



**SCORPION**<sup>®</sup>  
DIGITAL HEALTHCARE SOLUTIONS

How your health system's digital marketing strategy supports (or hurts) patient experience and what you can do about it.

8/27/18



# Introduction

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- **Brian Q. Davis**
- SVP, Scorpion Healthcare
- Consulted on digital strategy at over 50 healthcare organizations
- Speaker at SHSMD, Becker's Hospital Review. Featured in Forbes.





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**EXCLUSIVE OFFER**



**Your special email:**

**beckers2018@scorpion.co**



# About Scorpion Healthcare

- Over 17 Years in Business
- Valencia, CA / Dallas, TX / Long Island, NY
- 500+ employees / \$200M+ Revenue
- Healthcare / Legal Industry / National Brands
- Google “Platform Innovator of the Year” Winner





Over 250 hospitals and healthcare systems across the country count on Scorpion Healthcare every day.





**Why this is important to me.**







# Patient Experience: The Facility





# Patient Experience: The Doctors





# Patient Experience: The Customer Service





The world has changed.



My “patient experience”  
started long before I  
entered the doors of the  
hospital with my  
daughter.

Perry  
**Elizabeth**

February 19, 2017



Perry  
Elizabeth

February 19, 2017

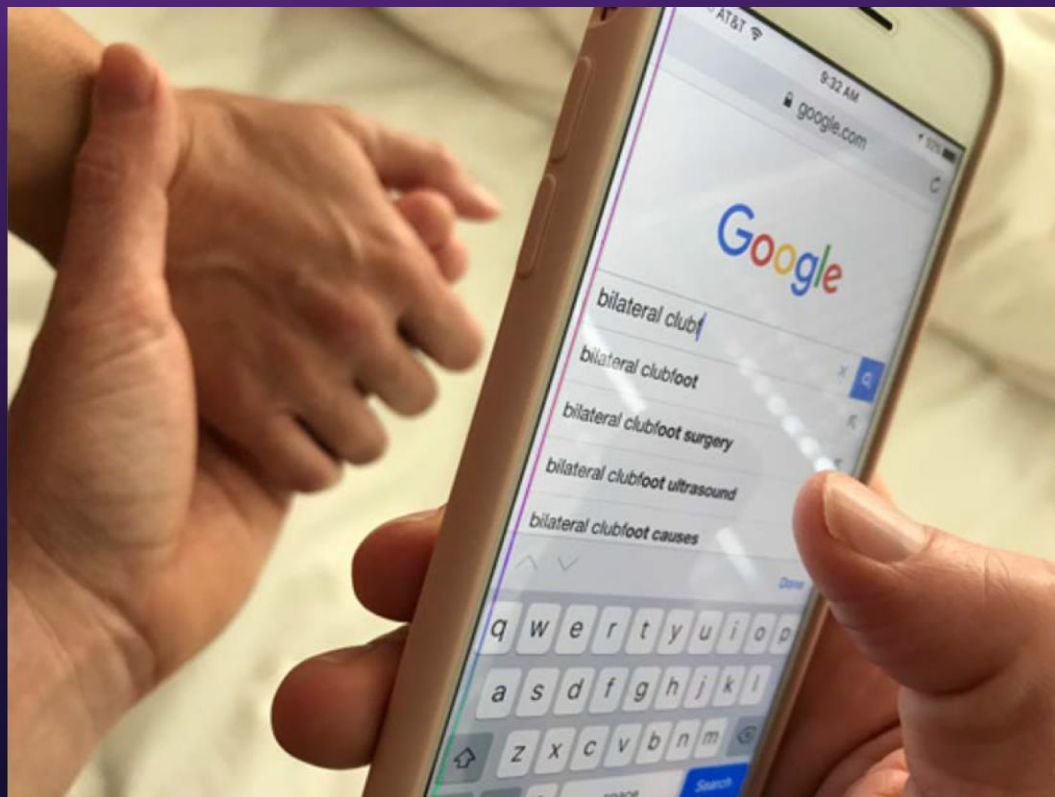






# Maximum Uncertainty

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# Bilateral Clubfoot



clubfoot help dallas

All Images News Shopping

About 430,000 results (0.93 seconds)

**Clubfoot Treatment - Scottish Rite Ho**  
**Ad** [www.tsrhc.org/](http://www.tsrhc.org/) ▾  
Clinical Experts And Leaders In Pediatric Foot Disord  
Pediatric Orthopedics  
Become a Patient  
Scoliosis ar  
Sports Medi

**Infant Leg Deformities - Visit Medical Ci**  
**Ad** [www.medicalcitychildrenshospital.com/](http://www.medicalcitychildrenshospital.com/) ▾ (97  
The City Caring Just For Kids.  
Skilled Surgeons · Customized Treatment Plan  
Services: Pediatric Spinal Reconstructive Su  
Scoliosis Symptoms · Find a Speci

Charity f



# Bilateral Clubfoot

may undergo surgery. In most cases, a special brace is used to prevent the condition from recurring.



## GENERAL INFO

[Become a Patient](#)

[Refer a Patient](#)

## GET INVOLVED

[Ways to Give](#)

[Volunteer](#)

## NEWS

[Press Room](#)

[Photo Gallery](#)

## VISIT US

2222 Welborn Street

Dallas, Texas 75219



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July 2018  
Scottish Rite  
YouTube Channel  
Perry's Debut

4:27 / 5:55



Behind the Scenes in Orthotics - Scottish Rite Hospital

325 views







# What is “Patient Experience”?

“The sum of all interactions, shaped by an organization’s culture, that influence patient perceptions across a continuum of care.”

Reference: The Beryl Institute



# What is “Patient Experience”?

“The sum of all interactions, shaped by an organization’s culture, that influence patient perceptions across a continuum of care.”

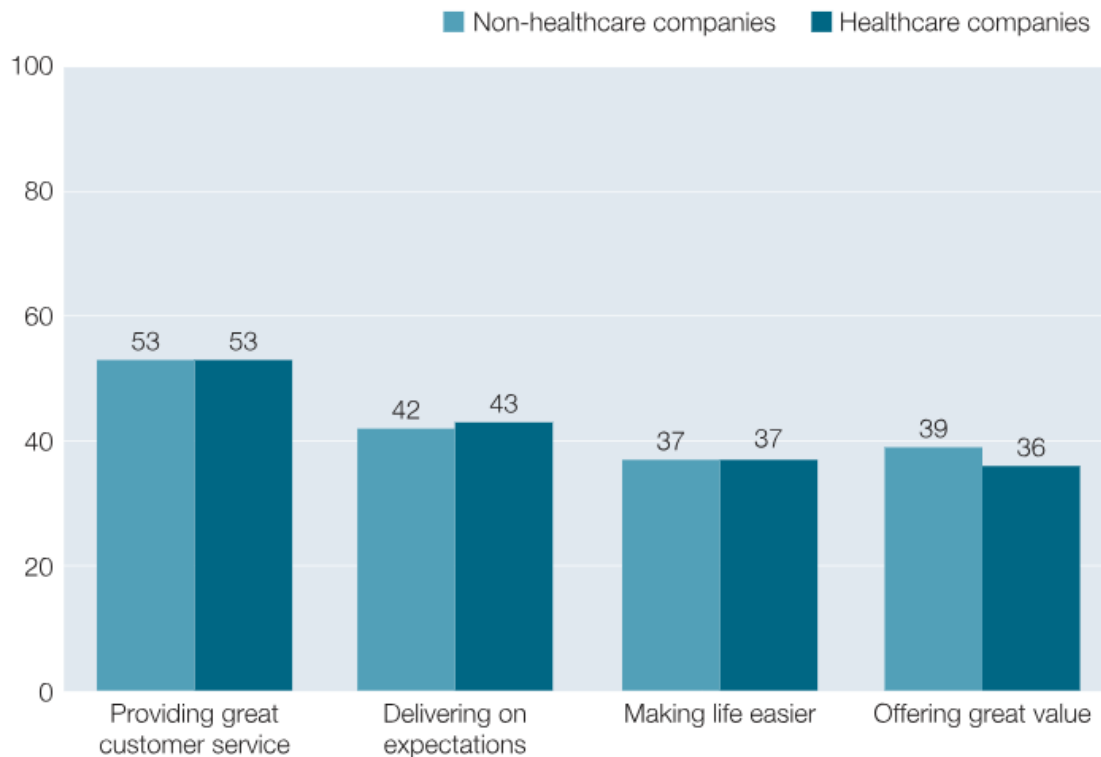
Reference: The Beryl Institute



An exceptional patient experience is a competitive advantage.

## Qualities consumers value in companies<sup>1</sup>

% of respondents (N=2,255)

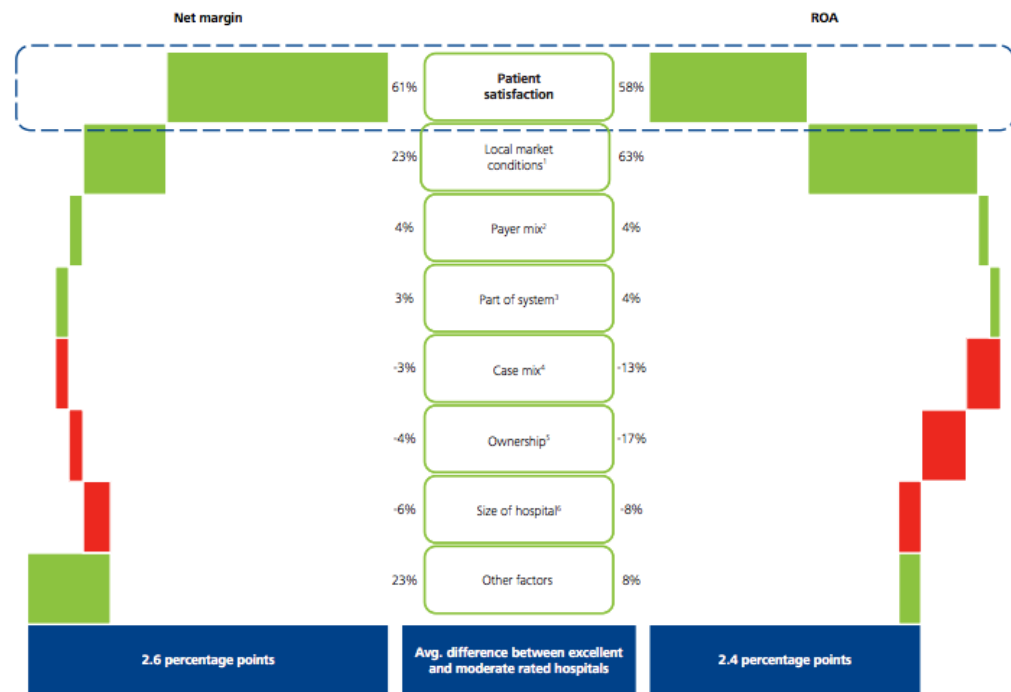


<sup>1</sup>Participants were offered 10 qualities and asked to select the 3 they thought mattered most.



