

# How to Promote Your Physicians Online

ISHMPR Fall Conference 2017

GEONETRIC<sup>®</sup>

# Today's Presenter



## Ben Dillon

Chief Strategy Officer, Geonetric

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- Helps organizations across the country embrace online strategies to engage health consumers
- SHSMD President-Elect
- Master's degree in eBusiness and strategic management from the University of Iowa and a bachelor's degree in computer engineering from the University of Michigan



**About**  
Geonetric

GEONETRIC®

# Geometric Clients

57 healthcare clients 500+ websites 18 years of experience





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SECOND EDITION

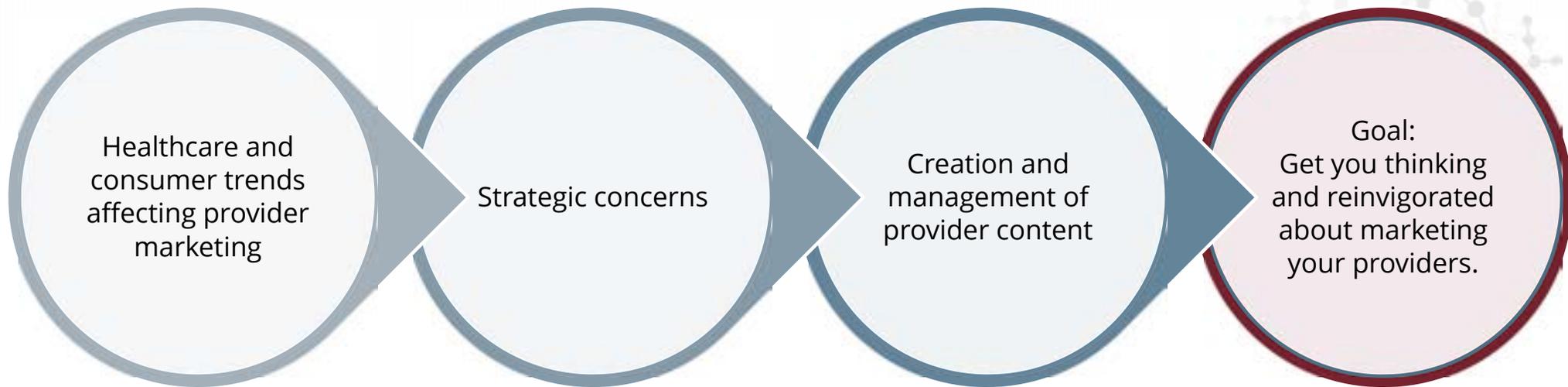
# PHYSICIAN MARKETING

How to Promote Providers to Today's  
Connected Health Consumers

**Download:**

[www.geonetric.com/ishmpr](http://www.geonetric.com/ishmpr)

