Rural Health Care
Marketing Workshop

MARCH 4, 2015

Presented by
Rural Health Education and Services
Joyce Grayson
jgrayson@kumc.edu
Director

Andee Ellis
aellis2@kumc.edu
Assistant Director

Anthony Pafford
apafford@kumc.edu
Multimedia and Marketing Coordinator

Laurie Scott
lscott4@kumc.edu
Sr. Office Coordinator

Jenifer Yuza
jyuza@kumc.edu
Sr. Marketing and Communications Coordinator

Rural Health Education and Services
The University of Kansas Medical Center

Recruitment Services
Temporary Coverage
Loan Forgiveness Programs
Health Care Career Fairs
Marketing Services
Kansas
Overview


• Foundation
• Ten basic marketing strategies
• Target your audience
• Social Media Basics
• Measure, Track, Analyze
• Surveys
• Take action
the Foundation
A brand is no longer what we tell the customer it is — it is what customers tell each other it is.

~Scott Cook
Foundation

<table>
<thead>
<tr>
<th>Brand</th>
<th>Identity</th>
<th>Marketing</th>
</tr>
</thead>
</table>

• The sum of all the characteristics that make your organization unique:
  – Reputation
  – Customer Service
  – Promise
  – Feeling
  – Attitude
  – Services Offered

• What remains after the marketing has swept through the room.
Foundation

Brand Identity Marketing

• Visual devices used to represent your organization.
  – Visual Identity for stationery, print material, signage, PowerPoint presentations, colors, fonts, digital projects, etc.
• KU Visual Identity
• Greenville Health System
  – Logo Standards
Foundation

Brand  Identity  Marketing

- Is a PUSH tactic – push out a message to get results.
- Marketing success is hard to come by, but when a foundation is laid, the chance for success rises dramatically.
Foundation

Before you jump in:

• Target your audience
• Know your competition
• Conduct market research
• Develop a marketing/action plan
10 Basic Marketing Strategies
Ten Basic Marketing Strategies

1. Website
2. Print Material
3. Community Outreach
4. Online Business Listings
Online Business Listings

Google, Wikipedia, Yellowbook, Yelp

and other healthcare or business listings
Google My Business

https://www.google.com/business/

Citizens Medical Center, Inc. - Colby
www.nwkshealthcare.com/medical-center/job... Citizens Medical Center, Inc.
Hospital and long term care facility. Lists medical specialties, career opportunities, foundation information, calendar of events and contact information.
Google+ page - Be the first to review

100 E College Dr, Colby, KS 67701
(785) 452-7511
Job Openings - The Family Center for Health...

Job Openings | Citizens Medical Center, Inc. - Colby
www.nwkshealthcare.com/medical-center/job... Citizens Medical Center, Inc.
The Specialty Clinic at Citizens Medical Center, Inc. brings to you the medical specialists that would typically require you to travel to a large metropolitan medical...

Specialty Clinic | Citizens Medical Center, Inc. - Colby
www.nwkshealthcare.com/medical-center/job... Citizens Medical Center, Inc.
The Family Center for Health Care - Colby - Citizens Medical ...
www.nwkshealthcare.com/family-center Citizens Medical Center, Inc.
"Our Family Taking Care of Your Family." This is our guiding principle. Our goal is to treat all of our patients as though we are treating our own family members...

Citizens Medical Center | The Heart Hospital |
citizensmedicalcenter.org/
Our Mission is to provide quality medical services at a reasonable cost to the citizens ... Jan 30: Citizens Medical Center Receives Award For Stroke Care Dec 03 ...
Google My Business

https://www.google.com/business/
Cloud County Health Center

Cloud County Health Center is a medical facility located in Concordia, Kansas. The health center was originally founded as St. Joseph's Hospital in 1903 by the Nazareth Convent and Academy in Concordia (run by the Sisters of St. Joseph). In 1995, ownership was transferred from the Sisters of St. Joseph to Salina Regional Health Center (Salina, Kansas), and the name was then changed to the Cloud County Health Center.

Contents
1 Services
2 Future plans
3 Board of Directors
4 Board of Trustees
5 References

Services
The hospital offers a range of services including an on-site laboratory licensed in accordance with the Clinical Laboratory Improvement Act, emergency services, intensive care, pharmacy, and other health-related services. The health center is a participating Medicare and Medicaid provider.