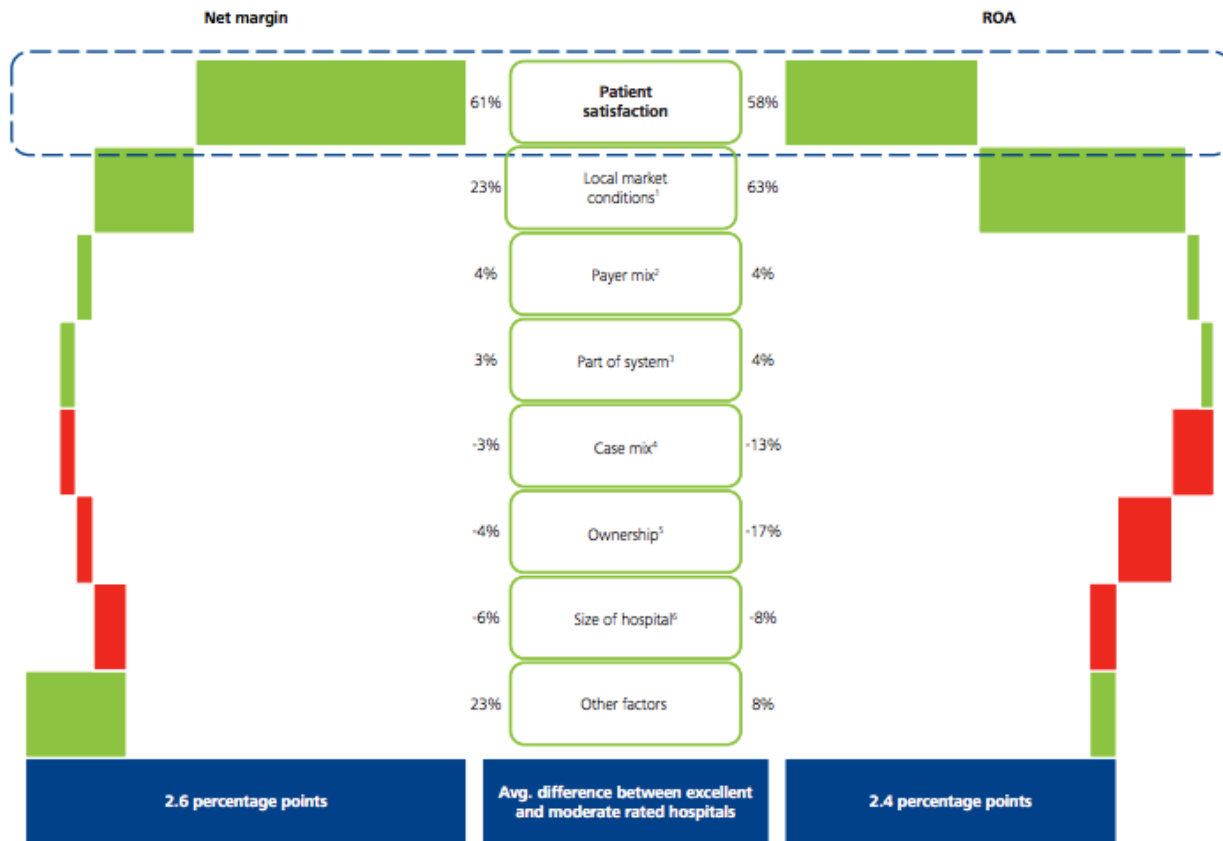
Patient experience scores are strongly associated with hospital financial performance.

Figure 4. Patient experience scores are strongly associated with hospital financial performance



Source: Deloitte analysis of HCAHPS measures from CMS data; and financial performance data from Truven Health Medicare Cost Reports, and hospital characteristics from AHA annual survey database. See Appendix for a description of these variables.

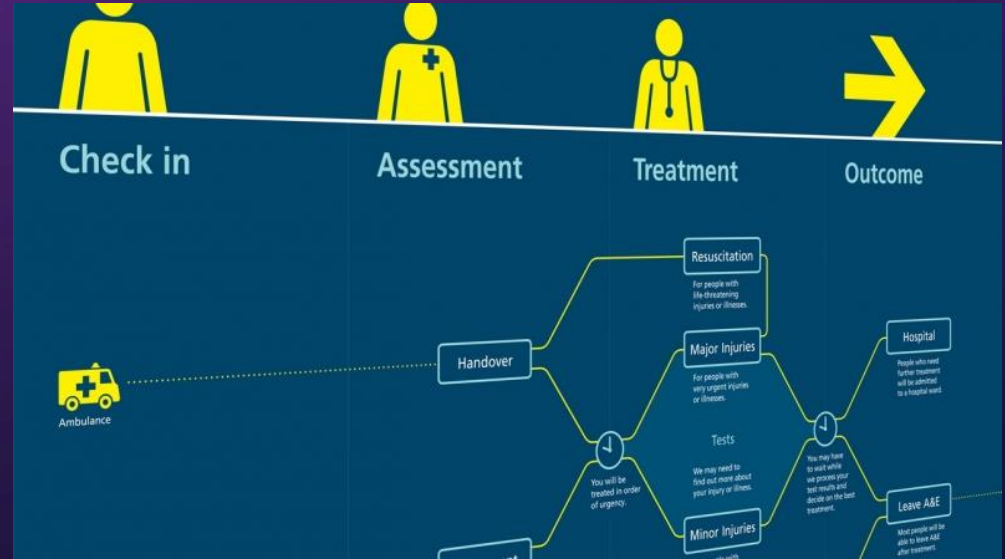
Figure 4. Patient experience scores are strongly associated with hospital financial performance



Source: Deloitte analysis of HCAHPS measures from CMS data; and financial performance data from Truven Health Medicare Cost Reports, and hospital characteristics from AHA annual survey database. See Appendix for a description of these variables.



Consideration of  
“patient experience”  
often starts here.





The first moments  
are often on the  
web.





It's the little things  
make the first  
impression...







“If we don’t get the small things right, patients aren’t going to trust us with the big things.”

- Hospital CEO





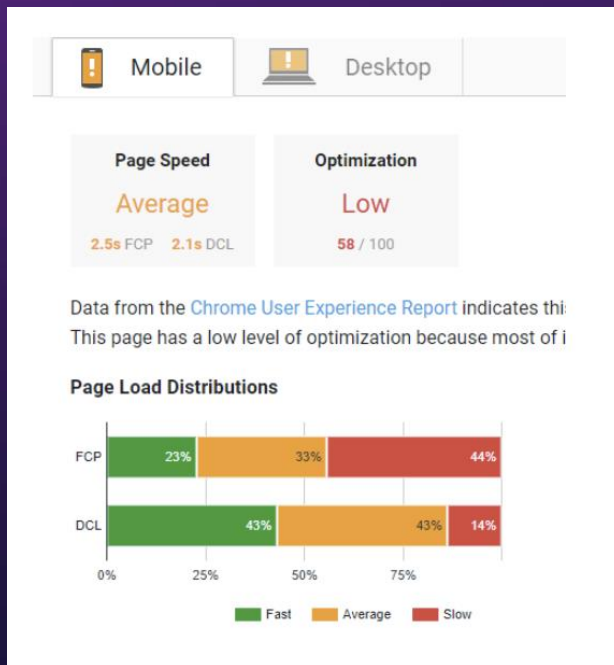
## Broken experiences

# Error 404

Woops. Looks like this page doesn't exist.



# Broken experiences



Data from the [Chrome User Experience Report](#) indicates this page has a low level of optimization because most of i

## Page Load Distributions





## Broken experiences

# 130

## Location Data Errors Detected

	Business Name	Address	Phone	Ratings	Status
 <a href="#">Google view listing</a>	Halifax Health - Care for Women	325 Clyde Morris Blvd Ste 390, Ormond Beach, FL 32174	(386) 425-4450	★★★★☆ 3.4	 Alert
 <a href="#">Yahoo! view listing</a>	Vdania Barbara - Halifax Health	325 Clyde Morris Blvd # 390, Ormond Beach, FL	(386) 425-4000		 Alert
 <a href="#">Bing view listing</a>	Halifax Health- Women's Care NW	325 Clyde Morris Blvd Ste 390, Ormond Beach, FL 32174	(386) 425-4450		 Alert
 <a href="#">Facebook view listing</a>	Halifax Health - Hospice Care	303 N Clyde Morris Blvd, Daytona Beach, FL 32114	(877) 842-5432		 Alert
 <a href="#">Foursquare view listing</a>	Halifax Health- Women's Care Now	325 Clyde Morris Blvd, Ormond Beach, FL 32174			 Alert
 <a href="#">Yelp</a>		Not found!			 Not found
		325 Clyde			



# Simple Audit of hospital site

There are lots of things  
that can go wrong.

## Summary of Findings \*\*

1. 56 links are 404ing
2. 322 urls going through 301s
3. A significant amount of service pages are externally duplicate
4. 18 missing meta titles and 441 missing meta descriptions
5. 1245 duplicate meta titles and 1067 duplicate meta descriptions
6. 218 titles that are too long
7. 6 missing H1s including the home page
8. 1331 duplicate H1s
  
9. Mobile & desktop speeds need work
  
10. Mobile design needs work
  
11. Site does not have schema
  
12. 130 listing inconsistencies



## Recent executive checklist

- How is my web strategy performing right now?
- How do I compare?
- How are we performing for people with disabilities?
- Are people stealing my content?
- Are we stealing other people's content???
- What market opportunities are we missing?
- What is hurting my patient's web experience?
- What is confusing our patients?
- What types of strategies are my competitors running?
- How accurate are my maps and locations?
- How is my site performing for users? Is it fast or slow?
- How can I deliver a unified digital marketing approach?
- How can we make it better? Help!



It is a must to get small things right  
online.  
(which are big things)



Why does it  
**matter?**





First impressions happen  
**everywhere.** 1000s of times per day.



**Attention is at a premium  
like never before.**





The attention is *here*.  
Master it or be mastered by it.





PRIME POSITION

# In just two hours, Amazon erased \$30 billion in market value for healthcare's biggest companies

By [Preeti Varathan](#)

January 30, 2018





Health & Medicine

# Amazon Is Really Serious About Making Healthcare a Part of Its Future

by Juan Torres/David Ryder/Getty Images/Victor Tangermann

Unlike *some other [Twitter-loving tech CEOs](#) we know*, Amazon founder Jeff Bezos likes to keep his company's plans fairly quiet. Some even call Amazon "[secretive](#)."

Bezos disagrees with that label, though. In 2014, he [told shareholders](#) he thinks "quiet" is more accurate: "Our primary approach is, we talk when we have something to say."

As recent whisperings about Amazon's involvement in the healthcare industry have risen to a crescendo, Amazon may be just about there.

SHARE



WRITTEN BY

Kristin Houser



Published: March 26, 2018



## Your health speaks.

Analysis of subtle but characteristic changes in your voice can accurately reveal important aspects of your health.

Sonde Health is a digital medicine company developing a voice-based technology platform with the potential to transform the way we monitor and diagnose mental and physical health.





