



Catalyst

HEALTH NETWORK

Digital Media & Communication During COVID-19

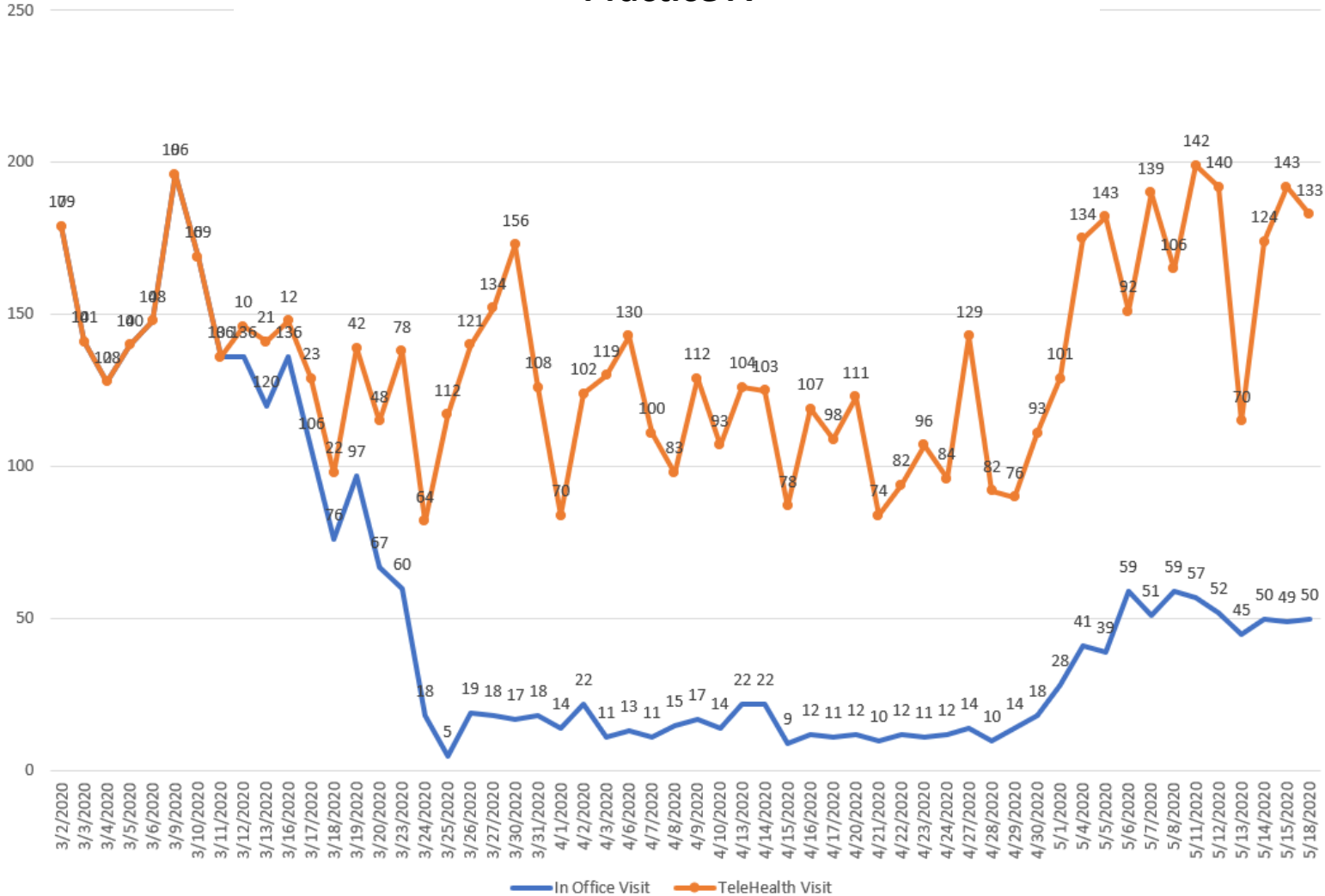
Guest Speakers:

Jessica Nunez and Madeline Clark, TruePoint Communications

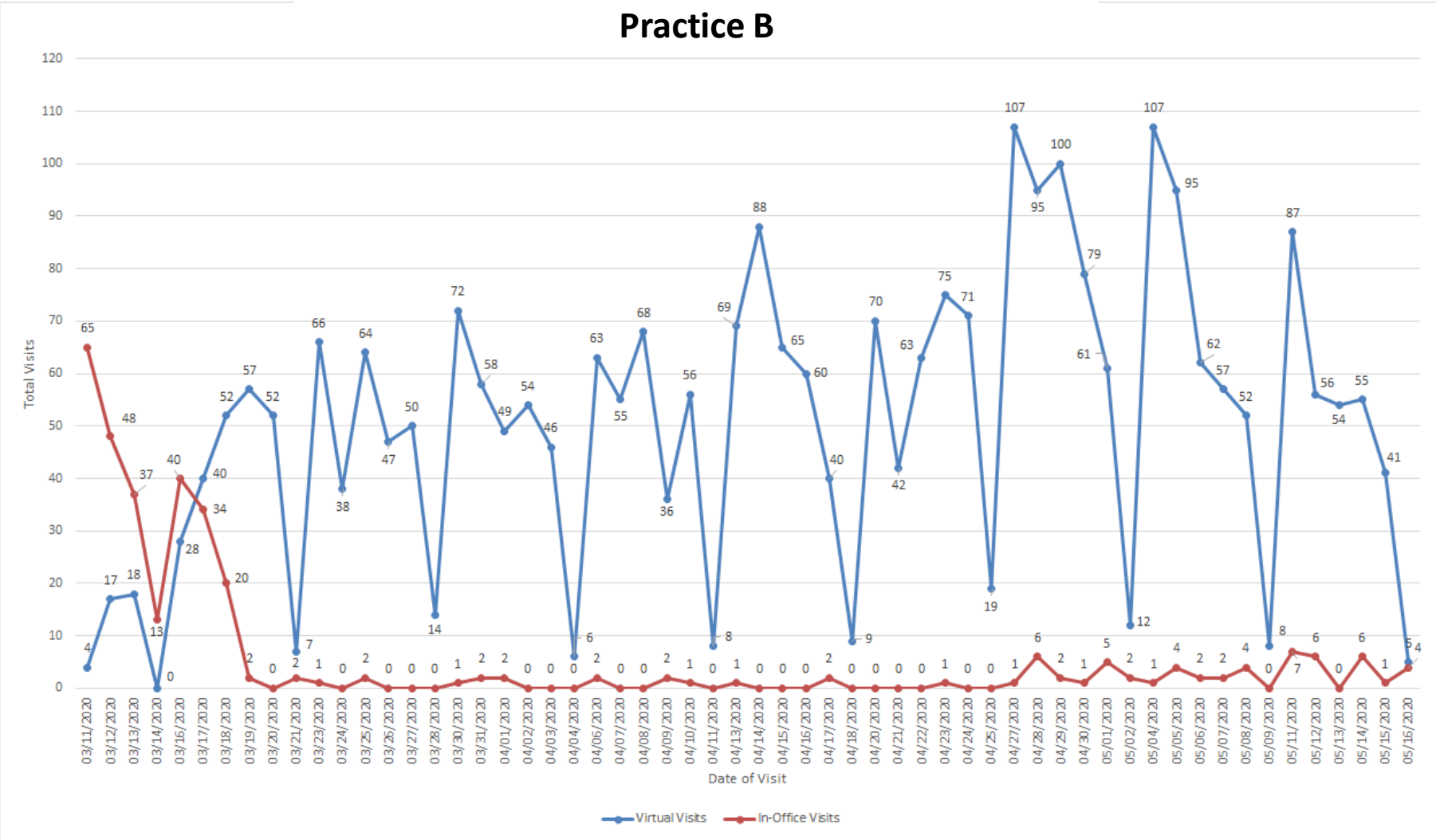
May 21, 2020

Virtual Visits vs. In Office Visits

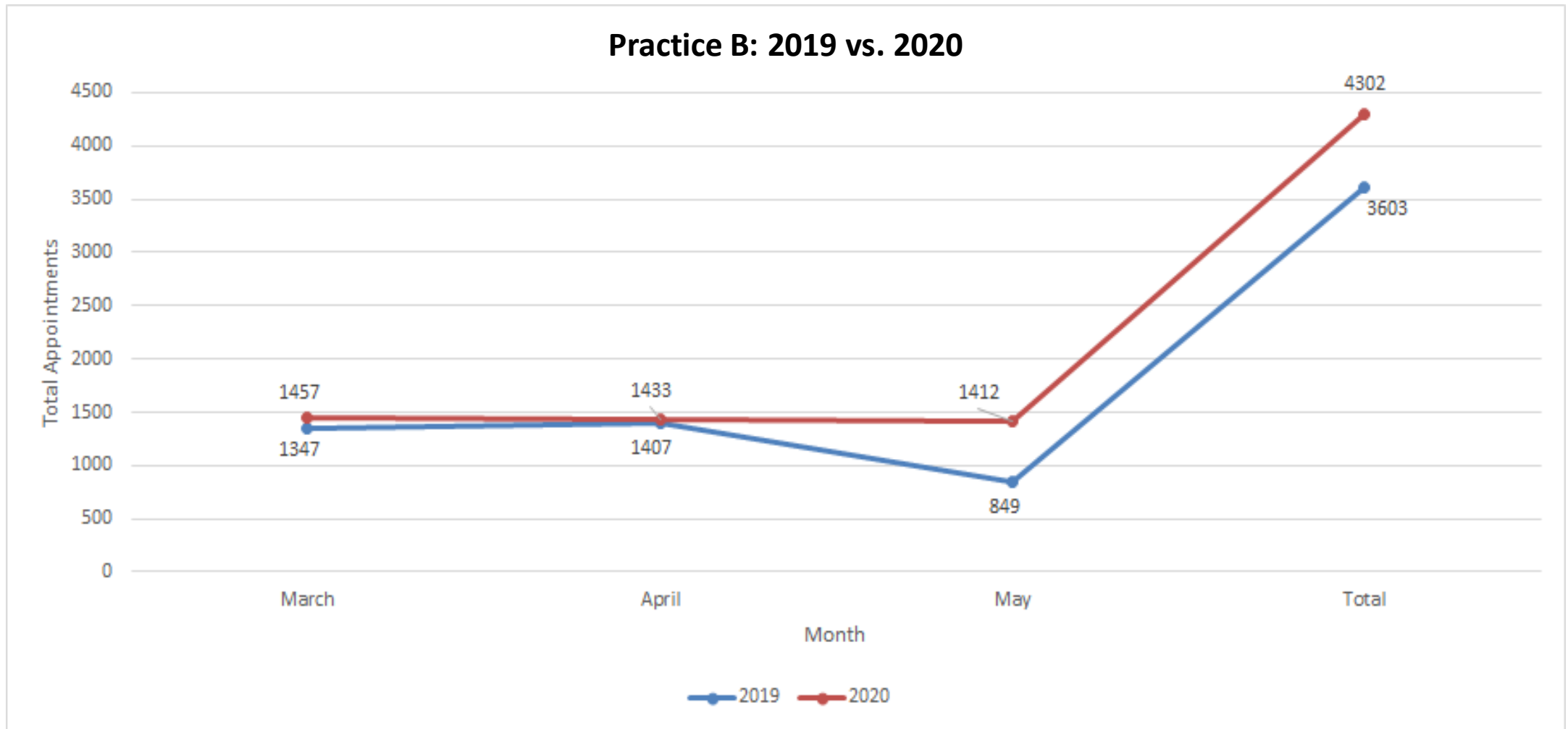
Practice A



Virtual Visits vs. In Office Visits



Total Appointments





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Marketing During a Crisis

- Ideal time for digital marketing:
 - Consumers are fixed on their devices
 - Low-cost marketing
 - Patient education needed
- Why it's Important
 - Those with minimal to no marketing presence will be most affected by the crisis
 - Companies who continue marketing will have greater leverage of remaining available consumers

*Consumers will
shift their trust
toward the
brands who
helped them and
stayed present.*