# What are we covering today?

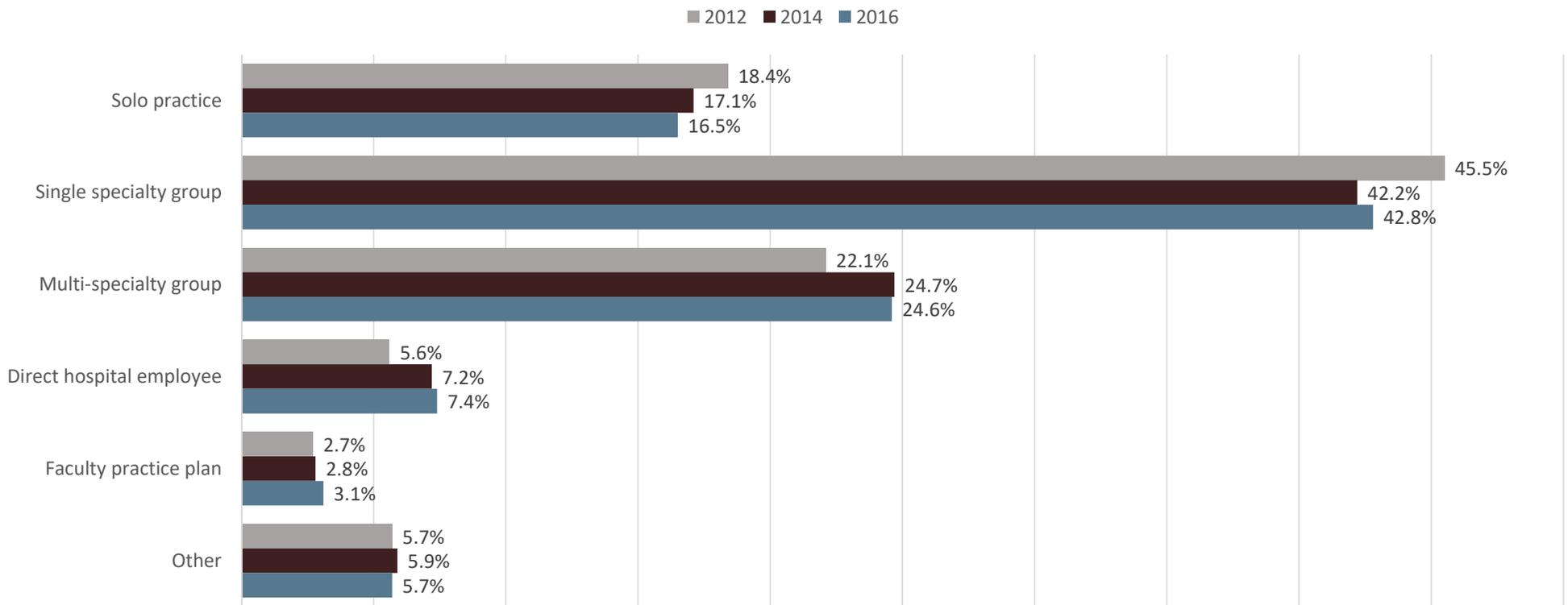


**An industry**  
in flux

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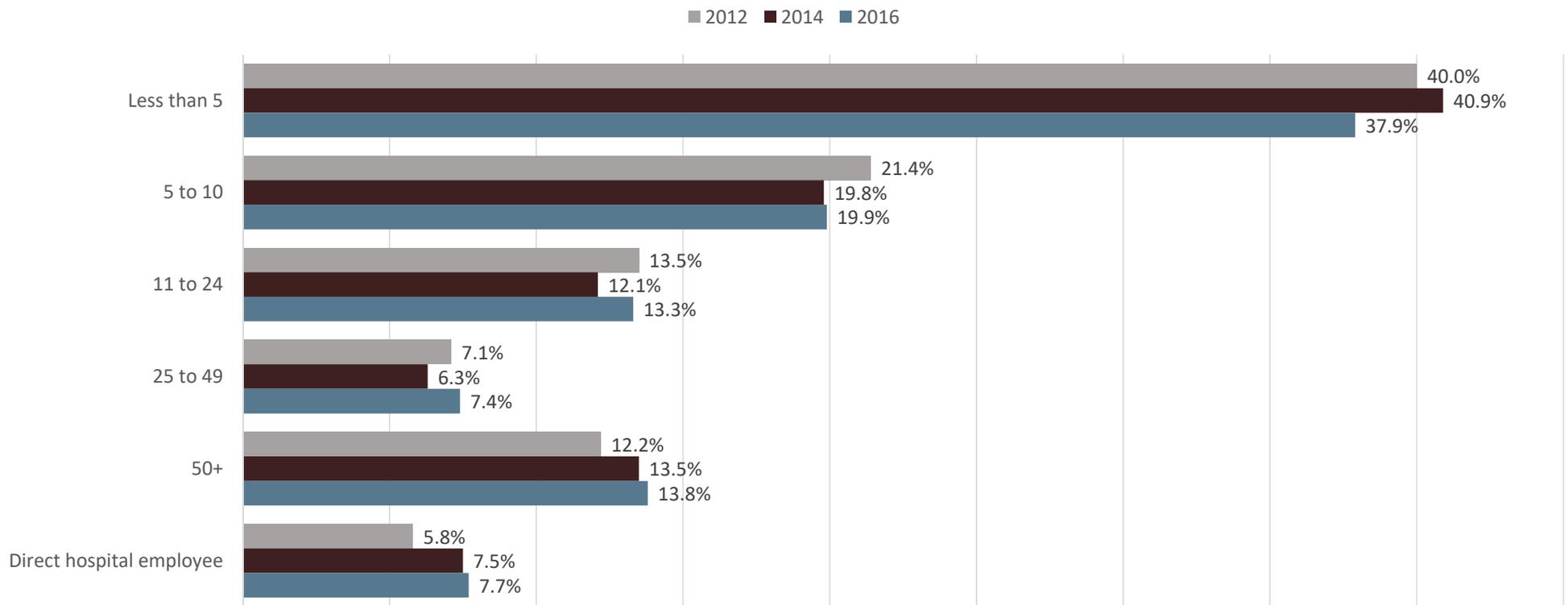
# Physicians shifting away from solo and single-specialty practice

Physicians by type of practice



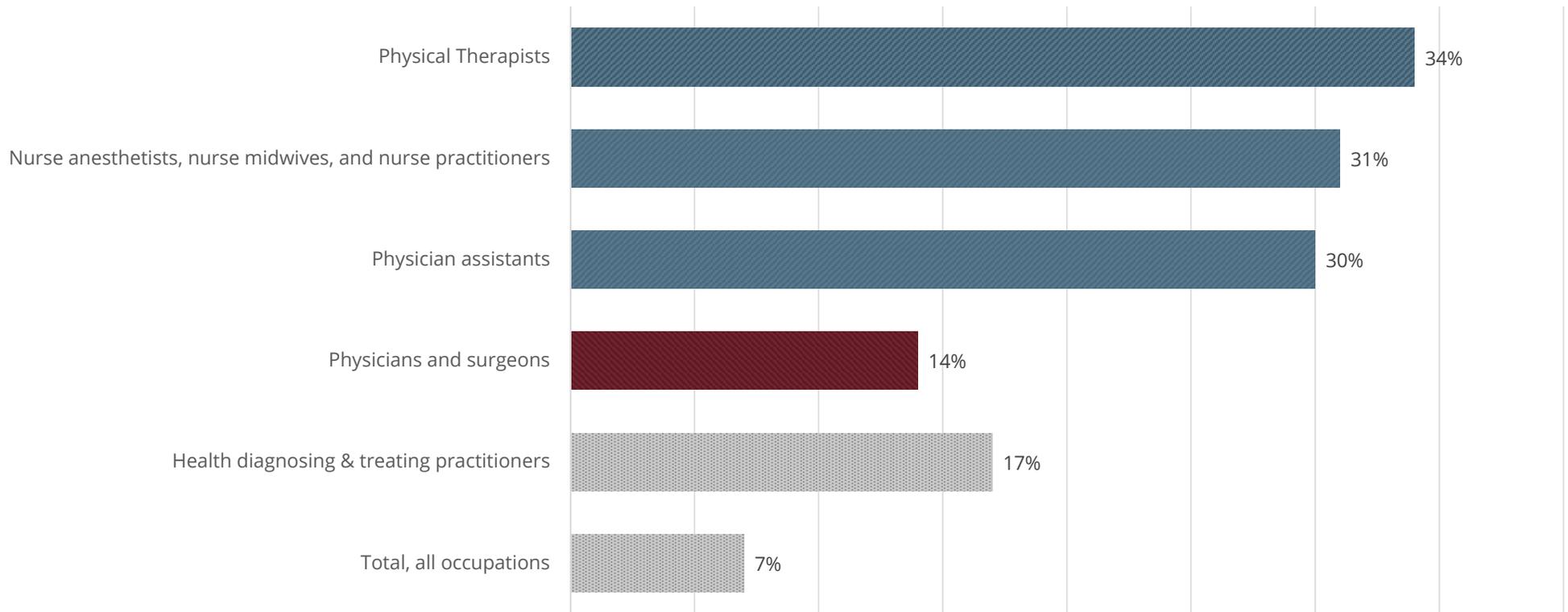
# Physicians moving toward larger practices and direct employment

