

Video Marketing for Healthcare Professionals

How Healthcare professionals can use online video
to engage & help their patients



There's been a large shift in the need for healthcare branding – including doctors, physicians and other practitioners – all propelled by various factors in the marketplace. Broadly speaking, the shift is due to empowered patients and growing competition.

More than ever before there is a need to attract and engage patients as they take an informed and proactive role in their healthcare decisions. Empowered patients are seeking authoritative information and recognized providers with leadership reputations. Since being visible is vital, branding is a clear pathway to remaining top of mind.

Marketing has become a smart strategy for establishing a brand and differentiating ones practice from the competition. While medical practitioners have been slow to adopt online tools, online video is a powerful medical marketing tool to attract new patients, retain business, boost search engine ranking, enhance professional reputation or brand and foster relationships with prospective and current patients.

Videos in particular are a helpful tool for your prospective and current patients and can quickly tell them what you do and how you can help them. They can be used for welcome messages, client testimonials, hospital information, physician profiles, patient information, commercials, explaining benefits of a procedure or service and many other purposes.

How Healthcare Professionals position video on their websites

Once an emerging trend, online video has already reached mainstream status. Healthcare practitioners are catching on and are starting to deploy new and creative uses of video, especially on their websites. Right now video accounts for 50 to 60 percent of Internet traffic and predictions have it that video will account for 90 percent of traffic within three years¹. Here are some examples...



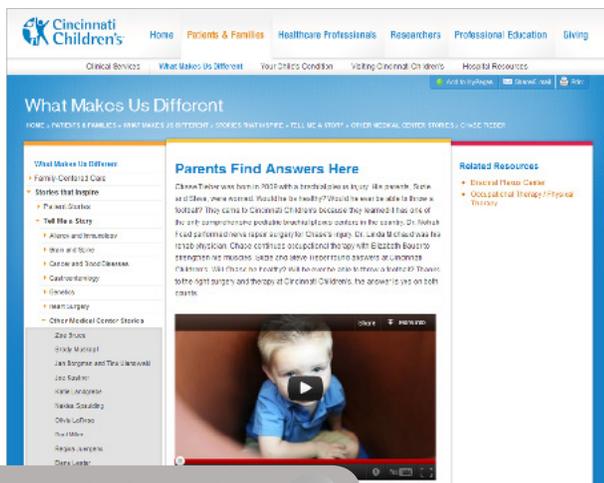
Some of the most common uses of video:

- A personal welcome video by a doctor engages prospective patients and 'humanizes' an otherwise 'clinical' perception
- Solutions to patient issues are exposed with informative and visual education
- Video testimonials are a form of word-of-mouth marketing – they are believable and add credibility
- Virtual tours are a popular way for patients to 'meet' the people and see what's ahead

Over 40% of survey respondents rely on social networking for health information and 94% of those people turn to Facebook. Americans using social media for healthcare are affluent and on average, 41 years old.

Some creative uses of video on healthcare websites:

Cincinnati Children's Hospital understands the impact of video storytelling and captures the feelings and words of patients, families and employees in their 'Tell Me a Story' project. It has prominent website placement and records families talking in their own words about how Cincinnati Children's Hospital has touched their lives. Each month they record stories of patients and employees whose experiences with the hospital have helped them or shaped who they are.



Watch the video ▶

Children's Hospital of Orange County (CHOC) has a video section prominently placed on the homepage of their website, which engages visitors and drives them to different areas of the website.



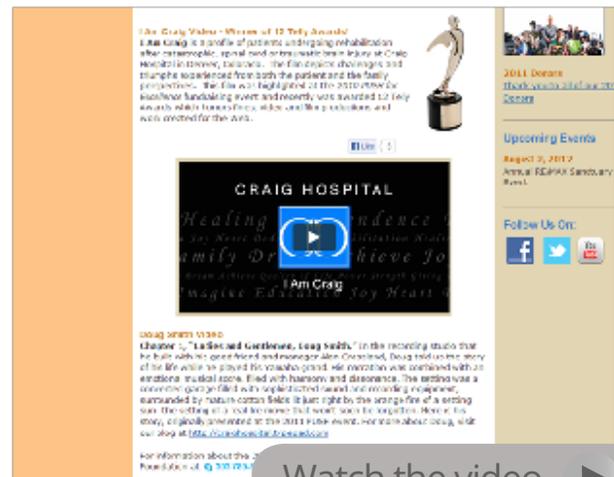
Watch the video ▶

The University of Kansas Cancer Center provides information on their home page regarding clinical trials and how patients who might be eligible to participate can help themselves as well as others.