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What else is going to be possible in **12 months?**





Even with the best intentions

**MOST EFFORTS FAIL  
TO DELIVER.**





New Mindsets  
New Skill Sets  
New Tactics





New Mindsets  
New Skill Sets  
New Tactics





# Mindset Shift:

## Status Quo vs. Disruption The Power of the Reframe

### A NEW APPROACH TO BUSINESS-MODEL INNOVATION

5 steps to turn your beliefs upside down

1

OUTLINE THE **DOMINANT BUSINESS MODEL** IN YOUR INDUSTRY



What are the long-held core beliefs in your industry about how to create value?

2

DISSECT THE MOST **IMPORTANT LONG-HELD BELIEF** INTO ITS SUPPORTING NOTIONS



What underpins the most important core belief—eg, notions about customer interactions, technology performance, or ways of operating?

3

TURN AN **UNDERLYING BELIEF** ON ITS HEAD



This means formulating a radical new hypothesis, one that no one wants to believe—at least no one currently in your industry.

4

**SANITY-TEST YOUR REFRAME**



Many reframed beliefs will not make sense. Applying a proven reframe from another industry may succeed. Unlike product and service innovations, business-model innovations travel well from industry to industry.

5

**TRANSLATE THE REFRAMED BELIEF INTO YOUR INDUSTRY'S NEW BUSINESS MODEL**



Once you arrive at the reframe, the new mechanism for creating value pretty much suggests itself—just take the reframed belief to its logical implications.

McKinsey&Company



# 5 steps to turn your beliefs upside down.

Dominant Business Model:	Healthcare Systems with large hospitals.
Long Held Belief:	Large hospitals are required to support health of communities.
Turn belief on its head:	Large hospitals are NOT required to support health of communities
Sanity test of reframe:	Most care happens outside of large hospitals.
New business model:	Systems of future will not be structured around large hospitals.



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# THE WALL STREET JOURNAL.

U.S. Edition ▾ | August 17, 2018 | Today's Paper | Video



HEALTH | HEALTH CARE

## What the Hospitals of the Future Look Like

The sprawling institutions we know are radically changing—becoming smaller, more digital, or disappearing completely. The result should be cheaper and better care.

By *Laura Landro*

Feb. 25, 2018 10:11 p.m. ET

The days of the hospital as we know it may be numbered.

In a shift away from their traditional inpatient facilities, health-care providers are investing in outpatient clinics, same-day surgery centers, free-standing emergency rooms and microhospitals, which offer as few as eight beds for overnight stays. They are setting up programs that monitor people 24/7 in their own homes. And they are turning to digital technology to treat and keep tabs on patients remotely from a high-tech hub.



## Implications for Healthcare Mergers & Acquisitions


SHARE: [in](#) [twitter](#) [f](#) [G+](#) [envelope](#)

For the past five years, hospital systems have been on a buying binge, scooping up or partnering with community hospitals and physician practices in order to capture referrals and expand their geographic reach.

Community hospitals are being courted by larger systems as they seek to succeed in a value-based business model. Physician groups want the shelter of hospital system employment, gaining access to capital and a steady paycheck while reducing the burden of complying with new payment rules and Electronic Health Record (EHR) requirements.

The problem with this merger craze is that it reflects, in part, an outdated view of patient care. The push to build large systems and

*In the future, healthcare will be delivered in settings far outside what hospital leaders consider the norm today.*



**What other modes of thinking could  
you challenge or disrupt in your  
business by using the reframe?**



# Mindset Shift:

“Build It” to “Buy It”





We don't  
**build**

our DVD collections anymore.





We have  
**NetFlix**

---

build it for us.

The Netflix logo, consisting of the word "NETFLIX" in a bold, red, sans-serif font, centered on a black rectangular background.



# Mindset Shift:

Shiny object syndrome  
to *Results Oriented*





“It’s like we bought 4  
fitbits and we expect that  
it will get us in shape!”  
--Chief Strategy Officer

Fun fact: 30% of all fitness trackers are  
abandoned after 6 months.







“We’ve bought every piece of technology but we’ve got no one to extract the value!”

- Chief Strategy Officer





**Get a coach to get results.**



# Mindset Shift:

**MYTH:** Healthcare is different than other industries.

## MYTH #1

### HEALTHCARE IS DIFFERENT FROM OTHER INDUSTRIES.

Consumers don't bring the same expectations about customer experience to healthcare that they bring to retail or tech companies.

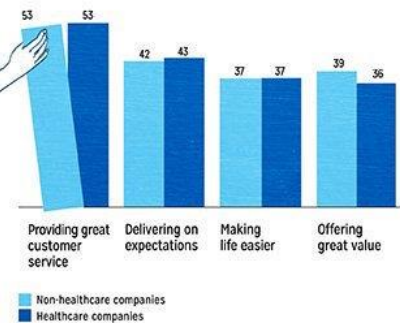


## REALITY

Our findings indicate consumers have similar expectations for healthcare and non-healthcare companies.

Participants were offered ten traits and asked to select three they thought mattered most.

Here are traits consumers value in companies:



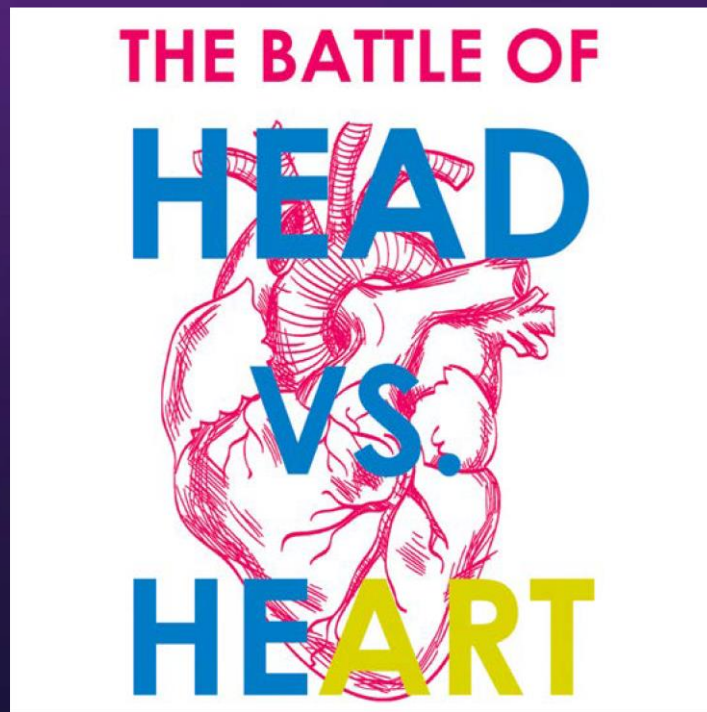
McKinsey&Company

SOURCE 2015 McKinsey Consumer Health Insights Survey  
VISIT <http://healthcare.mckinsey.com>



# Mindset Shift:

From leading with the head to  
leading with the *heart*.






# “The Healthcare Industry”




**In the world of digital marketing and consumer behavior, things are moving too fast to act like an “industry” anymore.**



*“If you don’t have a digital strategy already in place for your health system, you are already behind. This is not a problem you can hope to solve in 24 months. Consumer behavior and the nature of the Internet change too fast. **You must be nimble.**”*



**Brian Cusack**  
Head of Industry, Healthcare  
**Google**



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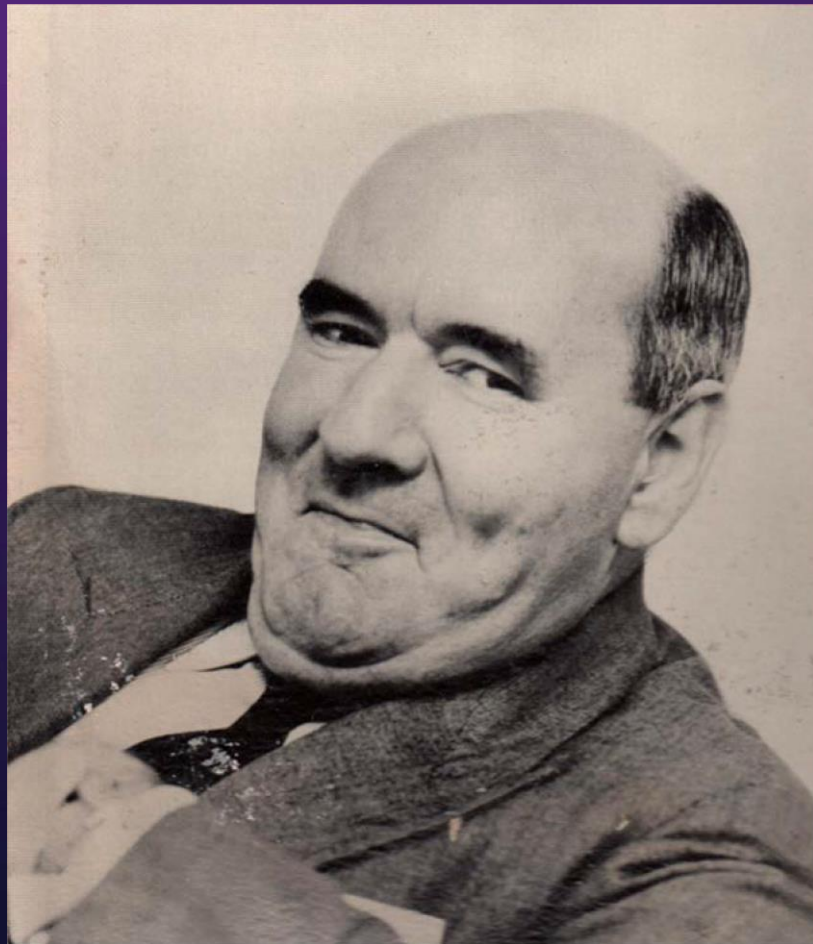
**Fall, 2015**





**What can we learn from  
an early 20<sup>th</sup> century  
British naval historian  
about what kills  
progress?**

**Cyril Northcote  
Parkinson 1909-  
1993**





# Traps to attack!

Parkinson's Law: "A task will expand to fill the time available for its completion."





# Traps to attack!

Parkinson's Law of Triviality:  
"The amount of time a group spends discussing an issue will be in inverse proportion to the consequentiality of the issue."



Credit: bohable.com



# Groupthink kills innovation

## Groupthink:

A psychological phenomenon that occurs within a **group of people** in which the desire for harmony or conformity in the group results in an irrational or dysfunctional **decision-making** outcome.





# Groupthink kills innovation

Group members try to minimize conflict and reach a consensus decision without **critical evaluation** of alternative viewpoints by actively suppressing dissenting viewpoints, and by isolating themselves from outside influences.

Groupthink requires individuals to avoid raising **controversial** issues or alternative solutions, and there is loss of individual creativity, uniqueness and independent thinking.



# U.S. Navy surprise at Pearl Harbor - Dec 7, 1941


Groupthink can lead to disastrous results:

"The Japanese would **never dare attempt a full-scale surprise assault** against Hawaii because they would realize that it would precipitate an all-out war, which the United States would surely win."





It's easy to lose sight of stakes when we take the **heart** out of the business.