Physicians by practice size



# Significant growth expected for other types of clinicians

Percent change in employment, projected 2014-24

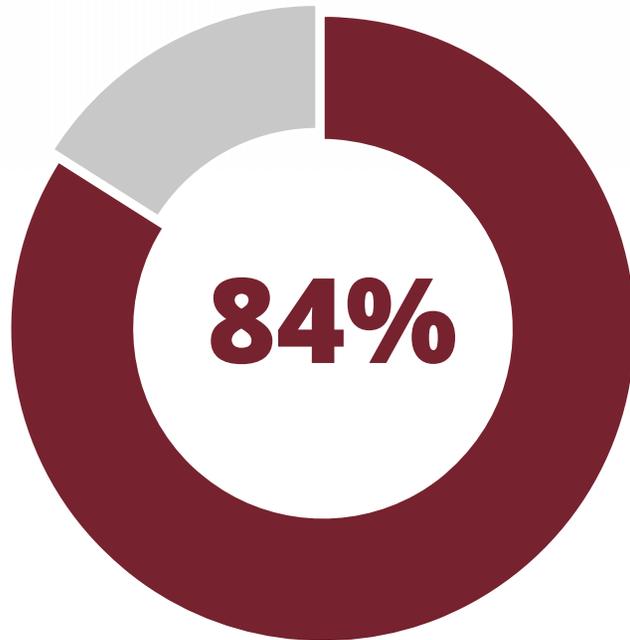




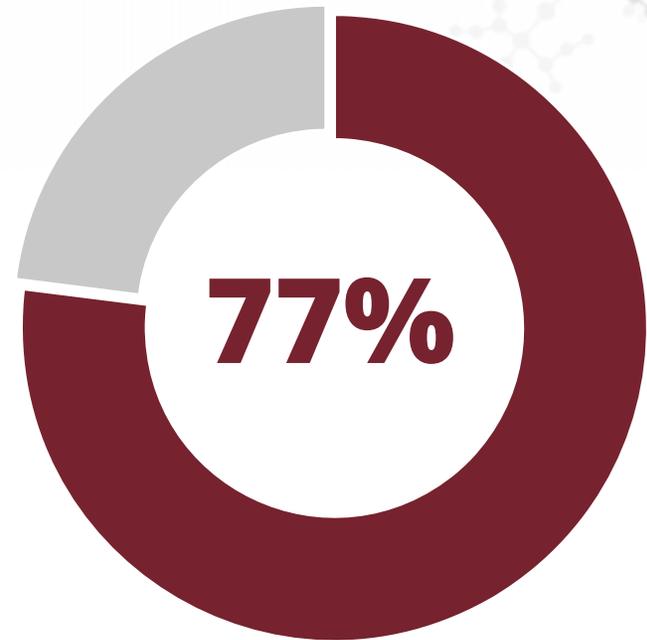
Consumer choice has the potential to impact **61%** of all healthcare spending.

# Healthcare consumerism continues to grow

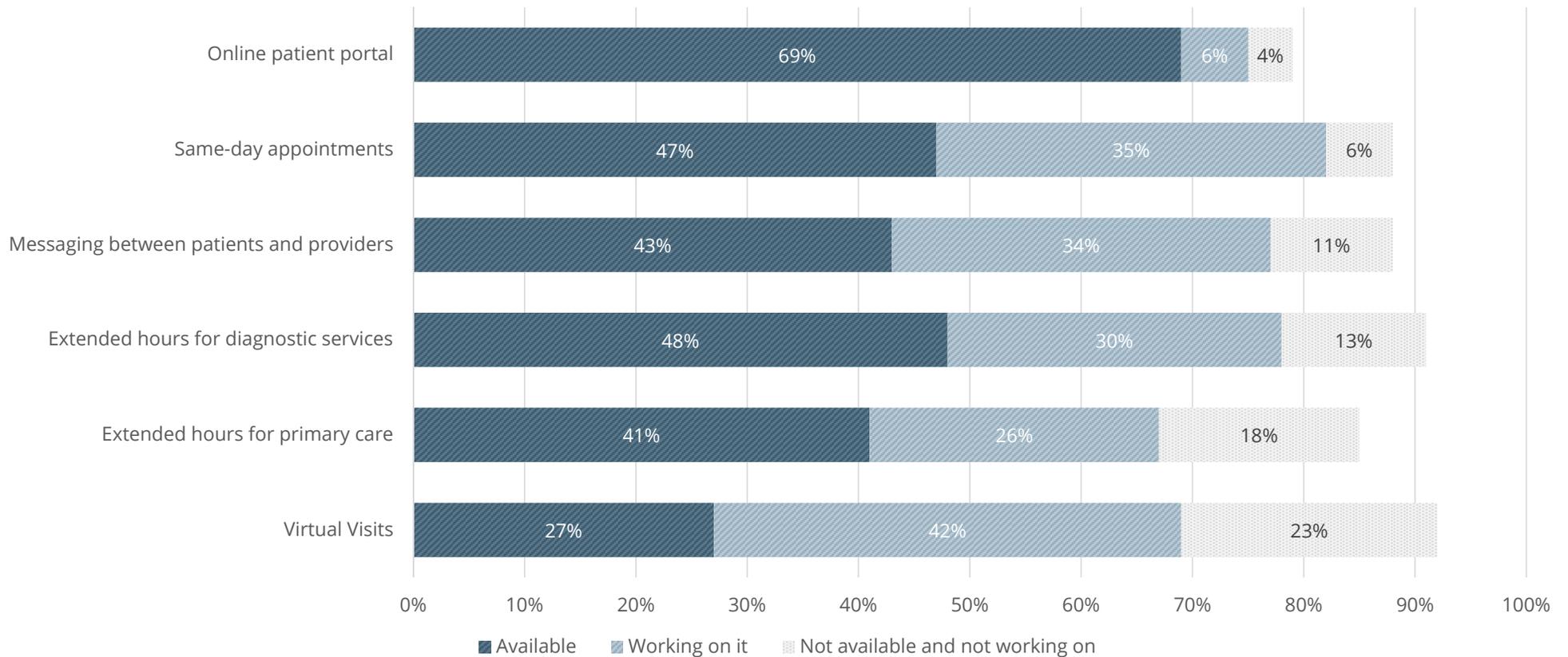
**View digital solutions as most effective way to search for a doctor**