Future plans
The health center plans to build a new hospital to replace the aging existing buildings. The total plans to construct a new $20 million hospital, as well as $3 million in new equipment were announced in November 2007.

Board of Directors
The CCHC Board of Directors is made up of 10 members, four being officers, and seven as members.

Cloud County Health Center

Cloud County Health Center view from northeast

Geography
Location: Concordia, Kansas, United States
Coordinates: 38°33′56″N 97°40′25″W

Organization
Care system: Private
Hospital type: County
Affiliated university: None (formerly Sisters of St. Joseph)
Services
Beds: 150
History
Founded: 1903
Ten Basic Marketing Strategies

1. Website
2. Print Material
3. Community Outreach
4. Online Business Listings
5. Advertisements
6. Social Media
7. Media Releases
8. Email Signatures
Email Signatures

Have a blessed day. 😊

Mella Towns

Administrative Assistant
Kilroy Hospital
856 Langly Rd.
Milford, KY 55875
762.919.7878 - phone
762-919-8988 - fax
mtowns@kilroy.com
mtowns@MilfordAvon.com
Facebook.com/avonlady

“stars can’t shine without darkness.”
Email Signatures

http://www.hollistercreative.com/archiv/last-impressions-count-too/

A list of email signature:
• must-haves
• things you might consider
• do not includes

The inspirational quote on your email signature has given me a new outlook on life.
Ten Basic Marketing Strategies

1. Website
2. Print Material
3. Community Outreach
4. Online Business Listings
5. Advertisements
6. Social Media
7. Media Releases
8. Email Signatures
9. Table-Top Displays
Table-Top Displays
Ten Basic Marketing Strategies

1. Website
2. Print Material
3. Community Outreach
4. Online Business Listings
5. Advertisements
6. Social Media
7. Media Releases
8. Email Signatures
9. Table-Top Displays
10. Telephone Hold Messages
Basic Marketing Strategies Worksheet

In the blue column, place a ✓ next to each strategy that your organization currently utilizes.

At your table discuss:

1. What strategies does your organization not utilize?
2. What makes those strategies difficult to accomplish?
Target Your Audience
Target Your Audience

• Patients
  – Current and potential

• Employees
  – Current and potential

• Community
  – First responders, school staff, faith-based organization leaders, businesses owners, elected officials, donors
Your Stakeholders

- Patients
- Employees
- Community
Basic Marketing Strategies Worksheet

In the orange column, ✓ the audiences your organization targets for each strategy utilized.

At your table discuss:

- What one creative thing does your organization do to market to a specific target audience?
Crikes! Is that a company not using social media I can see?
Social Media Basics

1. Choose your networks
2. Complete your profiles
3. Find your voice and tone
4. Pick a posting strategy
5. Analyze and test
6. Automate and engage
Social Media Basics

The more you post—
the more you’ll discover which:

• content
• timing
• and frequency

…is right for you.
Social Media Basics

- Start with what works
- Experiment
- A photo is worth… 140 characters
- Use #hashtags
- Say Thank You!
Social Media Basics

Must Have

- Facebook Page
  - Help people find you
  - Get the word out
  - Build relationships
Social Media Basics

Must Have

- Facebook Page
- Twitter
  - Listen and learn
  - Customer service
  - Become a resource
Social Media Basics

Must Have

- Facebook Page
- Twitter
- LinkedIn
  - Establish a presence
  - Connect and recruit
  - Engage with professionals
Social Media Basics

**Must Have**
- Facebook Page
- Twitter
- LinkedIn

**Nice to Have**
- Facebook Groups
  - For internal collaboration
  - Promote discussion
  - Support resources
Social Media Basics

**Must Have**
- Facebook Page
- Twitter
- LinkedIn

**Nice to Have**
- Facebook Groups
- **Staff on Twitter**
  - Build trust
  - Humanize your organization
Social Media Basics

**Must Have**
- Facebook Page
- Twitter
- LinkedIn

**Nice to Have**
- Facebook Groups
- Staff on Twitter
- LinkedIn Company Updates
  - Share your expertise
  - Promote your success
# Social Media Basics

**Must Have**

- Facebook Page
- Twitter
- LinkedIn

**Nice to Have**

- Facebook Groups
- Staff on Twitter
- LinkedIn Company Updates
- Google +
  - Promote your business
  - Circles
  - SEO
Social Media Basics