Watch the video ▶

Craig Hospital developed a series about patient recovery, the 'I am Craig' videos. This series is not only award winning (12 Telly Awards), it also carries an inspiring message to current and prospective patients.



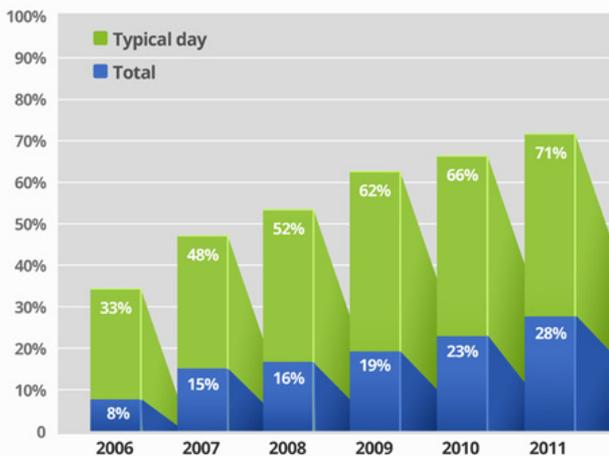
Watch the video ▶

How Adults are using Video Sharing Sites

71 percent of online Americans use video sharing sites like YouTube and Vimeo, up from 66 percent a year earlierⁱⁱ. "The rise of broadband and better mobile networks and devices has meant that video has become an increasingly popular part of users' online experiences," said Kathleen Moore.

Video-sharing site usage over time: 2006-2011

% of internet users who visit video sharing sites (total and on a typical day)



Source: The Pew Research Center's Internet & American Life Project, April 26 - May 22, 2011 Spring Tracking Survey. n=2,277 adult internet users ages 18 and older, including 755 cell phone interviews. Interviews were conducted in English and Spanish.

87% of all online adults use a search engine to find health-related information. And since video is 53x more likely to appear in a front-page Google result than text, video is an important consideration.

According to the Social Life of Health Information by Pew Internet, 74% of adults who use the Internetⁱⁱⁱ:

- 80% of internet users have looked online for information about any of 15 health topics such as a specific disease or treatment. This translates to 59% of all adults.
- 34% of internet users, or 25% of adults, have read someone else's commentary or experience about health or medical issues on an online news group, website, or blog.
- 25% of internet users, or 19% of adults, have watched an online video about health or medical issues.
- 24% of internet users, or 18% of adults, have consulted online reviews of particular drugs or medical treatments.
- 18% of internet users, or 13% of adults, have gone online to find others who might have health concerns similar to theirs.
- 16% of internet users, or 12% of adults, have consulted online rankings or reviews of doctors or other providers.
- 15% of internet users, or 11% of adults, have consulted online rankings or reviews of hospitals or other medical facilities.

Of those who use social networks (62% of adult internet users):

- 23% of social network site users, or 11% of adults, have followed their friends' personal health experiences or updates on the site.
- 17% of social network site users, or 8% of adults, have used social networking sites to remember or memorialize other people who suffered from a certain health condition.
- 15% of social network site users, or 7% of adults, have gotten any health information on the sites.

Tips & Insights for Using Video Sharing Sites in Healthcare Marketing

YouTube is an effective and inexpensive way to share video content. It's also a great tool for additional exposure when you have several videos that you can showcase on your own YouTube channel. Consider the following insights and tips about engaging your target audience with video.

It's your second website – Using the YouTube platform and creating your own YouTube channel offers additional opportunities for exposure and for your audience to find you. Two sites are more visible to search engines and can certainly help boost business and page ranking.