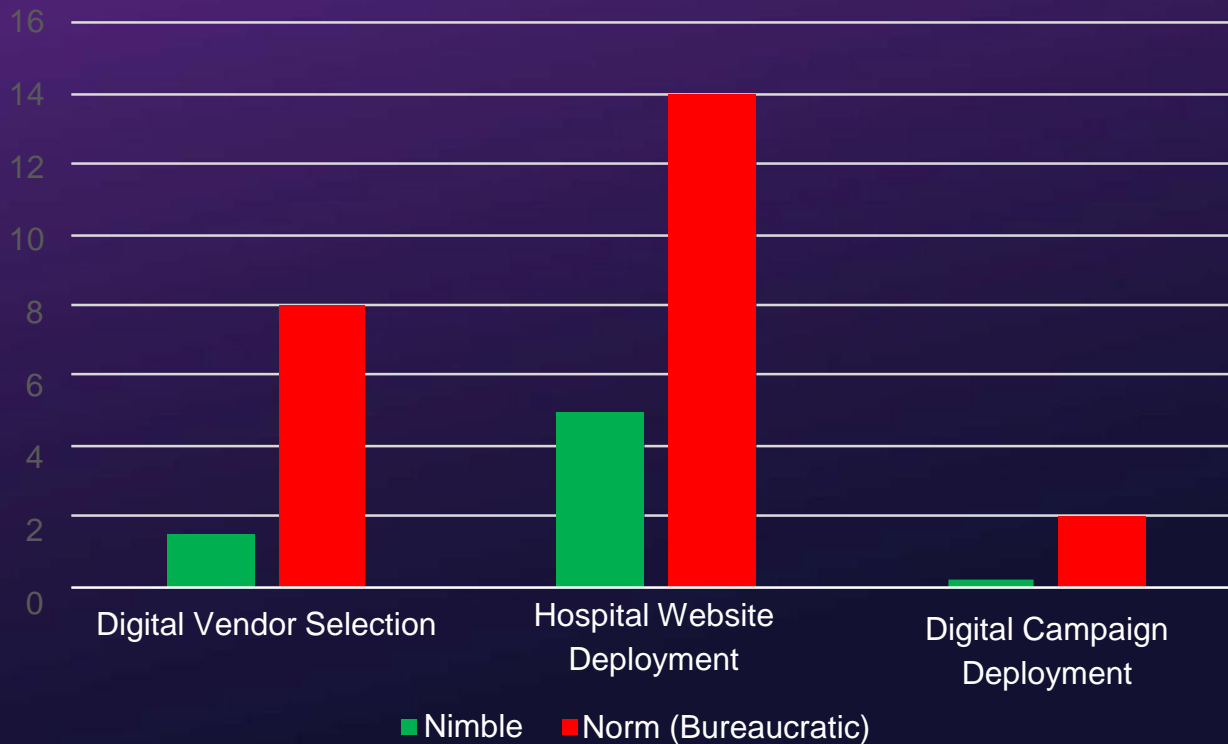
**Small, empowered, patient-focused  
accountable teams  
are a competitive advantage.**





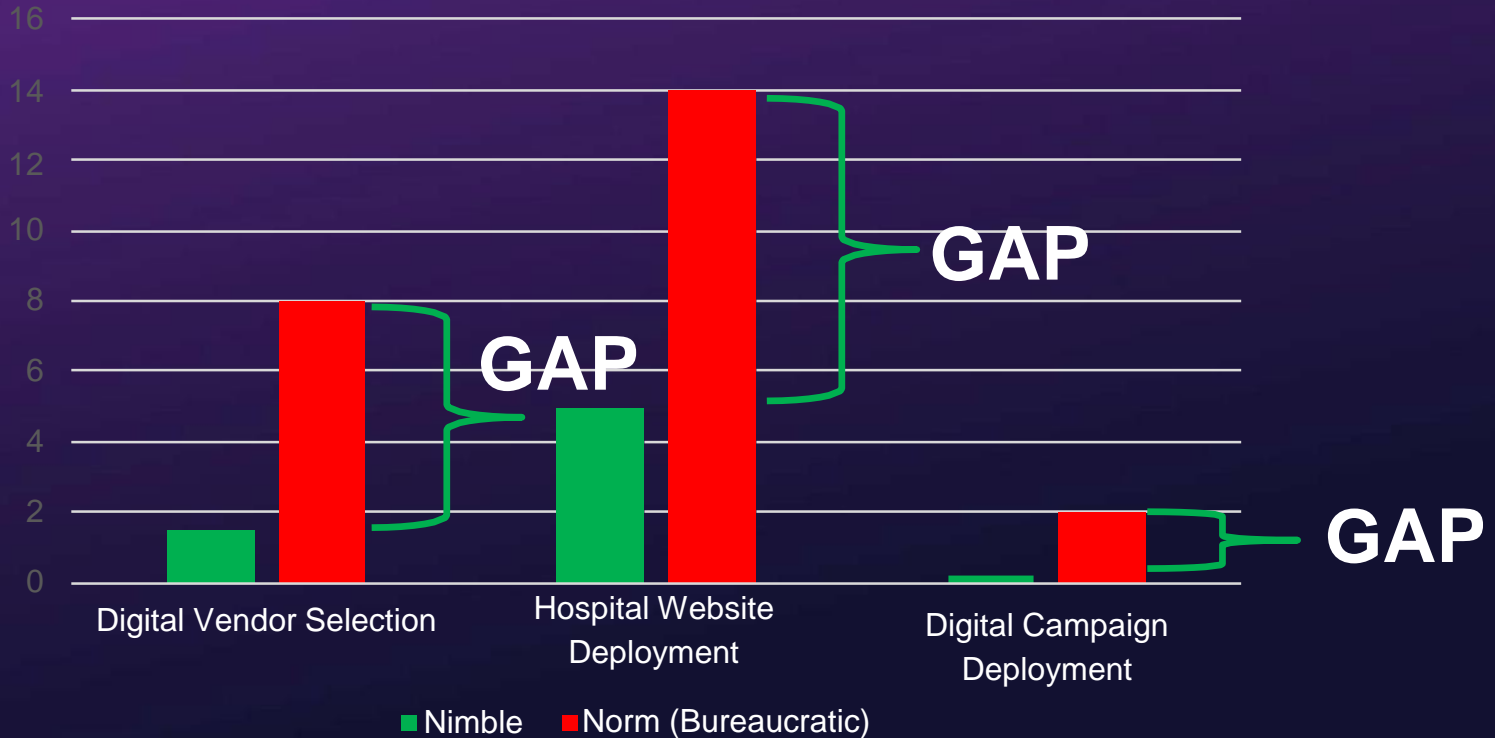
# What can a small, empowered and accountable team do?


Large Healthcare System (Multi B) – Months to Deploy



# The GAP is worth millions in service to patients and competitive advantage.

Large Healthcare System (Multi B) – Months to Deploy





**“Stop thinking so much!  
You don’t need more information!  
Production wins over perfection!”  
- my coach**



## **TRUMP CARD QUESTION:**

**“Yes, but what will best serve the patient?”**



**THE ONE QUESTION:**

**“What does my HEART tell me?”**



New Mindsets  
New Skill Sets  
New Tactics



A blurred office hallway with a purple overlay containing the text 'Avoiding & Investing'. The hallway has yellow walls, a brown carpet, and a ceiling with a fluorescent light fixture. There are several doors and a sign on the wall. The text is centered in the purple overlay.

# Avoiding & Investing



# Things to Avoid

Massive enterprise website platforms & “built in-house” approaches.

Don't build it.







# Invest In

Flexible platforms &  
fully managed services.

Lease it!





# Things to Avoid

Companies & providers that are incentivized to support **the status quo.**





# Invest in

New approaches & skill sets  
that can help you **market in**  
**the year we are in.**





# Things to Avoid

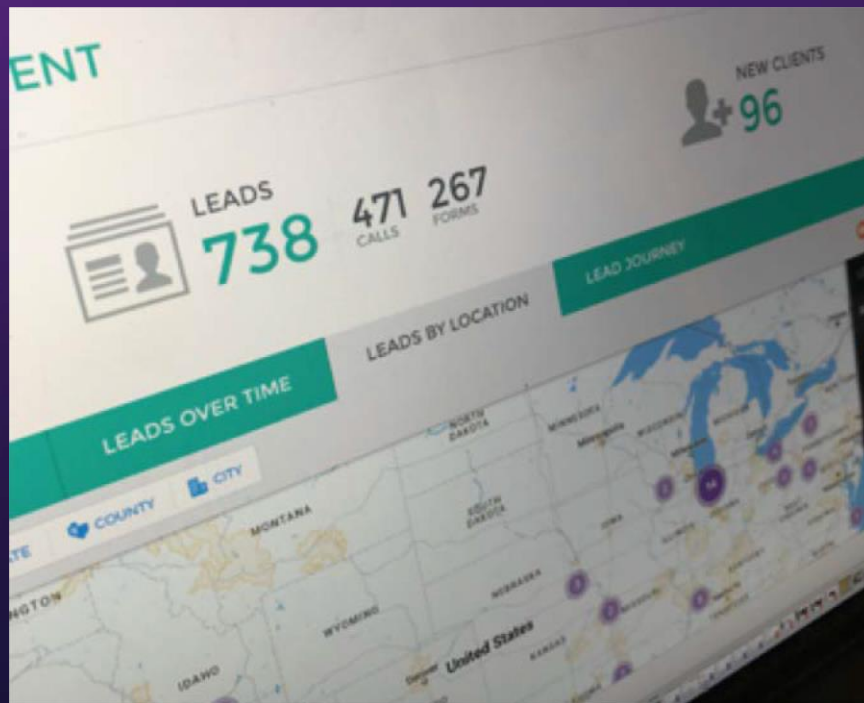
“Flurry of Activity” **Marketing**





# Invest in

*Accountable* Marketing





# Something to Avoid

*“Head in the sand”* Approach





# Invest

*Your Own* Time





The background image shows a person's hands typing on a laptop keyboard. The laptop screen displays a Microsoft Excel spreadsheet. The spreadsheet has a ribbon at the top with tabs for 'File', 'Layout', 'Insert', 'Tables', 'Charts', and 'View'. The main area shows a table with columns labeled 'A' through 'L' and rows numbered '1' through '5'. A pie chart is visible on the left side of the spreadsheet, and a bar chart titled 'Expense by month' is on the right. The text 'Digital Marketing Principles' is overlaid on the image in a white and teal font.