**Must Have**

- Facebook Page
- Twitter
  - The Small Business Guide To Twitter
- LinkedIn

**Nice to Have**

- Facebook Groups
- Staff on Twitter
- LinkedIn Company Updates
  - 15 Tips for Compelling Company Updates
- Google +

Join the conversation!
Measure, Track, Analyze
Measure, Track, Analyze

- Social Media
  - Various Analytics Tools
- Website
  - Google Analytics
- Print Material and Ads
  - Call to Action: Ask them to do something measureable
  - Landing Pages: yourpage.com/event
  - #hashtags
  - Unique Email Address: event@yourpage.com

- Community Outreach
  - Marketing Tracking Forms
Measure, Track, Analyze

Social Media Analytics tell you…

• Who is listening?
• Where are they from?
• When are they online?
• What do they like?
• And more!
Measure, Track, Analyze

But it all boils down to...

How are we doing?

OR
Measure, Track, Analyze

Facebook Insights

- Free! (Free is good!)
- Built in! (Built in is good!)
- Demographics from the people who know
Page Likes

448 Total Page Likes
▲ 1.4% from last week

6 New Page Likes
▲ 50%

Post Reach

1,190 Total Reach
▲ 345.7% from last week

Post Reach
▲ 370.6%

Engagement

66 People Engaged
▲ 46.7% from last week

15 Likes

1 Comments

10 Shares

100 Post Clicks
<table>
<thead>
<tr>
<th>Published</th>
<th>Post</th>
<th>Type</th>
<th>Targeting</th>
<th>Reach</th>
<th>Engagement</th>
</tr>
</thead>
<tbody>
<tr>
<td>01/09/2015 2:50 pm</td>
<td>Join us for a Rural Health Care Marketing Workshop on Wed., March 4 from 10 a.m. to 2 p.m.</td>
<td><img src="image1" alt="Image" /></td>
<td><img src="image2" alt="Image" /></td>
<td>1.3K</td>
<td>12 13</td>
</tr>
<tr>
<td>02/25/2015 11:43 am</td>
<td>Does your community or facility help patients without access to transportation get to and from</td>
<td><img src="image1" alt="Image" /></td>
<td><img src="image2" alt="Image" /></td>
<td>1K</td>
<td>27 7</td>
</tr>
<tr>
<td>02/09/2015 11:40 am</td>
<td>&quot;In deciding on a specialty, do your research, explore how your desired specialty is practiced in</td>
<td><img src="image1" alt="Image" /></td>
<td><img src="image2" alt="Image" /></td>
<td>203</td>
<td>17 1</td>
</tr>
<tr>
<td>02/03/2015 3:33 pm</td>
<td>Longtime Wichita surgeon helped bring KU Medical Center to town</td>
<td><img src="image1" alt="Image" /></td>
<td><img src="image2" alt="Image" /></td>
<td>198</td>
<td>16 3</td>
</tr>
<tr>
<td>02/19/2015 12:21 pm</td>
<td>&quot;The findings of this comprehensive study have scientific, policy, and legal implications for</td>
<td><img src="image1" alt="Image" /></td>
<td><img src="image2" alt="Image" /></td>
<td>145</td>
<td>10 2</td>
</tr>
<tr>
<td>01/28/2015 11:14 am</td>
<td>Some interesting information as our State celebrates 154 years.</td>
<td><img src="image1" alt="Image" /></td>
<td><img src="image2" alt="Image" /></td>
<td>121</td>
<td>7 6</td>
</tr>
<tr>
<td>02/06/2015 8:10 am</td>
<td>We all hate to be left waiting, but as this snapshot of a common morning in the life of a typical</td>
<td><img src="image1" alt="Image" /></td>
<td><img src="image2" alt="Image" /></td>
<td>105</td>
<td>8 16</td>
</tr>
<tr>
<td>02/19/2015 12:35 pm</td>
<td>You are in medical school and you've met the love of your life. Now what?! #ruralhealth</td>
<td><img src="image1" alt="Image" /></td>
<td><img src="image2" alt="Image" /></td>
<td>93</td>
<td>10 2</td>
</tr>
</tbody>
</table>

**KU Medical Center**

The University of Kansas
Who follows us?