YouTube is also a search engine – After its parent company, Google, YouTube is the second largest search engine. In fact, according to Forrester, videos are known to have a 53x higher chance of getting a front-page Google result compared to plain text. When it comes to search engine visibility, that's a definite plus to being found online!

An engaging social medium – Audiovisual content, more so than written content is engaging, even inspiring...and an interesting way to communicate and develop relationships.

Plays well with others – YouTube is a powerful addition to your website, blog and other social media channels like Facebook and Twitter. YouTube luckily works well together with other social channels. Over four million people are connected and auto-sharing to at least one social network.

Cross-promote for greater impact – Your website should link to your YouTube Channel, your Twitter stream should point to YouTube, your YouTube videos can be used on Facebook, LinkedIn and so on. Create a promotional strategy that allows you to promote and cross-promote all of your public faces. Integrating all of your online efforts certainly has synergistic power for greater effectiveness.

Encourage subscribers – When someone subscribes to your

Video Marketing for Healthcare Professionals

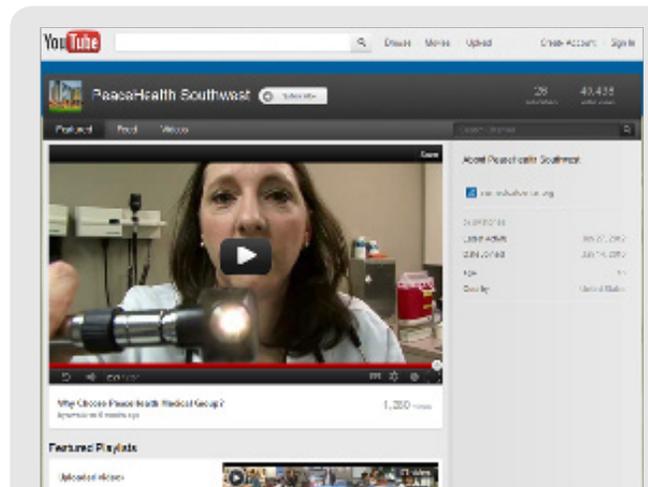
channel, YouTube will notify the user when new video content is uploaded. This reminds the visitor of their connection with the topic and encourages return visits and more sharing.

Healthcare Professionals on YouTube

Video content and sharing brings value to a wide range of circumstances. Here are a few examples of healthcare professionals on YouTube.

PeaceHealth – Southwest Medical Center

PeaceHealth has posted tons of videos on staying healthy, inspiring patient stories, procedures and why to choose their medical center.



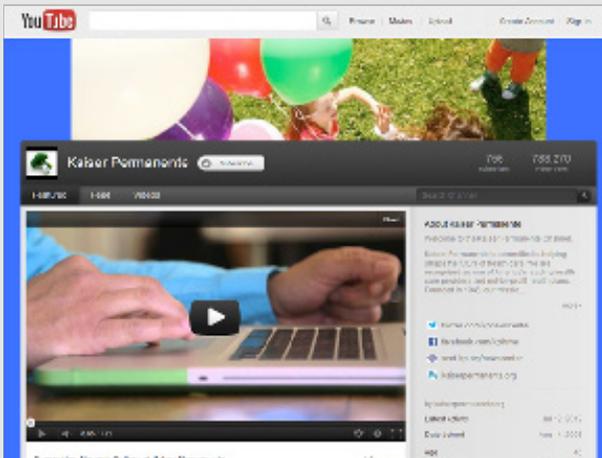
Visit YouTube Channel

Dynamic health and medical professionals engaged in social networking are on the front-line of new modern medicine.

- Barbara Ficarra, health expert

Kaiser Permanente

Recognized as one of America's leading health care providers, Kaiser Permanente does a great job of engaging its patients on YouTube with videos on research and innovation, thriving communities and how the center serves its community.