# Digital Marketing Principles





1. **Manage the entire equation**
2. **Run a playbook**
3. **Get front footed**
4. **Better questions = Better campaigns**
5. **Measure**
6. **Grab the low hanging fruit first**

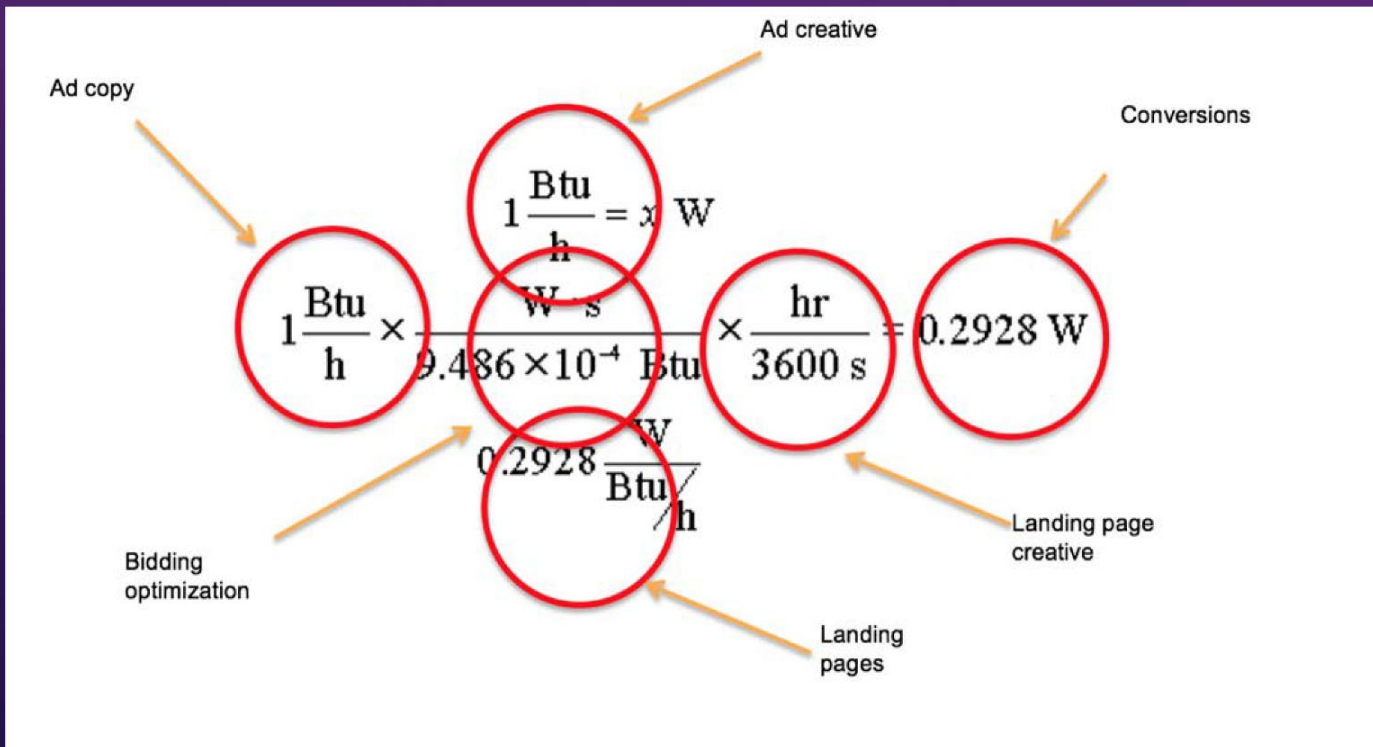


Solving the equation of effective  
**online marketing in healthcare is difficult.**

$$1 \frac{\text{Btu}}{\text{h}} = x \text{ W}$$
$$1 \frac{\text{Btu}}{\text{h}} \times \frac{\text{W} \cdot \text{s}}{9.486 \times 10^{-4} \text{ Btu}} \times \frac{\text{hr}}{3600 \text{ s}} = 0.2928 \text{ W}$$
$$0.2928 \frac{\text{W}}{\text{Btu/h}}$$



# There are so many variables to consider...





Solving lots of these equations across multiple campaigns is even more difficult.

$$\begin{array}{c}
 1 \frac{\text{Btu}}{\text{h}} = x \text{ W} \\
 1 \frac{\text{Btu}}{\text{h}} \times \frac{W \cdot s}{9.486 \times 10^{-4} \text{ Btu}} \times \frac{\text{hr}}{3600 \text{ s}} = 0.2928 \text{ W} \\
 0.2928 \frac{\text{W}}{\text{Btu/h}}
 \end{array}
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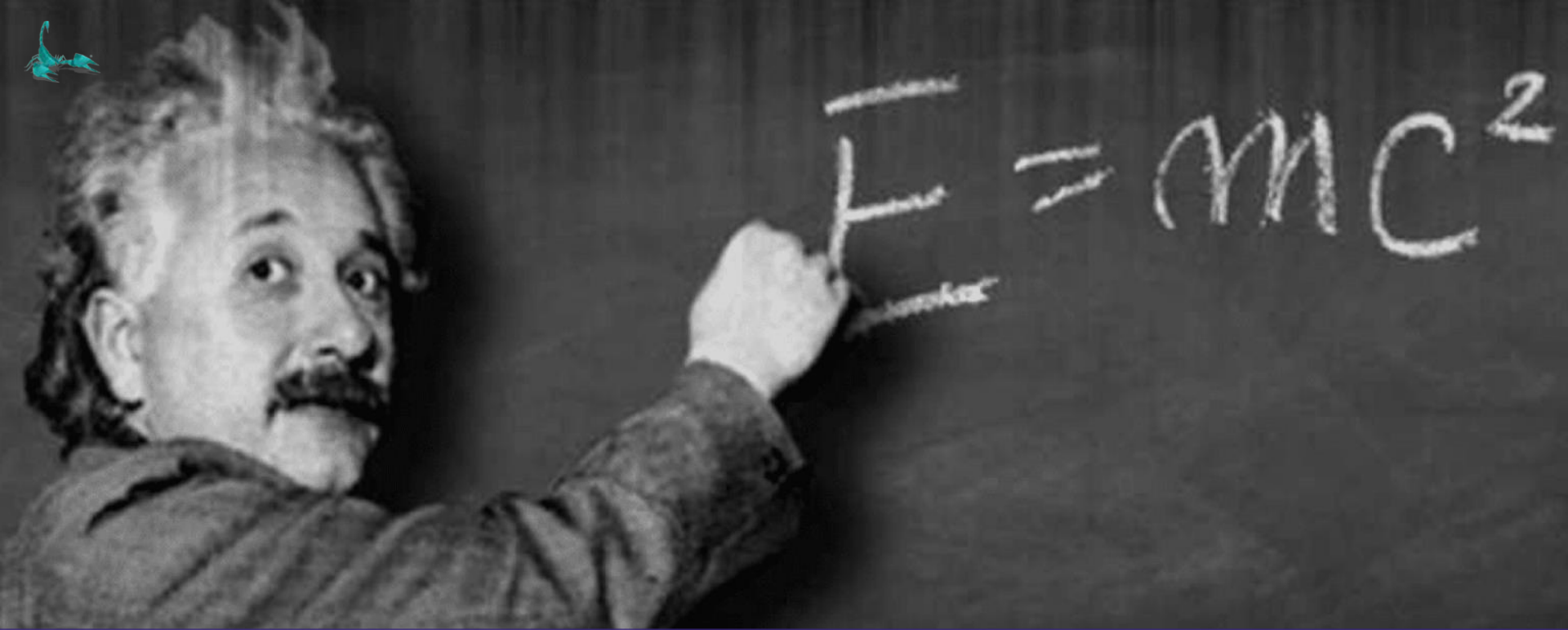


Everyone has a demand for you, but how can you scale your **campaigns and maintain quality?**



This proves it's your landing page and not my ad copy!

Having lots of cooks in the kitchen **can create problems.**



It's better to have one partner working **the whole equation.**



BUILD A PLAYBOOK

REPEATABLE RESULTS WIN



# Women's Services Playbook

## Strategy

- Drive brand / services awareness
- Direct acquisition for unique services with PP

## Elements / Media Mix

- Social Media Advertising
- Targeted Display
- PPC



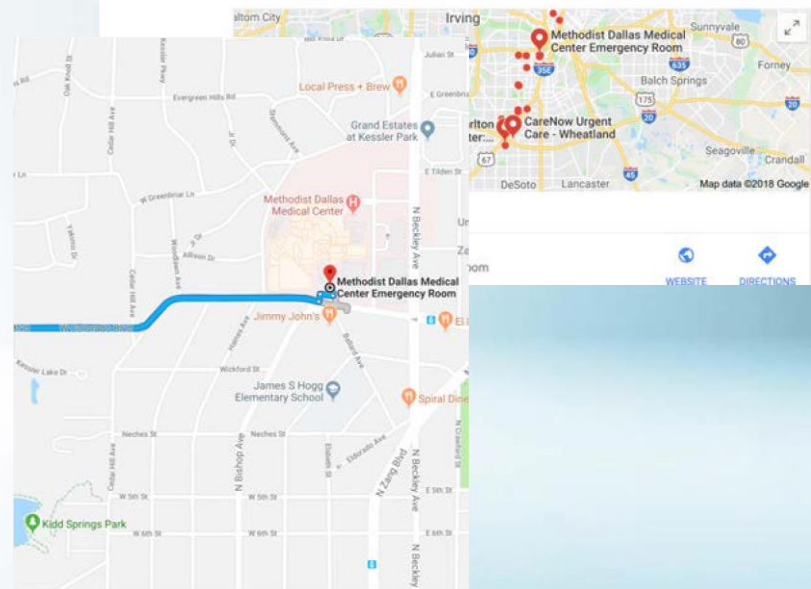
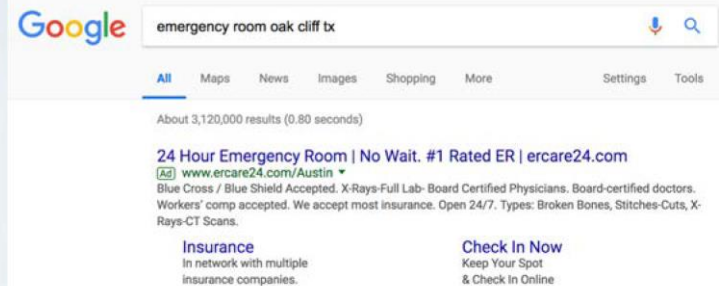
# ER Playbook

## Strategy

- Direct acquisition with PPC
- Local SEO

## Elements / Media Mix

- Social Media
- Display
- PPC
  
- Listing Management for Local ER SEO





# Bariatrics Playbook

---

## Strategy

- Drive symptom / screening awareness
- Enhance brand awareness
- Direct acquisition with PPC

## Elements / Media Mix

- Social Media
- Display
- PPC



# Recruitment Playbook

## Strategy

- Drive brand / services / location awareness
- Direct acquisition with PPC
- Multi-Campaign Strategy based on provider type

## Elements / Media Mix

- Social Media
- Display
- PPC



Manage Digital Advertising

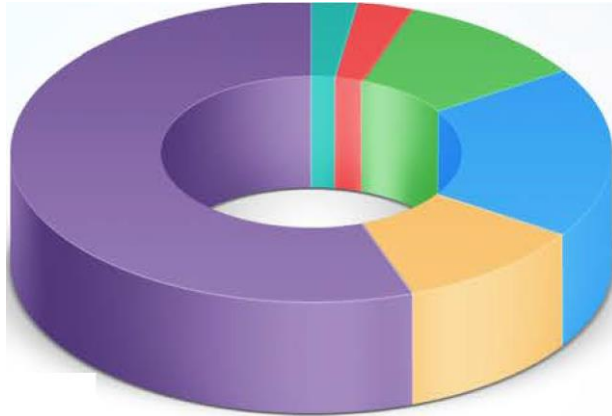
# Cardiology Advertising Strategies

## Pay Per Click

- Google Advertising
- Bing Advertising

## Display

- Affluent National News Sites
- Health & Fitness Interests
- Finance Interests
  
- Demographical/Geo Targeting
- Domain target competitors
- Look alike audiences built off of e-mail lists



## Videos

- Demographical/Geo Targeting

## Social

- Demo Targeting
- Interest Targeting

## Native

- Outbrain
- Taboola

## Target 1 Group

People with healthcare that are proactive about their health, fitness and do not exhibit 'high risk' behavior.