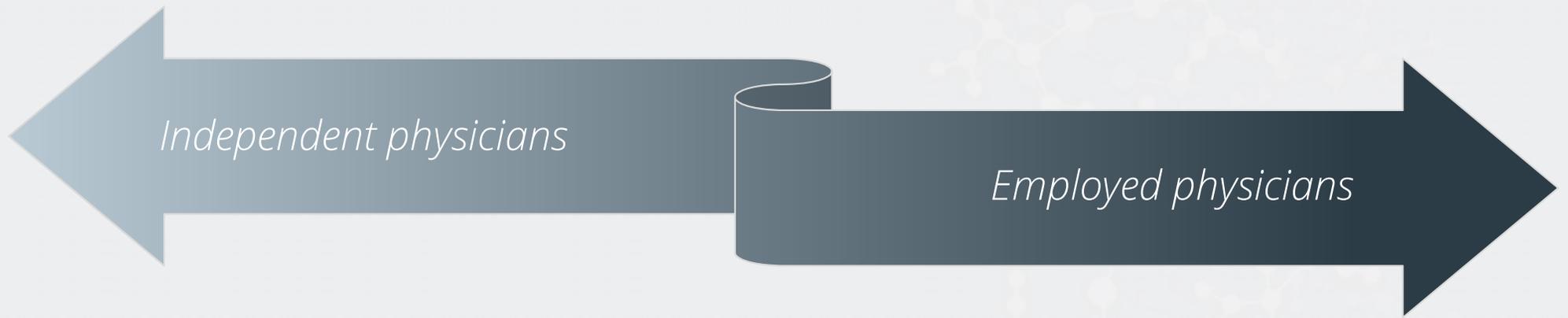


**77% of patients search online before booking appointment**



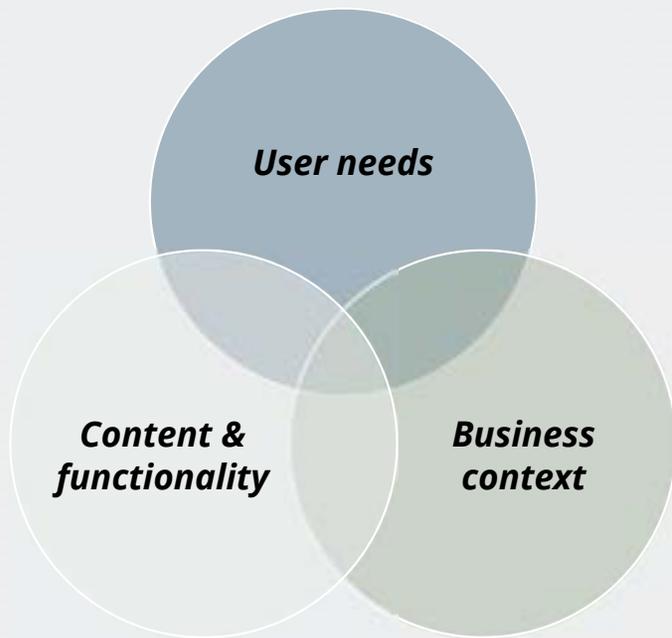
# New opportunities for patient access





Understanding your physician strategy  
helps guide your brand strategy





Find a balance.

Knowing Where to Start  
*Checking in on your strategy.*





**The goal?**  
Cut through the clutter.

# Creating & Managing Provider Content

*A hub for your marketing efforts.*



**Physician directory**  
at the center.



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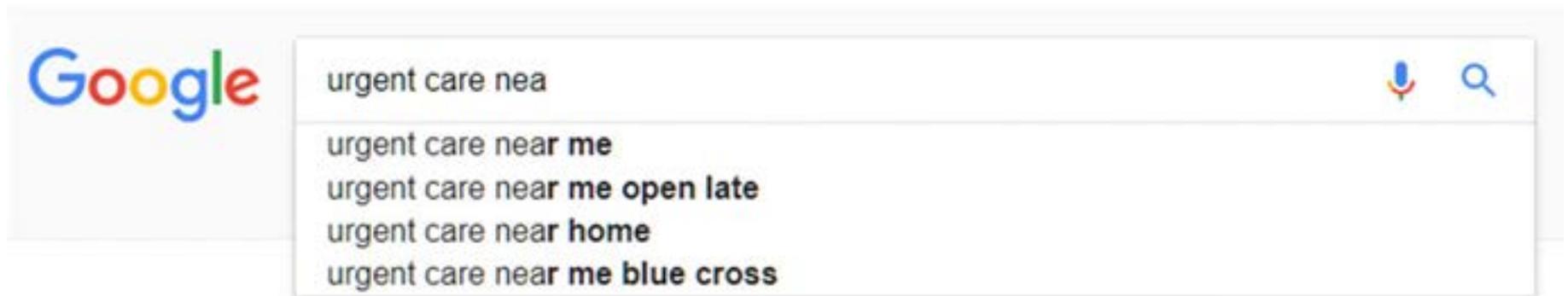


# 100%

Increase in “near me” searches for health-related services since 2015

*Google Trends, U.S., Jan 2014 vs. Jan. 2017.*

# Local Search Intent



Power Up  
Locations  
Content

Claim  
directory  
pages

“Hyperlocal”  
supporting  
content

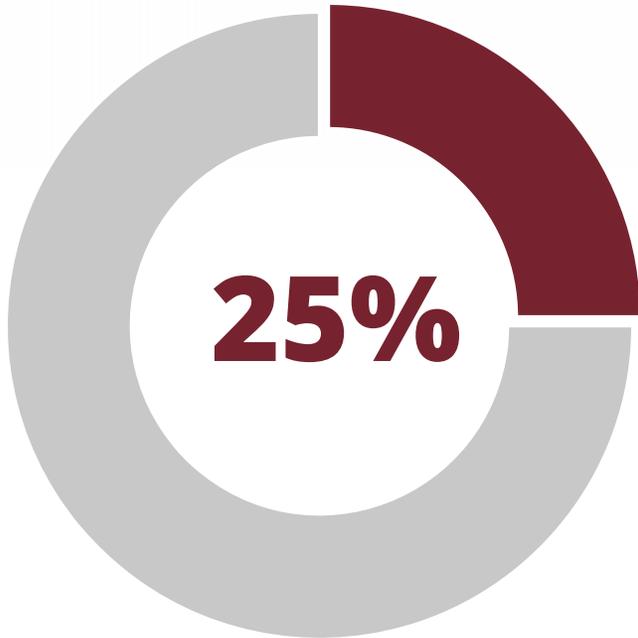
Slapping directory info  
on your site isn't going to cut it.