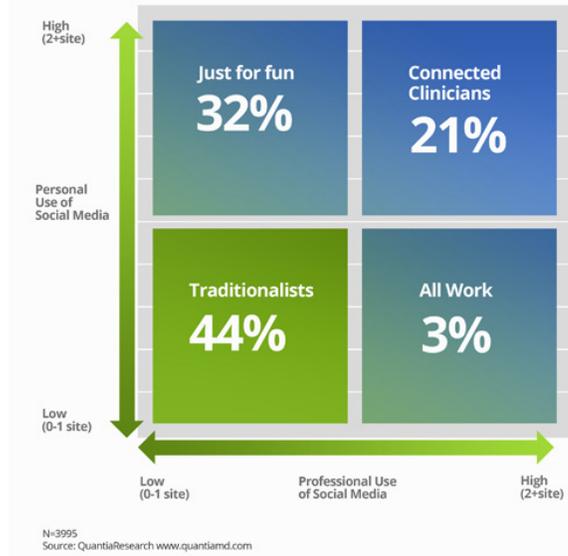
Visit YouTube Channel



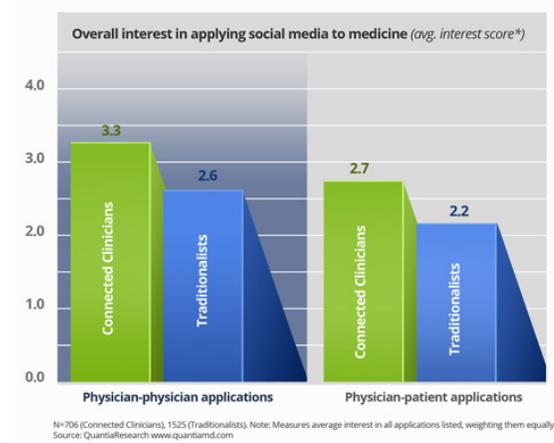
'Connected Clinicians' are Leading the Pack

While many medical practitioners have been slow to adopt online marketing tactics, 20 percent of clinicians surveyed by QuantiaMD use two or more social media sites for both personal and professional use^{iv}. These clinicians will be the ones to push the boundaries of how online tools like video and social media can be applied to improve healthcare and the patient-physician relationship. These 'connected clinicians' are the most enthusiastic about the many ways they can employ online tools professionally.

Connected clinicians are leaders in applying social media to medicine



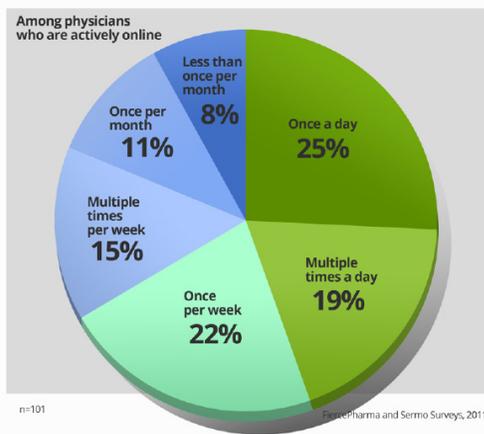
Connected clinicians are more eager to apply social media to medicine



Understanding Physician-to-Patient Engagement

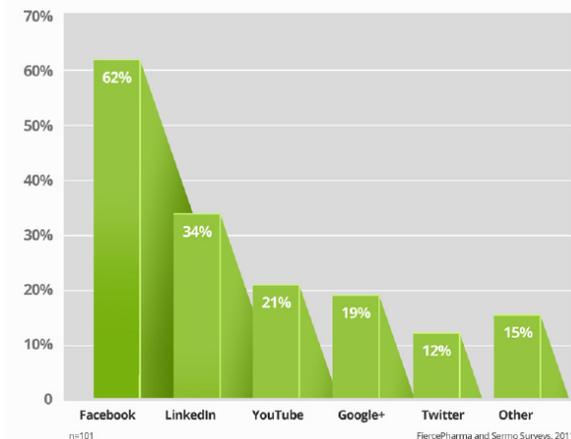
In 2011 FiercePharma conducted a survey on physicians in an effort to understand how they connect with their patients online and their openness to communication with them via social networks.

Almost half of respondents reported that they connect with patients daily via a social network. 44 percent said they or their practice participate in a social network at least once per day^v.



