The Next Patient
What she thinks, feels and wants in health care brands

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We build patient-centered brands.
Dell, meet your customer.

TODAY’S DISCUSSION

4 laws of health care marketing
Technology’s impact on the next patient
How the next patient views health brands
Tools for knowing your audience
5 key questions to ask
Brand tools for your tool box
Consumers

“We care about our patients.”

General Hospital
Quality Care, Close to Home.
How do you connect with a prospective patient?
The Laws of Health Care Marketing

LAW:
It's not the technology your audience wants, it's the person who uses the technology
LAW:
Health care is an emotional purchase
The human brain makes 500 million decisions a day

LAW:
Your audience is more innovative than your brand gives her credit for
2013 was the year people spent more time on tablets and smartphones than watching television.

1 in 3 American adults have gone online to figure out a medical condition.
72 percent of Internet users say they looked for online health information within the past year.

77 percent of patients use search engines for research.
Of patients who found hospitals on their mobile device, 44 percent scheduled an appointment.
Going online to rate a doctor or hospital has doubled in the past few years:
  - 6% in 2009
  - 9% in 2011
  - 14% in 2012
  - 12% in 2013

12% in 2014 (especially 18-44, college educated)
**Reasons for visiting website**

- Schedule/cancel appt. 31%
- Get directions/contact info 31%
- Find info about particular health service 24%
- Find info on physician 23%
- View my test results 20%
- Pay/review bill 18%
- Apply for job/review job listings 14%
- Access hospital’s patient portal 14%
- Look up info on specific condition 13%
- Learn more about the hospital 12%
- Look up info/sign up for class or event 10%
- Request medical records 10%
- Look up info on health and wellness 9%
- Connect to a service that provides patient updates 7%
- Pre-register for a test or procedure 6%
- Check ER wait times 3%

**Did website meet your needs?**

- Acceptable, 68%
- Not sure, 4%
- Disappointing, 5%
- Exceptional, 23%

**Do you believe local hospitals are...**

- Making a large profit, 40%
- Making a small profit, 32%
- Losing money, 6%
- Not sure, 22%
THEIR PERCEPTIONS

Awareness of hospital advertising increased 10% in the last four years to 61%. Yet hospital preference decreased 13% over the same period.

AS SATURATED AIRWAVES CONFUSE THE MARKETPLACE, IS YOUR ADVERTISING STRATEGICALLY FOCUSED TO SEPARATE YOUR HOSPITAL FROM COMPETITORS?

THEIR OPINIONS

73% of patients with a preferred hospital have recommended it to others. 71% have recommended a specific doctor to others. DO YOU KNOW YOUR PROSPECTS WELL ENOUGH TO SHAPE THE OPTIMUM PATIENT EXPERIENCE?
WHEN CONSIDERING HEALTH PLANS, 70% OF PATIENTS WOULD PAY $50 MORE PER MONTH TO INCLUDE THEIR PREFERRED HOSPITAL OR DOCTOR. WHAT IS YOUR BRAND WORTH?
MARTIN HEALTH PERSONAS:

Snowbirds
Preventers
Researchers/Decision Makers
Givers

“I don’t know why I ever felt that I had to go North for health care. Martin Health System is as good as any hospital back home.”
“Martin is the only area health system that understands my goal is to stay healthy and out of the hospital. They give me tools to achieve this goal.”

“Between work, two kids and caring for my aging mother, I want a health partner that understands my unique situation and provides advice, resources and support when and where I need it. That’s Martin Health System.”
“We’re so fortunate to have a world class health system with deep roots in this community. Martin has taken care of me, my friends and family all my life. It’s only fair that I support them in any way I can.”
YOUR NEXT PATIENT BRAND TOOLBOX:

1. This or That
2. Picture sort
3. Rapid word association
4. Mood boards
5 key questions
Where is she on her patient journey?

What is her emotional state?
What does she know about your brand?

What *should* she know?
Why should she care?

The Final Law of Health Care Marketing
LAW:
Your audience wants it all

Building a patient-centered culture