Schema

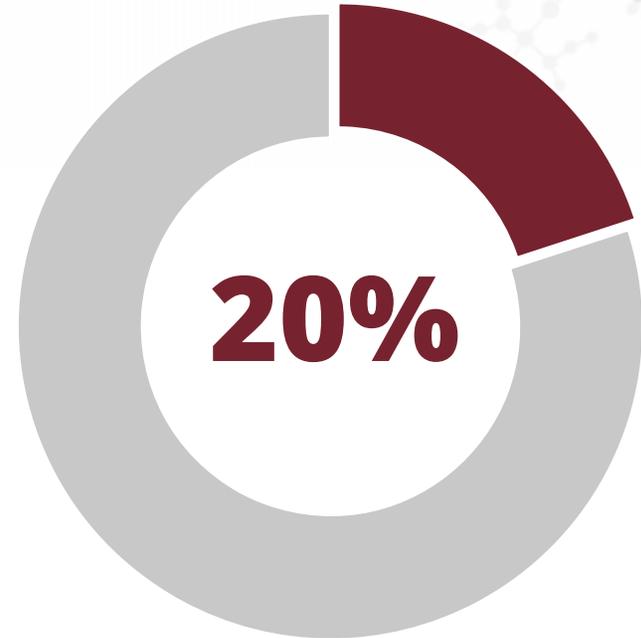
Local Landing  
Pages

# Provider directory impacts site performance

**25% of overall page views**



**20% of inbound traffic**



# How healthcare consumers evaluate providers

## Qualification Criteria

- Pass/fail criteria
- Filters providers in/out of consideration
- *Do they accept my insurance?*
- *Can I get to them?*
- *Are they accepting new patients?*
- *Can they treat my conditions?*

## Selection Criteria

- More nuanced evaluation
- Ranks providers according to preferences
- *Will I like them?*
- *Do others trust them?*
- *Are they good?*
- *Are they convenient?*

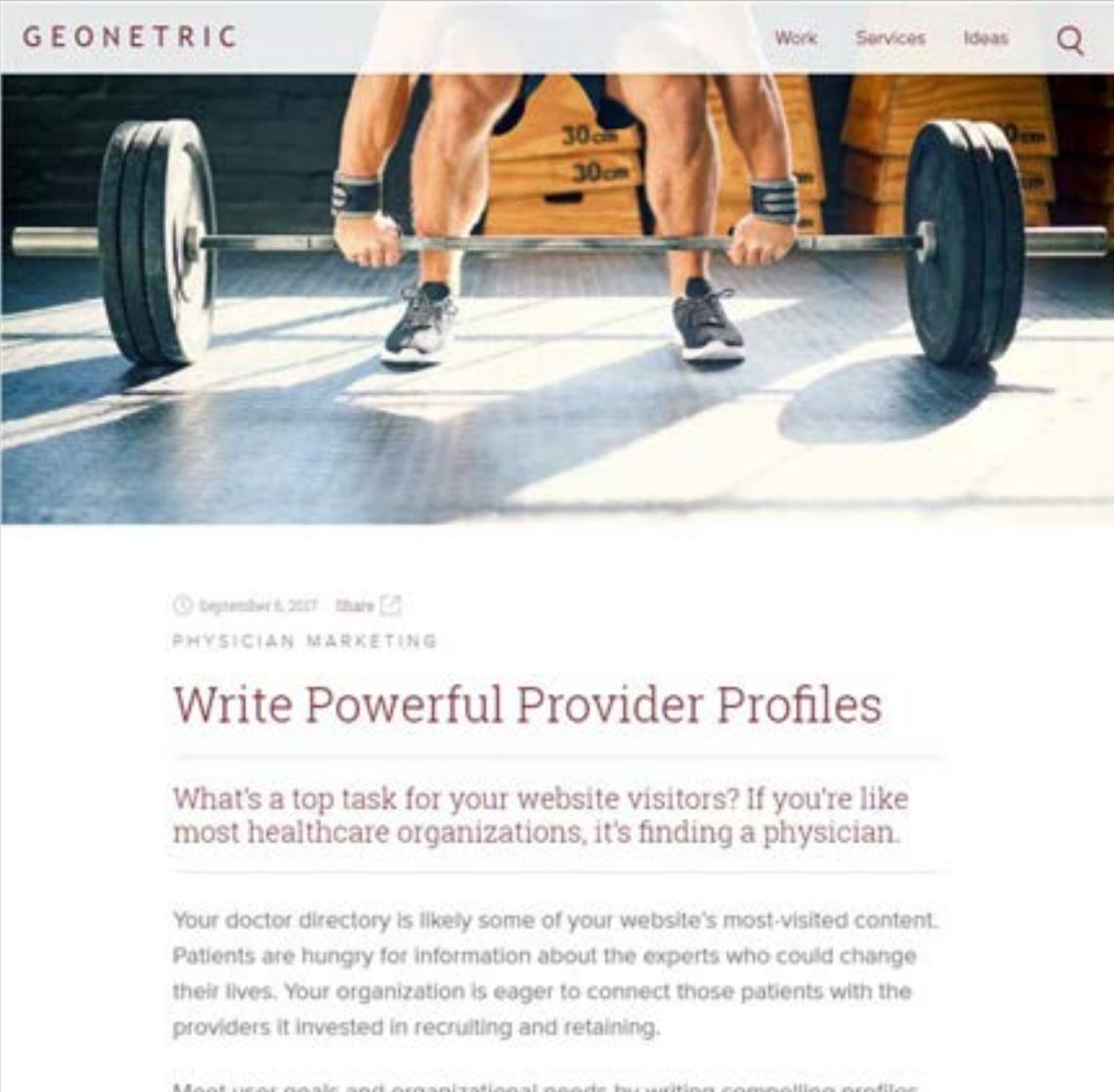
## Create a narrative

- Humanize the professional
- Display a sense of commitment to their work
- Help to begin a relationship with the patient

Use web writing best practices:

- Focus on the user
- Keep it simple
- Make it easy to take action

<https://www.geonetric.com/physician-marketing/write-powerful-provider-profiles/>



The image shows a screenshot of a website header for 'GEONETRIC' with navigation links for 'Work', 'Services', and 'Ideas', and a search icon. Below the header is a large photograph of a person in a white tank top and black shorts performing a squat with a barbell in a gym setting. The person is wearing black wristbands and sneakers. The barbell has black weights on both ends. In the background, there are wooden boxes labeled '30cm'. Below the photograph, the article title 'Write Powerful Provider Profiles' is displayed in a large, dark font. Above the title, the date 'September 6, 2017' and a share icon are visible. Below the title, the text reads: 'What's a top task for your website visitors? If you're like most healthcare organizations, it's finding a physician.' Further down, a paragraph states: 'Your doctor directory is likely some of your website's most-visited content. Patients are hungry for information about the experts who could change their lives. Your organization is eager to connect those patients with the providers it invested in recruiting and retaining.' At the bottom, a line of text says: 'Meet user goals and organizational needs by writing compelling profiles.'