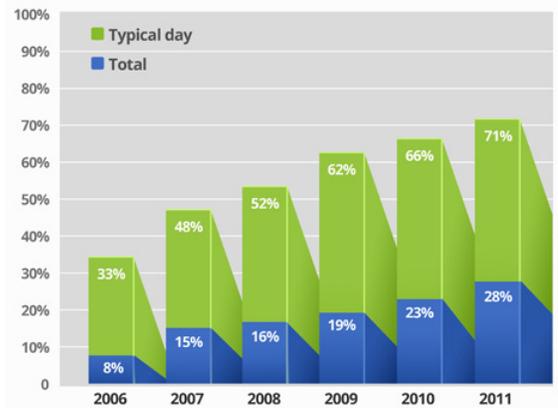
Physicians reported that they use various social networks to connect with patients – Facebook, LinkedIn and YouTube are reportedly used the most.

Social Networks MDs Use to Connect with Patients



Physicians interact with patients on social networks in a variety of ways – providing practice and co-pay information are among their primary activities.

Frequency MD or Practice Engage in Social Media-Related Activities with Patients



Source: The Pew Research Center's Internet & American Life Project, April 26 - May 22, 2011 Spring Tracking Survey, n=2,277 adult internet users ages 18 and older, including 755 cell phone interviews. Interviews were conducted in English and Spanish.

Three Reasons Why Doctors should be Open-Minded to Social Media

Social media is a way for patient and provider to interact, a way to humanize institutions, to learn from each other and to support a patient-centered system. It's a way to speak, listen, understand and begin a relationship. The Internet, video and social media in particular play an expanding role in healthcare delivery and patient-provider interaction – and while some practitioners are slow to adopt technology, that role is becoming mainstream. Here are a few reasons why you should keep an open mind.

80% of internet users look online for information about any of 15 health topics like a specific disease or treatment

-Pew Internet & American Life Project

1 It's where your patients look for information – More than 60 percent of Americans have joined at least one social network. According to the Pew Internet & American Life Project, 80 percent of Internet users look online for information about any of 15 health topics like a specific disease or treatment. This translates to 59 percent of all adults. And according to a Deloitte Center for Health Solutions survey, 55 percent of consumers report using the Internet to find treatment information^{vi}.

Social media is a primary source for users searching for health information. According to the National Research Corp., over 40 percent of survey respondents rely on social networking for health information and 94 percent of those people turn to Facebook. Americans using social media for healthcare are affluent and on average, 41 years old.

2 Modern medicine is all about the patient – “Participating, partnering and developing a professional relationship is paramount,” says media consultant and health expert Barbara Ficarra. “Dynamic health and medical professionals engaged in social networking are on the front-line of new modern medicine. Social networking sites and blogs are a powerful and phenomenal platform to educate patients, raise awareness of health issues and it offers a forum to collaborate and connect,” says Ficarra.

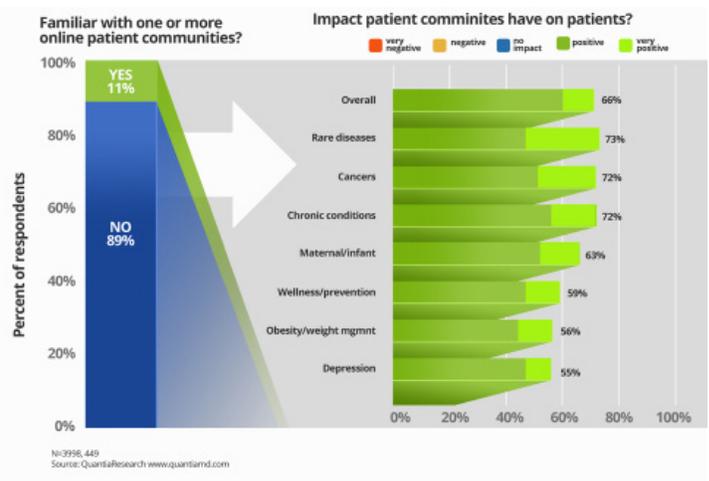
Relationships, like communications are a two-way street – Social media humanizes and personalizes how healthcare and society interact. It's a means for patient and provider to interact and it supports a patient-centered system.