## Target 2 Group

People who know that they have heart disease in their family and are doing something similar to Group One.

## Target 3 Group

People who exhibit high risk behavior and have no interest in health, fitness, etc.

## Target 4 Group

These people have low income and inadequate healthcare - whether or not they care about their health and fitness is irrelevant.

BETTER QUESTIONS  
=  
BETTER CAMPAIGNS



# Questions to consider before spending money:

1. What are our target outcomes?
2. Is there capacity?
3. Is the patient's journey understood?
4. What happens when leads come in?
5. What is the average CM value of the patient for this type of service?
6. What would we pay to acquire a new patient of this type?
7. Do the economics even make sense?

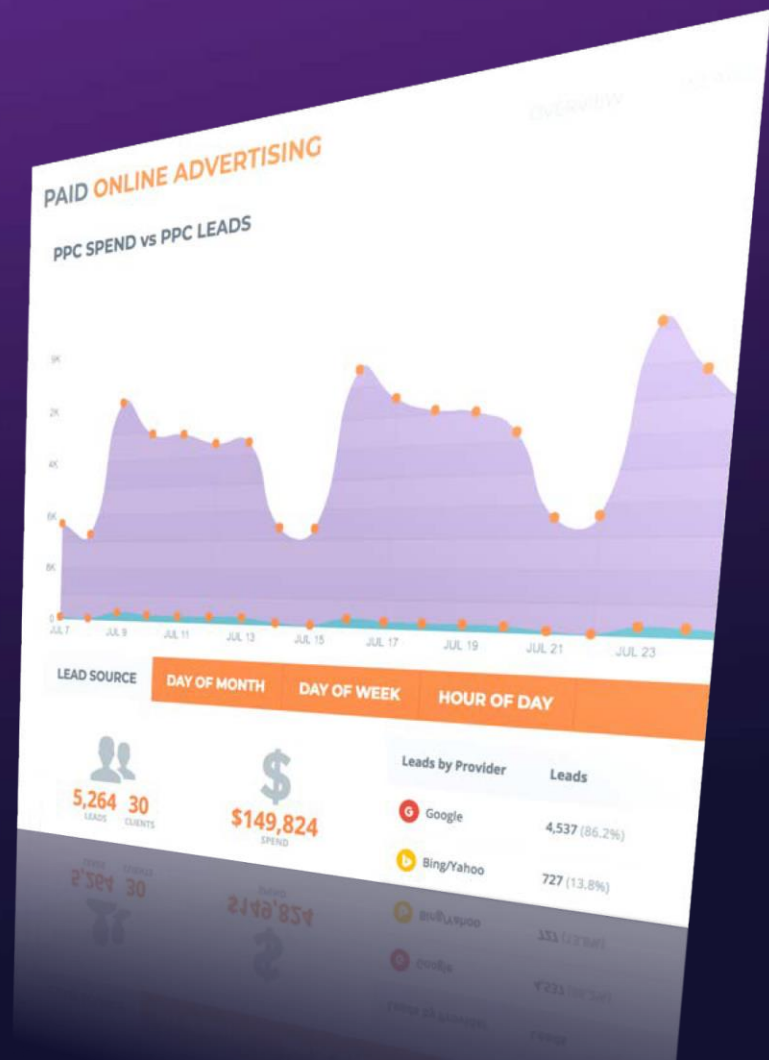
GET FRONT  
FOOTED  
with the front line





MEASURE

Expect and demand real-time and easy to understand DATA





New Mindsets  
New Skill Sets  
New Tactics





Get really good at picking  
**Low-Hanging Fruit First**



**Search  
Listings  
Facebook  
YouTube  
Move faster  
Accountable results**





# Search Marketing

---



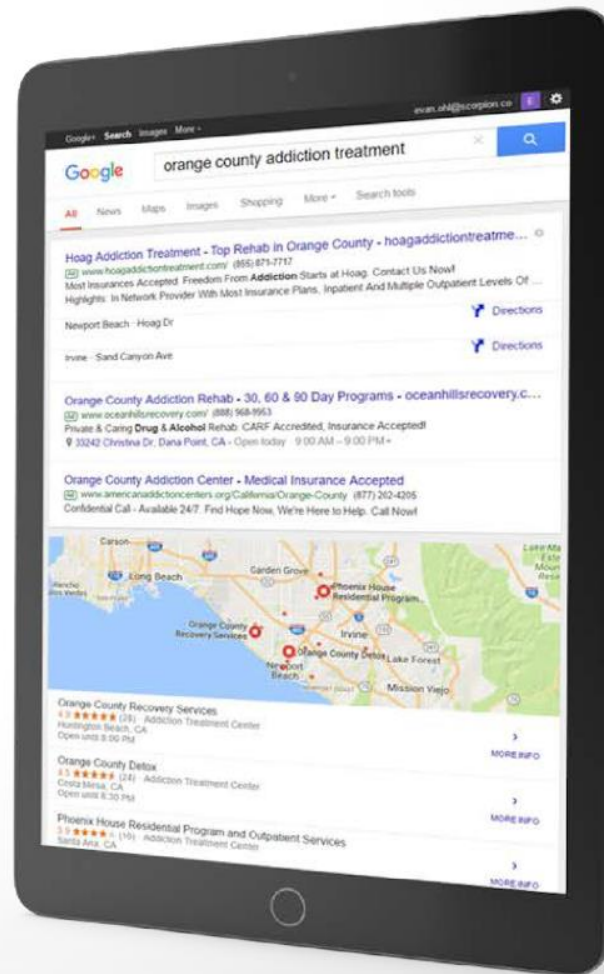


# Tactic: Paid Search



Key benefits:

- Immediacy
- Relevance
- Targeting

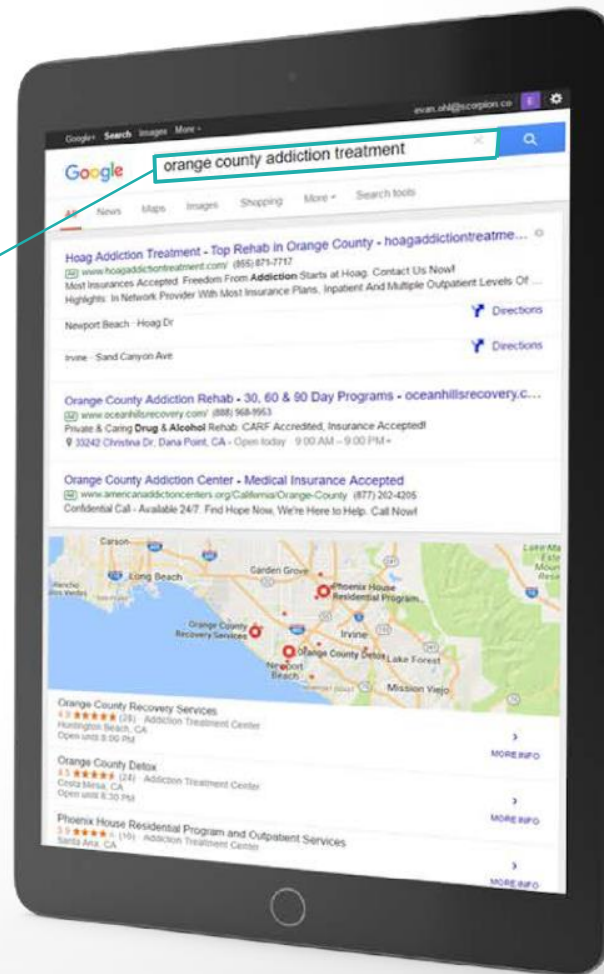




# Tactic: Paid Search

Key benefits:

- Immediacy
- Relevance
- Targeting





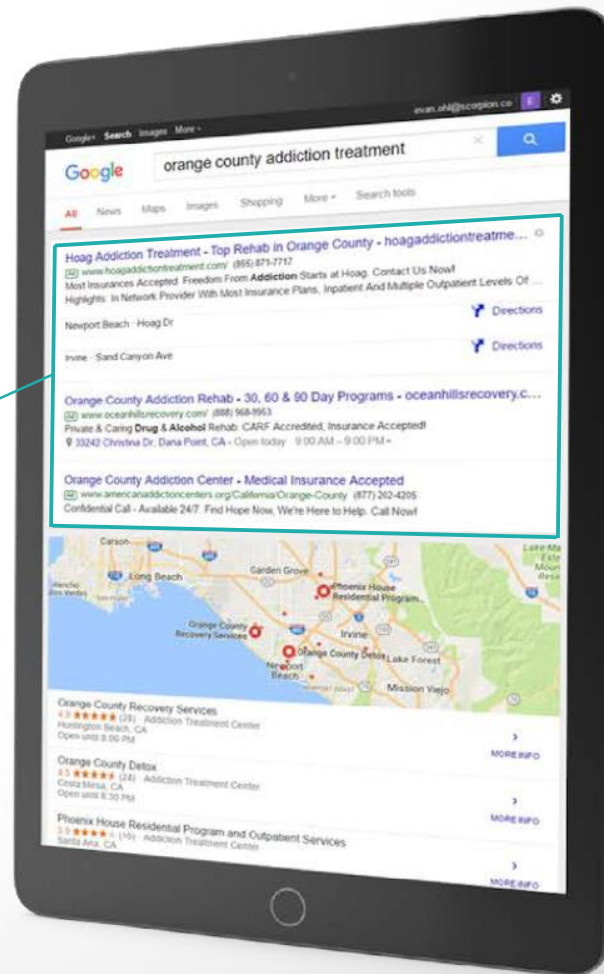


# Tactic: Paid Search



Key benefits:

- Immediacy
- Relevance
- Targeting



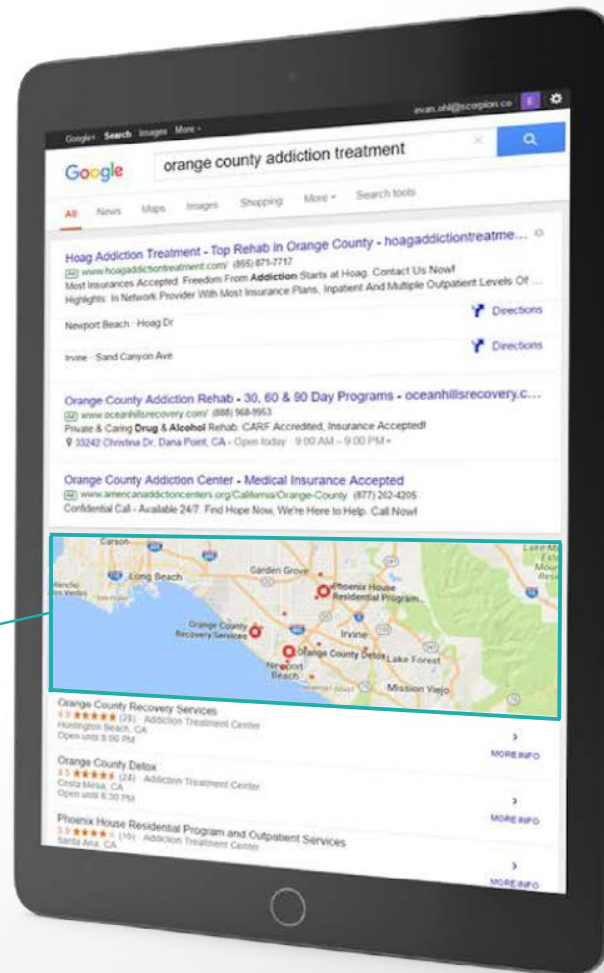


# Tactic: Paid Search



Key benefits:

- Immediacy
- Relevance
- Targeting



Search marketing is the fastest and most cost effective way of delivering personalized experiences to consumers.