# Write powerful provider profiles

## Interviewing

- How they approach care (Are they efficient and straightforward? Do they want to make patients feel comfortable and secure?)
- How and why they decided to enter medicine and a particular specialty
- What they find rewarding about their career
- What patients can expect during an appointment
- How the providers spend free time (e.g., with family, hobbies or community involvement, especially any activities that tie into health, wellness, or medical care)

# Address patients' needs

- Conditions
- Expertise
- Likability
- Convenience
- Endorsement
- Accessible

PIH HEALTH

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Site Search

PIH Health

HOME - FIND A DOCTOR - PHYSICIAN PROFILE ADVANCED

**Ashwin P. Ashok MD**  
★★★★★  
4.8 / 5 (based on 305 Reviews)  
View 63 Comments

**MAKE AN APPOINTMENT**  
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562.698.0304

PIH Physicians

[View my video](#)

Dr. Ashok calls medicine "a family tradition." With a father who's a surgeon and grandfather who's a physician, Dr. Ashok developed his keen interest in medical practice at a young age. He derives the most satisfaction from caring for patients with digestive and liver disorders. Trained in endoscopic treatments, he manages cirrhosis, chronic liver disease, hepatitis, inflammatory bowel disease, irritable bowel syndrome, celiac disease, GERD, and other general GI issues. Patients may be interested to know that Dr. Ashok is a lifelong UCLA Bruins and Los Angeles Lakers fan.

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**HOSPITAL/GROUP AFFILIATION**  
PIH Health Physicians  
PIH Health Hospital - Whittier

PROFILE

# Think beyond the bio.

**Avera Balance articles featuring Sally Williams**

[Natural Tools Can Stop New Aches, Chronic Pain](#)  
by Sally Williams, DO - September 14, 2017  
If you've got a new ache or a chronic pain, there are many natural tools that you can try. With our...

[Shelve the Holiday Blues](#)  
by Sally Williams  
The holiday season often comes with a host of challenges...

[View More](#)

**Patient Stories**

**"Every step was just as expected if not better"**  
I wanted to give my feedback for the hip replacement surgery I received outstanding care, and I just don't know how it could have gone any better.  
[Read this story](#)

**"I was treated with remarkable kindness during every hour of my stay"**  
From snow-birding to mountain-biking, Mark Stronch has always had a lot to put on hold when he started to experience hip pain. Mark spent over 10 years...  
[Read this story](#)

**"I would certainly recommend this team of experts to everyone"**  
From weeks before my left knee surgery by Dr. David Christ, I received...

**PODCASTS**

**What's New**  
8/11/2017  
[SPORTS MEDICINE SHOW](#)

**Doctors' Roundup**  
10/9/2016  
[SPORTS MEDICINE SHOW](#)

**March Madness: Basketball**  
3-9/2016  
[SPORTS MEDICINE SHOW](#)

**Videos**

**Anterior Approach to Hip Replacement**

**Do You Have Joint Pain? Radio Chat with Dr. David Christ**

**Mark - Anterior Hip Replacement Testimonial**

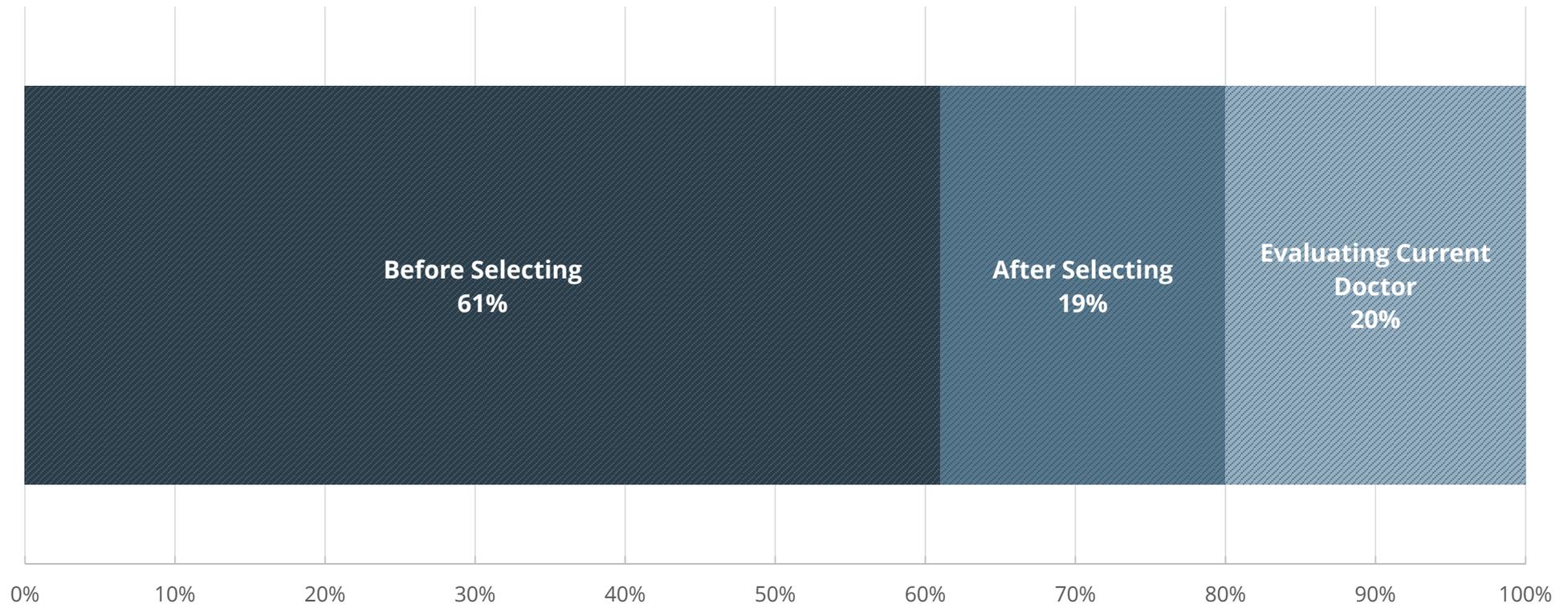
**Anterior Hip Replacement Surgery Radio Chat with Dr. David Christ**