Strategic Marketing Guide



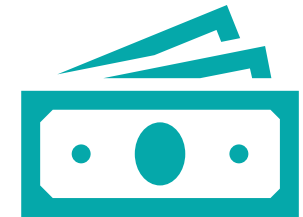
Content



Social Media



**Email
Communications**



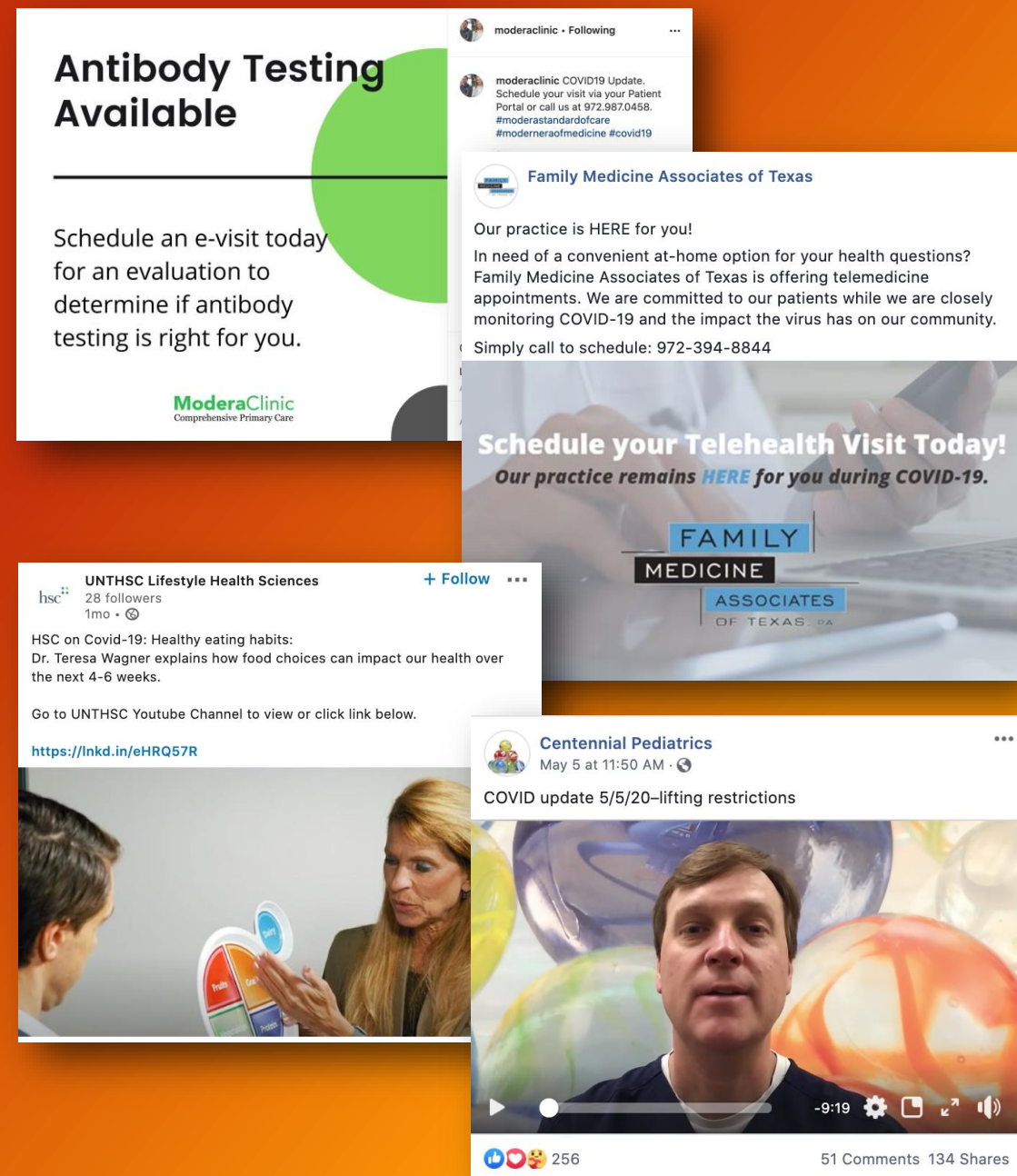
**Paid Digital
Advertising**

An elephant is standing in a modern living room, wearing a hat. The room features a sofa, a coffee table, a bookshelf, and a television. The entire scene is overlaid with a semi-transparent orange filter.