3 You will stay ahead of the competition – Taking the lead and becoming a thought leader while others remain on the sidelines is a competitive opportunity that's worth keeping an open mind about – at the very least.

Online Patient Communities: Untapped Resource for Doctors

According to a study by QuantiaMD, just two-thirds of physicians are familiar with online patient communities and claim they have a positive impact on patients (Figure 3)^{vii}. Almost 40 percent of these physicians already recommend patient communities to their patients while another 40 percent would consider recommending them. These positive views suggest that online patient communities may grow in acceptance by the medical community.

Physician views on patient communities



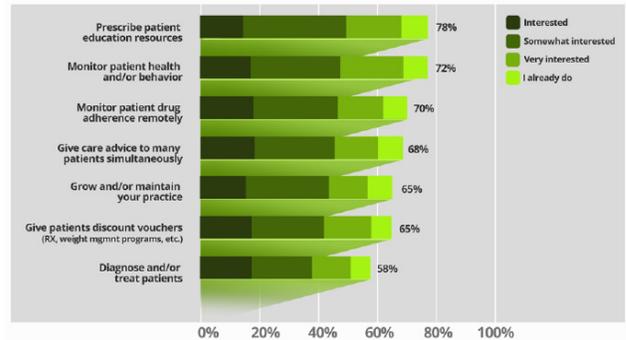
Health Information is a Popular Pursuit Online!

- 80% - specific disease or medical problem
- 56% - doctors or other health professionals
- 36% - hospitals or other medical facilities

Online Patient-Practitioner Interactions

According to QuantiaMD's study, physicians do see the potential for a wide range of physician-patient interaction but this level of interest is lower than for physician-physician interactions online. Regarding physician-patient interaction, physicians show the strongest interest in sharing educational materials with their patients as well as monitoring their health and behavior. One physician summed up his vision of online interactions with patients as the opportunity for "better education, increased compliance, and better outcomes."^{viii} "

Interested in interacting with patients online in a secure environment to do the following?



Why Video

The enormous popularity of online video makes it an important part of nearly every healthcare marketing plan. Online video is a powerful tool to attract new patients and provide helpful information to your current ones. In contrast to TV commercials, viewers who find your videos are proactively searching for the subject and so it presents an opportunity to reach a receptive and engaged audience. As we look ahead, healthcare professionals of all kinds – from medical practices, hospitals and dental offices, and other healthcare providers will be deploying many new and creative uses of video and using them as the centerpiece on their websites as well as social media networks.

Social media humanizes and personalizes how healthcare and society interact. It's a means for patient and provider to interact and it supports a patient-centered system

– Barbara Ficarra, health expert

Video Solutions



Profiles

Engaging and unscripted videos that provide clients with the opportunity to deliver a personal message to potential customers in their own style and tone.



Ads

Either scripted with a professional voiceover or interview-driven to deliver a positive first impression and drive higher conversion.



Testimonials

Captures customer experiences through authentic, unscripted interviews that build trust and credibility



News

Compliments traditional PR methods with videos that are journalistic in tone in order to establish credibility and drive media interest.

Appendix: Healthcare Marketing

- i. <http://www.healthcaresuccess.com/articles/year-of-video-2012.html>
- ii. <http://pewinternet.org/Reports/2011/Video-sharing-sites.aspx>
- iii. <http://pewinternet.org/Reports/2011/Social-Life-of-Health-Info/Summary-of-Findings.aspx>
- iv. <http://www.quantiamd.com/q-qcp/doctorspatientsocialmedia.pdf>
- v. <http://www.fiercepharma.com/sermosurveys/brand-planning-essentials-yes-mds-are-facebooking-their-patients>
- vi. <http://www.healthcaresuccess.com/articles/doctor-social-media.html>
- vii. <http://www.quantiamd.com/q-qcp/doctorspatientsocialmedia.pdf>
- viii. <http://www.quantiamd.com/q-qcp/doctorspatientsocialmedia.pdf>