## Ratings and reviews

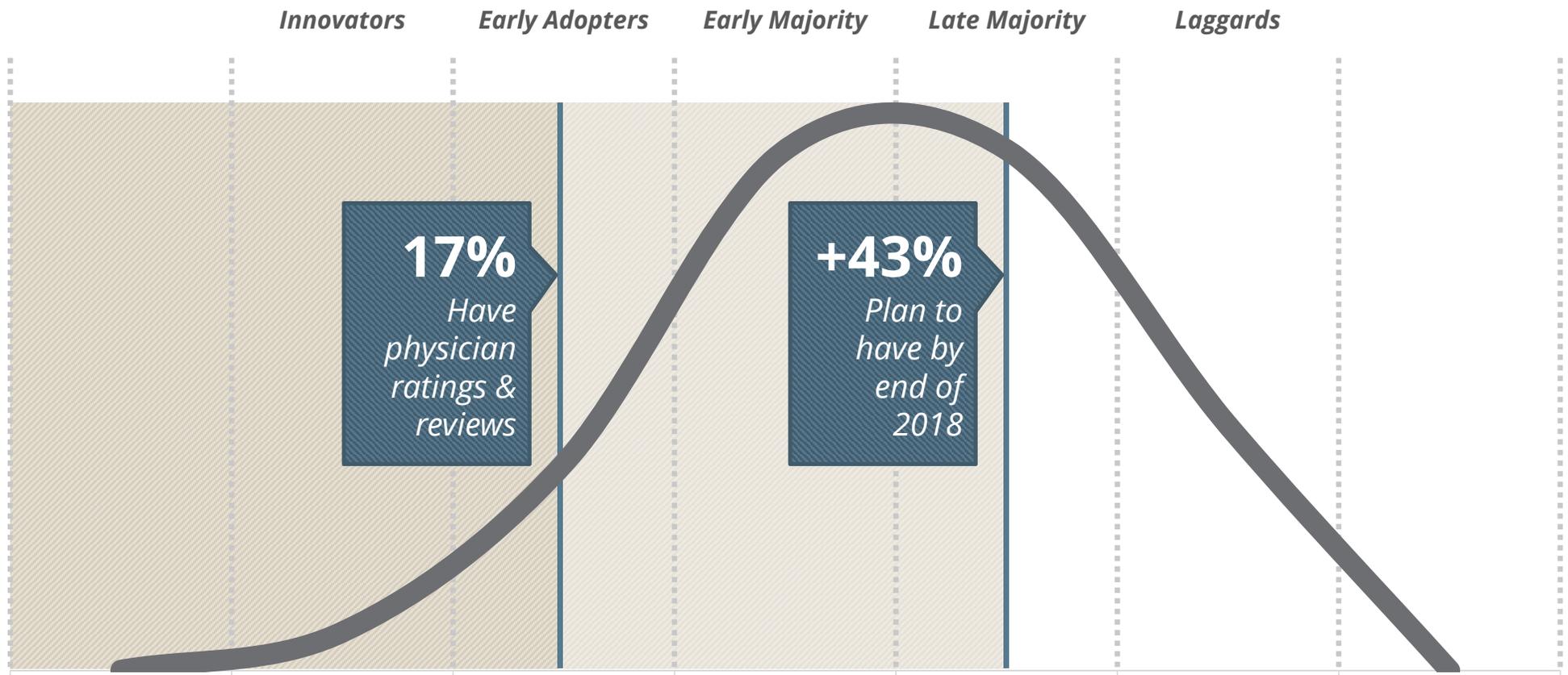


# Patients use reviews both before and after decision making

*When Patients Use Online Reviews*



# We are approaching “late majority” for adoption of ratings



## The results...

- Rank improvements
- Increased organic traffic
- More appointment requests

## Why?

- Larger quantity of reviews
- Expanded page content
- More 'clickable' listings

### [Bruce Berry - Wheaton Franciscan Healthcare](#)

[www.mywheaton.org/...doctor/.../bruce-b...](#) ▾ Wheaton Franciscan Healthcare ▾

★★★★★ Rating: 4.8 - 179 votes

Dr. Bruce Berry was recognized as one of The Business Journal of Milwaukee's Best Doctors for 2011 and has been recognized by M Magazine as one of the ...

### [Dr. Bruce Berry, MD - Healthgrades](#)

[www.healthgrades.com](#) > ... > Wisconsin (WI) > Milwaukee ▾

★★★★★ Rating: 3.4 - 14 votes

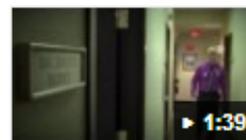
Visit Healthgrades for information on Dr. Bruce Berry, MD. Find Phone & Address information, medical practice history, affiliated hospitals and more.

### [Dr. Bruce Berry, MD Internal Medicine - Healthgrades](#)

[www.healthgrades.com](#) > ... > Wisconsin (WI) > Milwaukee ▾

Dr. Bruce Berry, MD, Appointments, Milwaukee, WI, Internal Medicine.

### [Meet Dr. Bruce Berry, Internal Medicine - YouTube](#)



<https://www.youtube.com/watch?v=ykGET77wYLU>

Oct 13, 2014 - Uploaded by Wheaton Franciscan Healthcare

Dr. Bruce Berry is an Internal Medicine physician with Wheaton Franciscan Medical Group in Milwaukee ...