Google

clubfoot help dallas

All

Images

News

Shopping

About 430,000 results (0.93 seconds)

**Clubfoot Treatment - Scottish Rite Ho**

**Ad** [www.tsrhc.org/](http://www.tsrhc.org/) ▼

Clinical Experts And Leaders In Pediatric Foot Disord

Pediatric Orthopedics

Become a Patient

Scoliosis ar

Sports Medi

**Infant Leg Deformities - Visit Medical Ci**

**Ad** [www.medicalcitychildrenshospital.com/](http://www.medicalcitychildrenshospital.com/) ▼ (97

The City Caring Just For Kids.

Skilled Surgeons · Customized Treatment Plan

Services: Pediatric Spinal Reconstructive Su

Scoliosis Symptoms · Find a Speci

Charity f



# Locations & Listings

Be **easy** to find online.







# Solution

Online listing management services & syndication technology now make it possible to automate the cleanup and ongoing maintenance of this information.

## SYNCED AGGREGATORS



41  
DIRECTORY LOCATIONS

41  
SYNCED LOCATIONS

## ONLINE DIRECTORIES

### PREMIUM SITES



84%  
PREMIUM REVIEW SITES

80%  
PREMIUM DIRECTORIES



# Facebook





# Study

---

DIGITAL

## STUDY: Teens Leaving Facebook, Being Replaced By More Users 55 And Older

Are Facebook users getting older on average? Very much so, according to a **recent study** from digital agency **iStrategyLabs**, which found that the number of **teens** (aged 13 through 17) was down 25.3 percent when compared with its **2011 report**, while total users 55 and older were up 80.4 percent during the same time period.

By David Cohen  
January 15, 2014





“I’m not going on BookFace!”  
- my dad, 2010





Average time to “like” picture of grandchild : ~18 min



# Video

- **YouTube is the new TV**
- **2nd largest search engine**
- **52% of patients & caregivers watch videos**
- **70% of patients & caregivers consider video sites the **most influential** sources**





# Direct-to-Recruit Marketing





# Direct ROI in recruitment fee savings





# On the Horizon





# Enhance patient experience for the disabled (ADA)







# Enhance patient experience with new technology:

# AMP Opportunities

The graphic features a blue background with a white speedometer icon. The text reads "AMP Project" in a large, bold font, with "ACCELERATE MOBILE PAGE PROJECT" in a smaller font below it. To the right, a white smartphone displays a mobile page with a green header, a "Chrome Push Notifications" section, and a "Mobile Speed Optimizations" section at the bottom.

DesignIQ

## Chrome Push Notifications

by Douglas Rose

October 10, 2015

Chrome push notifications are one of the newer features added into Chrome browser. They are used to show notifications outside the web page content even if the user is not browsing the page he subscribed to.

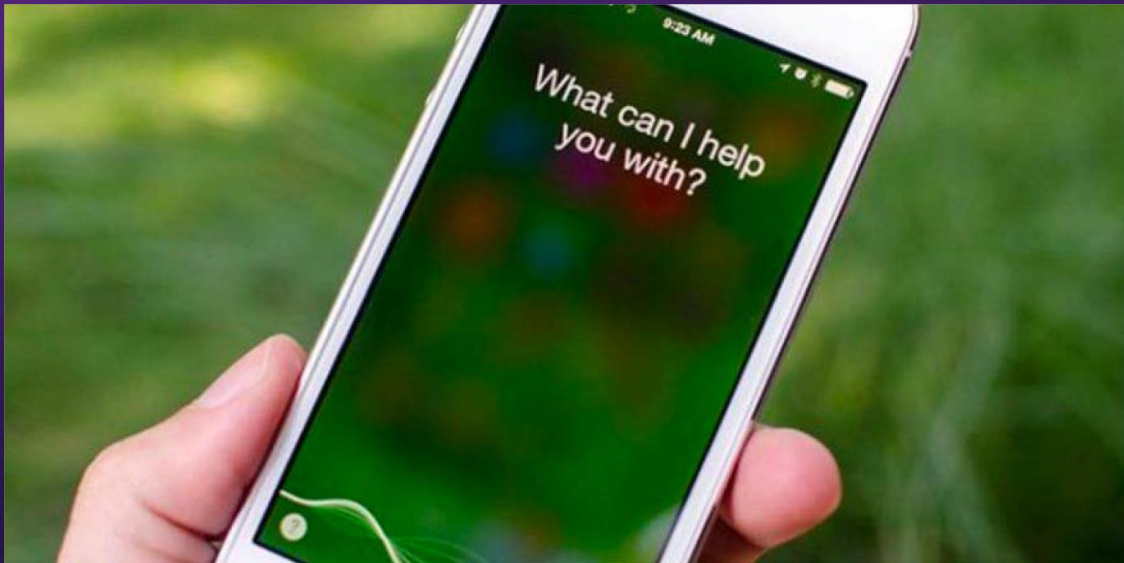
Before we continue, make sure that you use [helps or implement](#). The code will be fixed because certain scenarios require require [specific](#) [steps](#) [to](#) [implement](#) [them](#) [correctly](#) [and](#) [there](#) [are](#) [many](#) [examples](#) [and](#) [tutorials](#) [available](#) [online](#) [to](#) [help](#) [you](#) [get](#) [started](#) [with](#) [this](#) [feature](#).

### Mobile Speed Optimizations



Let's just talk.

Voice



## New Mindsets

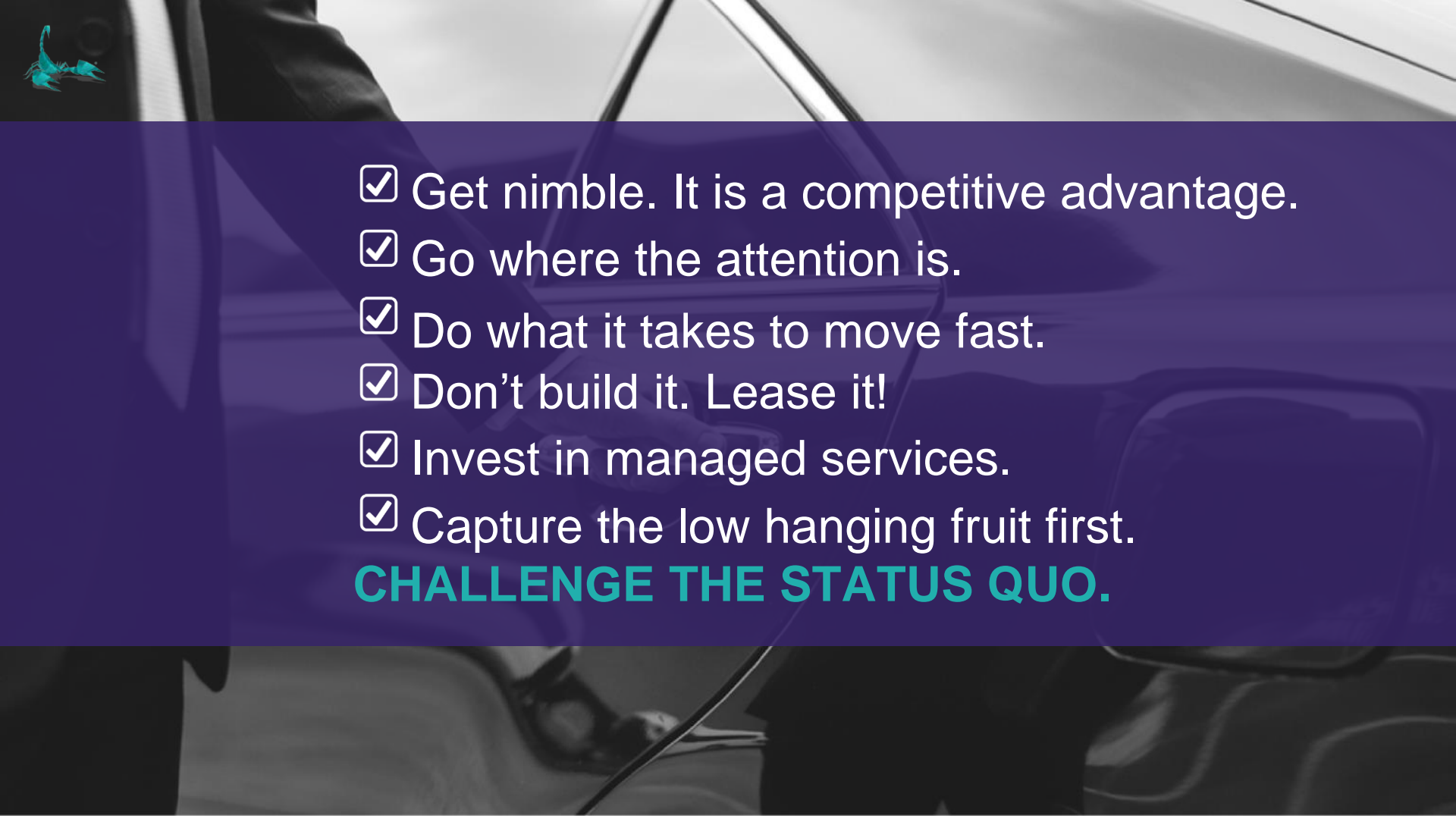
- The reframe
- Built it vs buy it
- Coaches deliver results
- Healthcare isn't different
- Head vs heart
- Parkinson's laws
- The one question

## New Skill Sets

- Using managed services
- Investing in new approaches
- Accountable marketing
- Your own experience
- Manage the whole equation
- Run a playbook
- Get front footed
- Better questions = better campaigns
- Demand measurement

## New Tactics

- Search Marketing
- Facebook
- Youtube
- Maps / Listings
- Move faster
- ADA Guidelines
- AMP
- Voice

- 
- ✓ Get nimble. It is a competitive advantage.
  - ✓ Go where the attention is.
  - ✓ Do what it takes to move fast.
  - ✓ Don't build it. Lease it!
  - ✓ Invest in managed services.
  - ✓ Capture the low hanging fruit first.