The people who like your Page

**Women**
- **62%** Your Fans
- **46%** All Facebook

**Men**
- **35%** Your Fans
- **54%** All Facebook
<table>
<thead>
<tr>
<th>Country</th>
<th>Your Fans</th>
<th>City</th>
<th>Your Fans</th>
<th>Language</th>
<th>Your Fans</th>
</tr>
</thead>
<tbody>
<tr>
<td>United States of America</td>
<td>413</td>
<td>Wichita, KS</td>
<td>69</td>
<td>English (US)</td>
<td>420</td>
</tr>
<tr>
<td>India</td>
<td>6</td>
<td>Kansas City, KS</td>
<td>28</td>
<td>English (UK)</td>
<td>12</td>
</tr>
<tr>
<td>Ecuador</td>
<td>5</td>
<td>Lawrence, KS</td>
<td>23</td>
<td>Spanish</td>
<td>6</td>
</tr>
<tr>
<td>Jordan</td>
<td>3</td>
<td>Kansas City, MO</td>
<td>18</td>
<td>Arabic</td>
<td>4</td>
</tr>
<tr>
<td>Egypt</td>
<td>2</td>
<td>Overland Park, KS</td>
<td>10</td>
<td>Spanish (Spain)</td>
<td>2</td>
</tr>
</tbody>
</table>
Measure, Track, Analyze

- **Twitter Analytics**
  - [https://analytics.twitter.com](https://analytics.twitter.com)
Interests
Most unique interests
- 65% Health news and general info
- 49% Biotech and biomedical
- 29% Pharmacy
- 25% Alternative care
- 12% Elder care

Top interests
- 65% Health news and general info
- 60% Health, mind, and body
- 53% Business and news
- 49% Biotech and biomedical
- 42% Politics and current events
- 39% Business news and general info
- 39% Science news
- 29% Pharmacy
- 25% Alternative care
- 24% Tech news

Location
Top countries and states
- USA
  - KS
  - CA
  - MO
  - VA

Top cities
- 18% Wichita-Hutchinson, US
- 18% Kansas City, US
- 9% Topeka, US
- 5% Washington, D.C., US
- 4% St. Louis, US

Gender
- 62% M
- 38% F

Your followers also follow
- 41% CDC CDCgov · Profile
- 41% CDC CDC_eHealth · Profile
- 41% NPR NPRHealth · Profile
- 39% nytimes nytimeshealth · Profile
- 38% HealthCareGov HealthCareGov · Profile
- 38% AmerMedicalAssn AmerMedicalAssn · Profile
- 38% Harvard HarvardHealth · Profile
- 30% KHN KHNews · Profile
- 30% Health Affairs Health_Affairs · Profile
Measure, Track, Analyze

- LinkedIn Analytics
  - Same type of data as Facebook & Twitter
  - Followers, Page Views, Likes/Shares/Comments

![LinkedIn Analytics](image)

Organic Targeted to: All Followers

- 8 impressions
- 2 clicks
- 0 interactions
- 25.00% engagement

Like · Comment · Pin to top · 6 days ago
Measure, Track, Analyze

- LinkedIn Analytics
  - Key difference: These are business users!
Measure, Track, Analyze

- Social Media Management Tools
  - Manage multiple accounts in one place
  - Schedule posts across accounts
  - Collaborate with a team
  - Integrate analytics
  - Good features (usually) cost!
Social Media Management Tools

- **Hootsuite**
  - 3 Social Profiles for Free / Pay for more
  - Basic Analytics for Free / Pay for more
  - 3 (Limited) Reports / Pay for more
  - Team use on paid accounts only

- **Buffer**
  - One of each social network for free
  - Pay for Analytics
  - Business account required for Teams

Measure, Track, Analyze
Measure, Track, Analyze

• Social Media Management Tools
  – TweetDeck
    • Free!
    • Made by Twitter
    • Add unlimited Twitter Accounts
    • Allows you to schedule Tweets
    • See all of your activity on one screen
    • Teams for free
Measure, Track, Analyze

• Website
  – Google Analytics

• How many people come to our site?
• Are they mobile or desktop?
• How do people find us?
• What are they after?