Let's Talk About the Elephant In The Room

Create Engaging Content

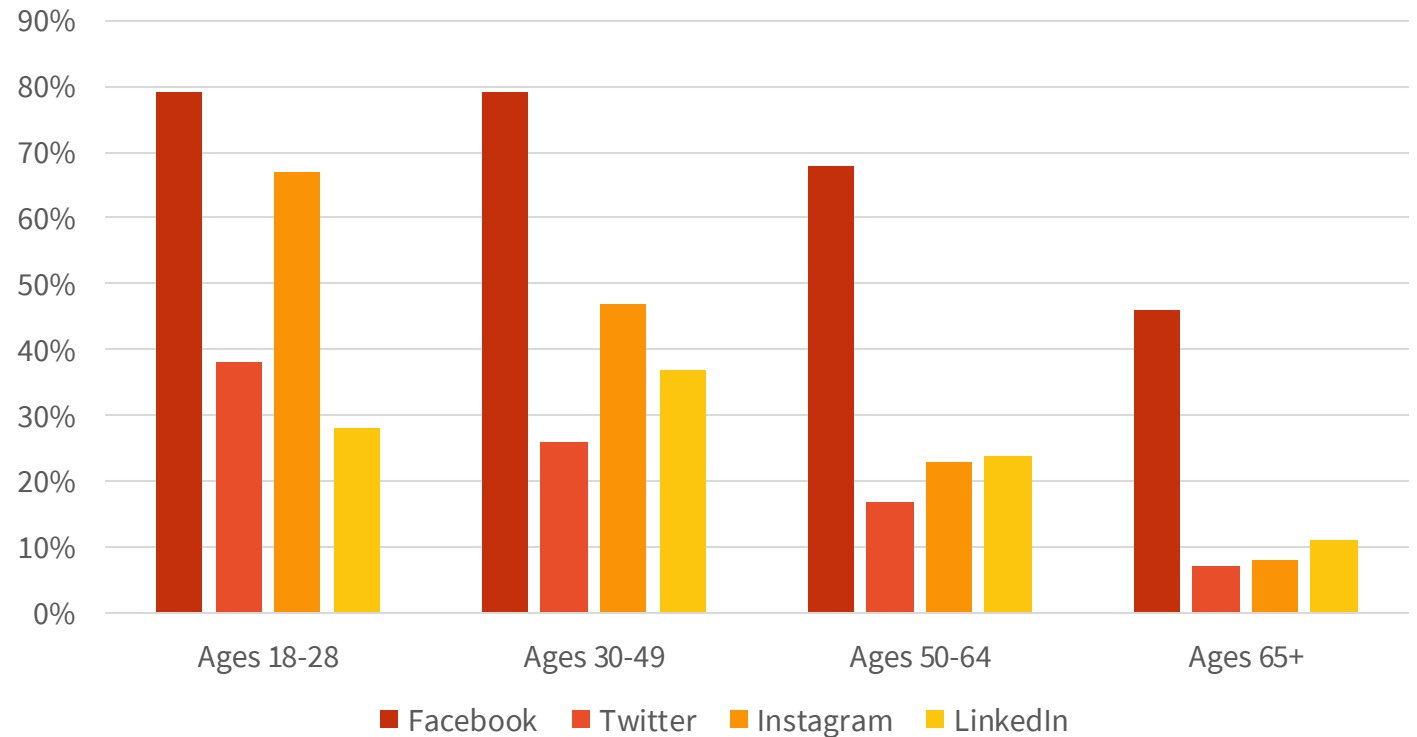
- Users engage the most with content focused around educational and informational health topics
 - Content should be informative, timely and accurate
 - Portrays expert advice by showcasing tips or tutorials
 - Showcases services and adaptation
 - Encourages daily healthy living in a changing environment
- To increase engagement, create content that draws consumers to interact. Examples that perform best:
 - Asking questions
 - Use expressive, but empathetic tone
 - Highlight your core values, practice differentiators



Your Social Media Approach

- Meet your audience where they already are
- Understand your patient demographics and how to reach them
- Make it authentic and keep it real
- Be interactive: Facebook Live, Instagram, YouTube

% of adults who say they use the following platforms



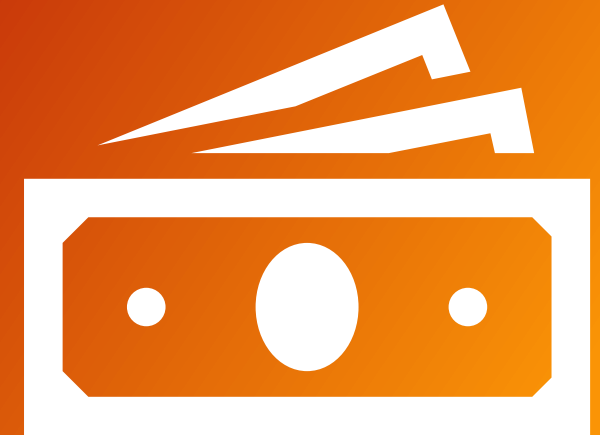
Email Communications

- Developing an e-blast is an efficient and effective way to ensure your patients receive real-time valuable information
 - Leverage during the event of a short-term issue, significant change
 - Information should not be too specific or individualized to include patient info (HIPPA)
 - Establish cadence of reminders or follow-ups
 - Utilizes patient info to send based on habits
 - *Missed your well-care?*
 - *Summer camp, back-to-school physicals*



Paid Digital Advertising

- Further your reach and message by targeting your patients
 - Plus, consumers who fit your patient profile
- Spreading awareness of your best practices can further drive patient communications and appointments
 - Utilize boosted posts
 - Spend should be focused on where your patients are
- Consider market competition and don't try to out-bid
 - Leverage your niche community
 - Consider their demographics



You're Not In This Alone