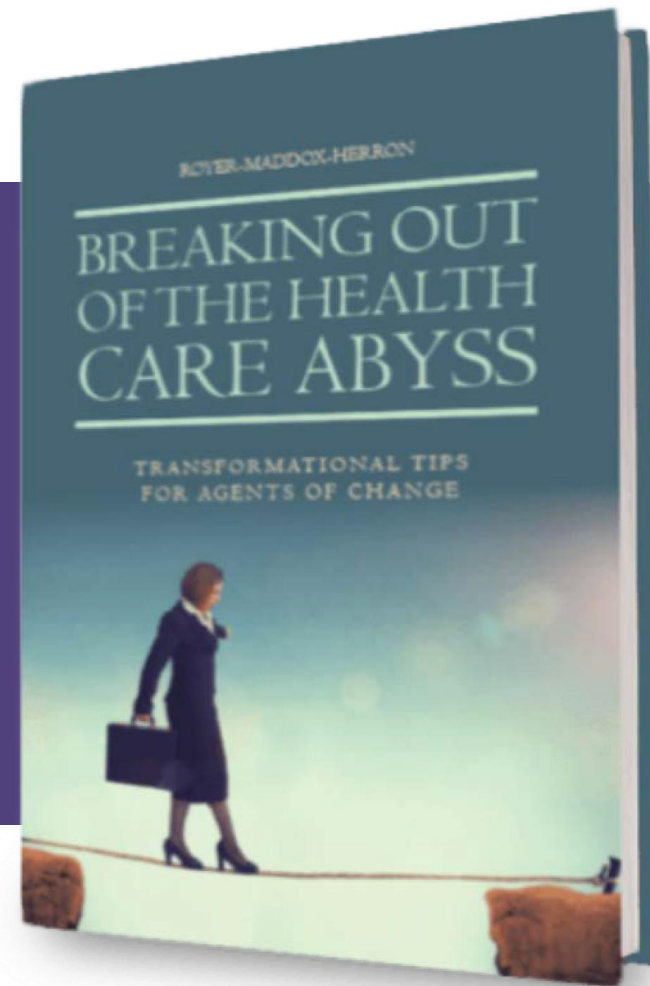
**CHALLENGE THE STATUS QUO.**



*“Leaders must nurture their dissatisfaction with the status quo by constantly reexamining current reality and living in a permanent state of inquiry.”*

Dr Thomas Royer, Peter Maddox, Jay Herron  
(2017)

**Breaking Out of The Healthcare Abyss**





**LEAD WITH YOUR HEART**

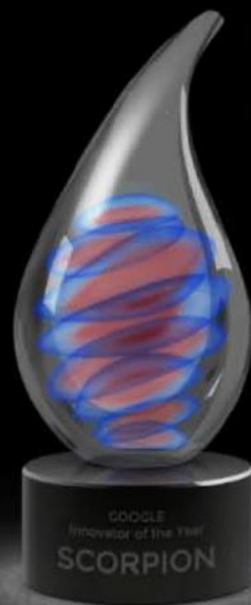
What's one thing you  
are taking away?

What if?





The Future of Digital  
**HEALTHCARE MARKETING**



Google Innovator Award Winner



# The Scorpion Experience For Healthcare Systems





Provide your username & password to login

cody2@scorpion.co

\*\*\*\*\*

[Sign In](#)

[Forgot password?](#)

# NEW : SCORPION MARKETING SYSTEM 8 BUILT FOR HEALTHCARE SYSTEMS





**EXCLUSIVE OFFER**

*“There so much to consider!  
How can I get clear on where we are  
and how we compare today?”*

- Every busy and competitive  
healthcare executive



## Recent executive checklist

- How is my web strategy performing right now?
- How do I compare?
- How are we performing for people with disabilities?
- Are people stealing my content?
- Are we stealing other people's content???
- What market opportunities are we missing?
- What is hurting my patient's web experience?
- What is confusing our patients?
- What types of strategies are my competitors running?
- How accurate are my maps and locations?
- How is my site performing for users? Is it fast or slow?
- How can I deliver a unified digital marketing approach?
- How can we make it better? Help!



# *DEEP DIVE* **AUDIT**

**EXECUTIVE WEB STRATEGY AUDIT OFFER**  
Limited Availability.

Email: [beckers2018@scorpion.co](mailto:beckers2018@scorpion.co)

Subject line: "GET CLEAR" to schedule apt.

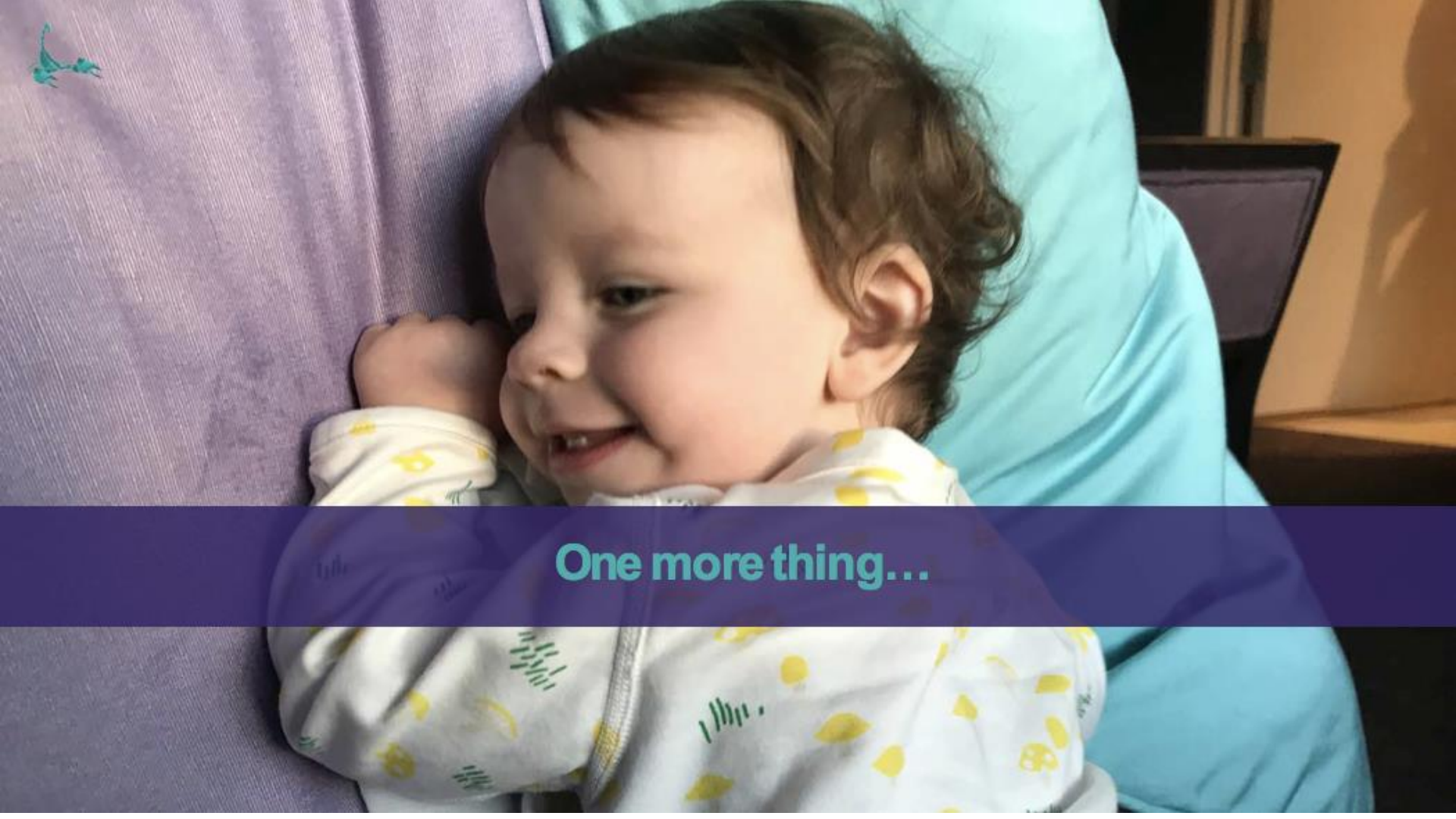




**Your special email:**

**[beckers2018@scorpion.co](mailto:beckers2018@scorpion.co)**

**SUBJECT “GET CLEAR”**



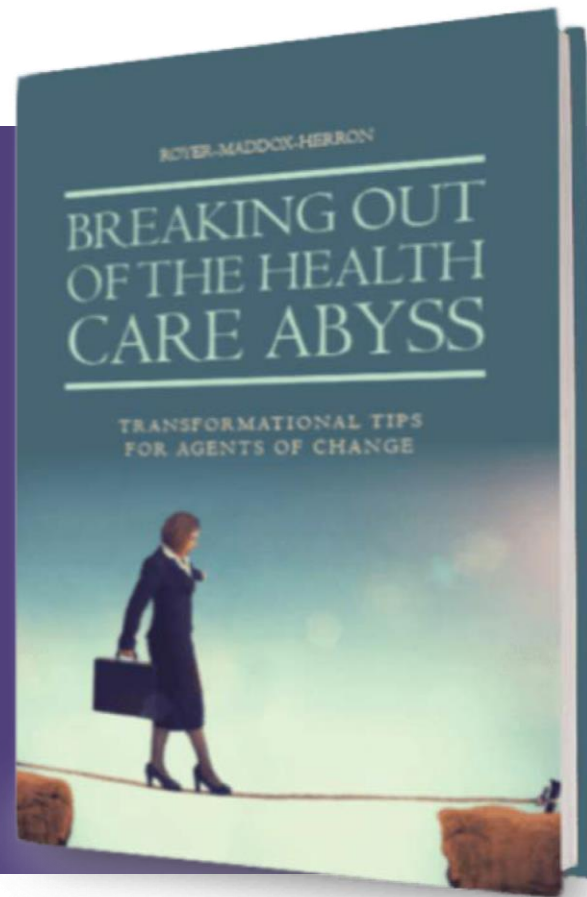
One more thing...



*To receive a free copy of*  
**Breaking Out of The Healthcare Abyss**

**Search LinkedIn for “Brian Q Davis”**

**Enter the word: “PERRY” in the subject line**  
**Available to the first 30 entries from health systems**





# Brian Q. Davis


Senior VP of Healthcare | **Scorpion**

[Brian.Davis@ScorpionHealthcare.com](mailto:Brian.Davis@ScorpionHealthcare.com)

[www.ScorpionHealthcare.com](http://www.ScorpionHealthcare.com)

 [www.Linkedin.com/in/BrianQDavis](http://www.Linkedin.com/in/BrianQDavis)

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# The Scorpion Experience For Healthcare Systems





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Email: [beckers2018@scorpion.co](mailto:beckers2018@scorpion.co)

Subject line: "GET CLEAR" to schedule apt.

Site Health & speed

Content

Advanced SEO

Listings

Industry Benchmarks

Competitive analysis

ADA guidelines

User experience

Campaign benchmarks

Analytics



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How We Help

Who We Help

Resources

Client Successes

Technology

Company

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