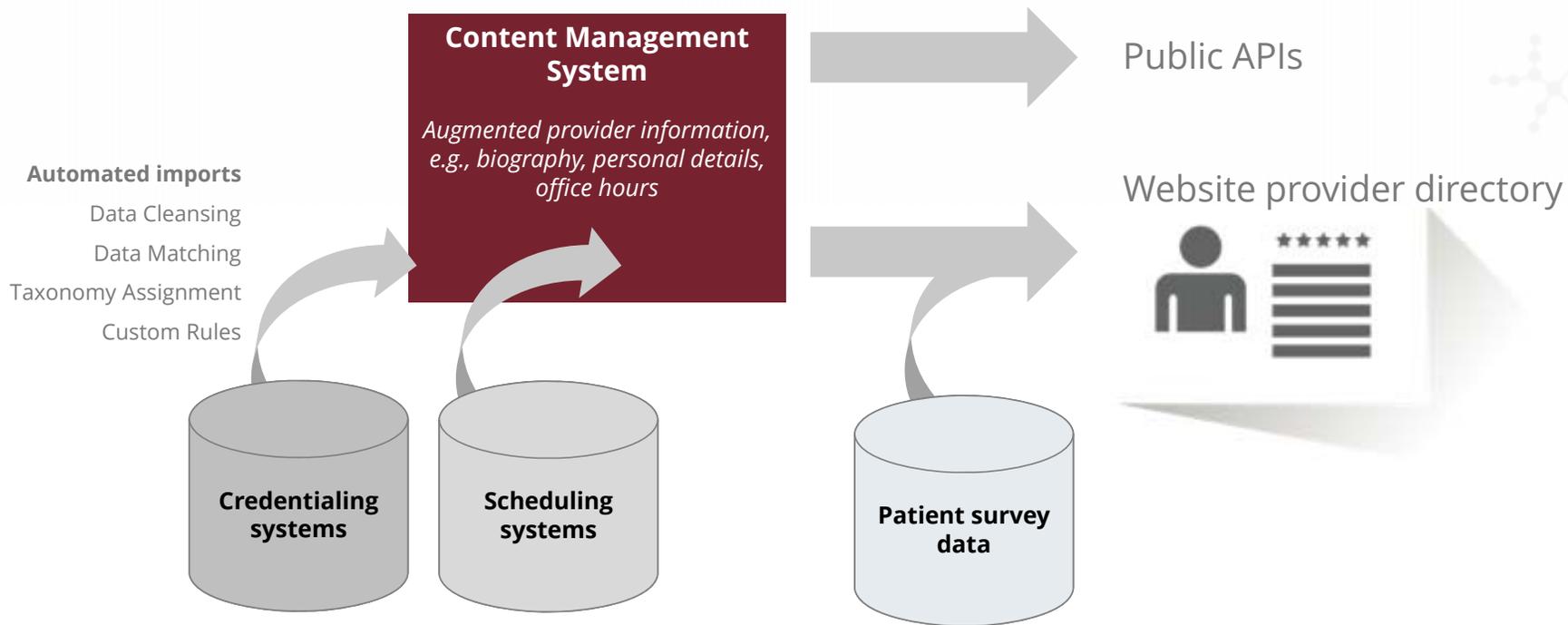
### [Dr. Bruce Berry MD - US News Health - US News & World ...](#)

[health.usnews.com](#) > Doctors ▾ U.S. News & World Report ▾

Dr. Bruce Berry is a Internist in Milwaukee, WI. Dr. Berry admits patients at Wheaton Franciscan Healthcare-St. Francis.

### [Dr. Bruce Berry, MD - Internist in Milwaukee, WI - Vitals](#)

# Behind the scenes: A single, complete source of data



# Center stage: A clear, consistent user experience



## Search & browse

First Name  Last Name

Specialties  
Any Specialties ▾

City  
Any City ▾

ZIP Code

Gender  
Any Gender ▾

Show only physicians who are accepting new patients

## Results & refinement

Filter by Specialty  
Any Provider Specialty ▾

Filter by Location  
Any Location ▾

Filter by Gender  
Male  
 Female  
 Both

**Jian Feng, MD, FACC, FACS, FCCP**  
80-22-1667  
Accepting new patients.  
Make an appointment.  
Cardiology, Nuclear Cardiology,  
Cardiothoracic Surgery  
Benefit Health Inc - Cedar  
Rapids, IA

**Elizabeth Calton, MD**  
Accepting new patients.  
Make an appointment.  
Cardiology, Nuclear Cardiology,  
Benefit Health Inc - Cedar  
Rapids, IA

**Jian Feng, MD, FACC, FACS, FCCP**  
• Director, Benefit Heart Center  
**Schedule an Appointment**  
To schedule an appointment with Jian Feng please call **800-221-1667** or use our online form.  
Accepting new patients. A referral is required.  
• Cedar Valley Top 100  
• Benefit Medical Group

[Profile](#) [Office Information](#) [Media](#)

## Benefit Heart Center



**Benefit Heart Center**  
450 4th Ave SE  
Cedar Rapids, IA 52401  
Get Driving Directions  
Send an Email

**Main:** 319-221-1667  
**Alternate:** 800-599-1171  
**Fax:** 319-221-1450  
Find a Physician at this Location

## About Benefit Heart Center

## Address patients' needs

- Conditions
- Expertise
- Likability
- Convenience
- Endorsement
- Accessible

Battle Creek are accepting new patients. Call (269) 245-5430 to schedule an appointment today.  
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### Find a Doctor

[Medical Staff Directories](#)

Looking for a Bronson doctor? Use the search form below to find the perfect fit for you!

Need more help? Contact Bronson HealthAnswers, our free doctor referral service. Call (269) 341-7723 or (800) 451-6310 or email [answers@bronsonhg.org](mailto:answers@bronsonhg.org), Monday through Friday, 8 a.m. to 5 p.m.

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Last Name:   
Specialty:   
City:   
ZIP Code:   
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# Address patients' needs

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## Doctor Search Results

New Search [Print Results]

Showing 1-10 of 12  
Sorted By: A-Z | Z-A

	<b>Jennifer M. Bush, PA-C</b> Neurosurgery and Physician Assistant La Crosse Campus La Crosse, WI	(608) 775-9000 ★★★★☆ 4.2 out of 5 30 Patient Experience Ratings 13 Comments
	<b>Polly A. Davenport-Fortune, MSN, NP, RNC</b> Nurse Practitioner and Neurosurgery La Crosse Campus La Crosse, WI	(608) 775-9000 ★★★★★ 4.8 out of 5 30 Patient Experience Ratings 8 Comments
	<b>Jerry A. Davis, MD</b> Neurosurgery La Crosse Campus	(608) 775-9000 ★★★★★ 4.8 out of 5

I Want To [Icon]

# Key Takeaways



# An industry in flux

## Considerations

- Are your offerings aligned with consumer expectations?
- How is your organization addressing patient access?
- Are those benefits and values presented clearly?
- Does your directory contain all of the clinicians it should? Could patients benefit from more information on NPs, PAs, etc.?
- Are you prepared for a search-driven, mobile consumer experience?

# Checking in on strategy

## Considerations

- Where are your organization's physician strategy headed?
- What brands are you supporting? Are they aligned with that strategy?
- How does that fit with how you are promoting physicians and clinics today?
- Are you placing too much burden on the user?
- Can the experience be simplified, made more clear?

# Creating & managing content

## Considerations

- Are you ready to move beyond the bio?
- Is there content already in development that can be connected to providers?
- Is it time for ratings and reviews?
- Does your entire user experience—from search to profile—address healthcare consumers' decision making criteria?
- Do you have the systems and processes in place to make this simple and sustainable?



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**Questions?**



Thank you!

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