
<td>22%</td>
</tr>
<tr>
<td>Sometimes</td>
<td>13%</td>
</tr>
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</table>
Do You Have a Process?

- Yes / Not Written: 63%
- Written: 22%
- No: 13%
Monitoring

- Owner: 47%
- Software: 40%
- Don’t: 13%
Budget Size

- 0-500k: 30%
- 1m-2.5m: 27%
- 500k-1m: 17%
- 2.5m-5m: 7%
- 7.5m-10m: 7%
- Other: 12%

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Bigger Than Last Budget Cycle?

- Yes: 35%
- No: 65%
Bigger Next Budget Cycle?

- Yes: 39%
- No: 61%
Staffing and Budget

Full Time Employees

Budget
Staff vs Agency

- **Full Time Employees**
- **Agency Use**

Texas Hospital Association
Agency Roles

<table>
<thead>
<tr>
<th>Role</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>Traditional</td>
<td>83%</td>
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<tr>
<td>Media</td>
<td>67%</td>
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<tr>
<td>Digital Media</td>
<td>42%</td>
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<tr>
<td>Web</td>
<td>25%</td>
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<tr>
<td>Social</td>
<td>21%</td>
</tr>
<tr>
<td>Other</td>
<td>8%</td>
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<tr>
<td>PR</td>
<td>8%</td>
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<tr>
<td>Apps</td>
<td>4%</td>
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<tr>
<td>Strategy</td>
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Digital Percentage of Budget
Digital & Social Landscape
Technology

- CMS: 97%
- SMMS: 65%
- Call Center: 45%
- CRM: 42%
- Online Appt: 35%
- App: 32%
- Automation: 16%
Shared

- **FB Page**: 91%
- **FB Group**: 53%
- **Twitter**: 78%
- **LinkedIN**: 84%
- **Instagram**: 63%
- **YouTube**: 78%
- **Pinterest**: 34%
- **Other**: 31%
Websites

- Hospitals
- Websites
Facebook Pages

Hospitals

FB Pages

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Facebook Frequency

- Daily: Survey 43% vs. Data 34%
- Several x Week: Survey 25% vs. Data 19%
- Several x Day: Survey 21% vs. Data 8%
- Other: Survey 7% vs. Data 18%
- Weekly: Survey 4% vs. Data 20%
Average FB Review Score

4.17
FB Review Scoring

<table>
<thead>
<tr>
<th>Score Range</th>
<th>Count</th>
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<td>2</td>
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<tr>
<td>3.25-3.49</td>
<td>3</td>
</tr>
<tr>
<td>3.50-3.74</td>
<td>10</td>
</tr>
<tr>
<td>3.75-3.99</td>
<td>20</td>
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<td>4.00-4.24</td>
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<td>4.25-4.49</td>
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<td>4.50-4.74</td>
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Twitter Accounts
# Twitter Frequency

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<td>11%</td>
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<tr>
<td>Other</td>
<td>29%</td>
<td>4%</td>
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<tr>
<td>Weekly</td>
<td>4%</td>
<td>12%</td>
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Texas Hospital Association
Average Yelp Review Score

3.03
Yelp Review Scoring

<table>
<thead>
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<th>Rating</th>
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Yelp Review / Rating Correlation

# Reviews

Rating
Average Google Review Score

3.18
Google Review Scoring

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Facebook / Yelp / Google
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<td>GMB</td>
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<td>Avg/Hospital</td>
<td>Rating Avg</td>
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<td>------------------------------</td>
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<td>Houston</td>
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<td>Lubbock</td>
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<td>Odessa-Midland</td>
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<tr>
<td>San Antonio</td>
<td>558</td>
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<td>Wichita Falls</td>
<td>97</td>
<td>8</td>
<td>3.30</td>
<td></td>
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</tbody>
</table>
Digital Advertising

- Yes: 90%
- No: 10%
Digital Ad Placement

- Facebook: 96%
- Adwords: 92%
- Display: 73%
- Newspaper: 54%
- Other: 27%
- Instagram: 8%
- Twitter: 8%
- Local: 62%
Perception
How effective is your website?

3.03
How effective is facebook?

3.86
How effective is twitter?

2.74
How effective is digital adv?

3.79
Work Requests

- Service Lines: 56%
- Admin/C-Suite: 37.5%
- Physicians/Clinic: 21.8%
- Human Resources: 9%
- Foundation: 9%
- Development: 6%
- Strategic Planning: 3%
Approval of Work Requests

- Marketing: 375%
- Higher Level: 59.3%
- Client: 3.1%
Current Advertising Focus

- Pedi: 50%
- Ortho: 50%
- Women’s: 42%
- ER/UC: 38%
- H&V: 38%
- Bariatrics: 38%
- Other: 29%
- Neuro: 25%
- Oncology: 25%
- Breast Health: 17%
Future Advertising Focus

- Pedi: 41%
- Ortho: 41%
- Women’s: 29%
- ER/UC: 35%
- H&V: 41%
- Bariatrics: 29%
- Other: 24%
- Neuro: 29%
- Oncology: 35%
- Breast Health: 6%

Texas Hospital Association
Future Focus

- HCAHPS: 48%
- Website: 38%
- Reputation: 38%
- Training: 33%
- Directories: 29%
- HRAs: 29%
- Quality: 29%
- Social Adv: 29%
- Emp Advocacy: 29%
Insight #1

Having an active response strategy matters.

Yelp: 3.55 vs 2.08
Insight #2

Staff ≠ Frequency
Insight #3
Know Your Market
Insight #4

Staffing Relative to Technology
Insight #5
Paid Opportunities
How are Texas hospitals using social media and digital tools?

Find Your Hospital:  

Digital Hospital Directory
Explore listings of nearly 400 Texas hospitals' digital platforms and social media accounts supported by insight and analysis. 
Look up your hospital now.

Digital Hospital Survey
Research covering over 150 Texas hospitals surveying their use of digital and social media marketing technology tools and insights. 
Take a look at what we've discovered.

Get Involved
Take part in the survey. Each hospital's data and insights provide critical benchmarking for the Texas Hospital Association.
Learn more.

Texas Hospital Association Digital Marketing provides education, training, consulting services and assistance to hospitals and health care systems that want to generate engagement and use multiple social media platforms successfully. Learn More.

Social Media or Digital Marketing Questions?
THA Digital Marketing can help. Let us provide a fresh perspective on your digital and social media communication efforts. Learn more.

Learn More About Our Offerings: 
- Patient Acquisition
- Directory Management
- Training & Education
- The List
- The Survey
- Digital Benchmarking

Contact THA Digital Marketing

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512-540-4095
info@tharding.com
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