Setup Checklist
http://www.google.com/analytics/learn/setupchecklist.html
• Website
  – **Google Analytics**
    • **Audience Overview**

View Sessions by Hour/Day/Week/Month
• Website
  – Google Analytics
  • Audience Overview

<table>
<thead>
<tr>
<th>Sessions</th>
<th>Users</th>
</tr>
</thead>
<tbody>
<tr>
<td>210</td>
<td>179</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Pageviews</th>
<th>Pages / Session</th>
</tr>
</thead>
<tbody>
<tr>
<td>1,497</td>
<td>7.13</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Avg. Session Duration</th>
<th>Bounce Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>00:02:54</td>
<td>27.62%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>% New Sessions</th>
</tr>
</thead>
<tbody>
<tr>
<td>74.76%</td>
</tr>
</tbody>
</table>

![Pie chart showing audience overview](chart.png)
Website

- Google Analytics
  - Audience Overview

<table>
<thead>
<tr>
<th>Operating System</th>
<th>Sessions</th>
<th>% Sessions</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Windows</td>
<td>113</td>
<td>53.81%</td>
</tr>
<tr>
<td>2. Macintosh</td>
<td>35</td>
<td>16.67%</td>
</tr>
<tr>
<td>3. Android</td>
<td>30</td>
<td>14.29%</td>
</tr>
<tr>
<td>4. iOS</td>
<td>29</td>
<td>13.81%</td>
</tr>
<tr>
<td>5. Chrome OS</td>
<td>2</td>
<td>0.95%</td>
</tr>
<tr>
<td>6. Linux</td>
<td>1</td>
<td>0.48%</td>
</tr>
</tbody>
</table>

Are they mobile or desktop?
• Website
  – Google Analytics
    • Acquisition
      – All Traffic
        » Source/Medium

How do people find us?
- Website
  - Google Analytics

- Behavior
  - Site Content
    » All Pages

What are people after?
Measure, Track, Analyze

• Website
  – Google Analytics

Learn More
http://www.google.com/analytics/learn/index.html
Measure, Track, Analyze

• Marketing Tracking Form
  – Events
    • Career Fairs/Exhibiting, Presentations, etc.
  – General Marketing
    • Printed collateral, Ads, Mailings, Giveaways, etc.
Marketing Tracking Form - Events
For Career Fairs/Exhibiting, Residency Visits, Presentations, Luncheons, etc.

• What? When? Where?
• Target?
• How much?
• What else was needed?
• Attendance?
• Leads?
• Worth it?

Event Name:
Description:  ☐ Career Fair/Exhibiting  ☐ Residency Visit  ☐ Presentation
              ☐ Luncheon  ☐ Other:
Target Audience:
Event Date(s):  Time(s):
Location:
<table>
<thead>
<tr>
<th>Cost:</th>
<th>Funding:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cost:</td>
<td>Funding:</td>
</tr>
</tbody>
</table>

RHEES Personnel Involved/Roles

Additional advertising or printed material needed?
☐ No  ☐ Yes  If yes, describe
Giveaways?
☐ No  ☐ Yes  If yes, describe

Event Description/Format

<table>
<thead>
<tr>
<th>Total Attendance</th>
<th>Number of Leads</th>
</tr>
</thead>
</table>

Additional Comments

Overall Impression:  ☐ Excellent  ☐ Good  ☐ Fair  ☐ Poor
Rural Health Care
Marketing Workshop

MARCH 4, 2015

Presented by
Rural Health Education and Services
Survey Says …
Basic Marketing Strategies Worksheet

In the green column, rate the effectiveness of targeting each audience using this rating scale:

1 = unsatisfactory
2 = satisfactory
3 = we got this

At your table discuss:
- Share one strategy your organization does well and how you track the effectiveness.
Take Action

- Marketing Action Plan sample
Take Action

• Marketing Plan sample

Marketing Plan - Participants

Kansas Career Opportunities
Established in 1993, KCO provides an opportunity for resident physicians, health care job seekers, and health care and medical students to network with health care employers from all across Kansas. Participants are provided the opportunity to:
  - learn more about what rural and underserved communities have to offer
  - start building relationships with potential employers
  - find out which employers offer special incentives and benefits
  - brush up on interviewing and communication skills
  - inspire one another with loan forgiveness and repayment options
  - build strong connections to begin providing locum tenens/temporary coverage services

KCO Dates

<table>
<thead>
<tr>
<th>Website</th>
<th>Everything TBD</th>
<th>Kansas City</th>
<th>Wednesday, October 7, 2015</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td>11:30 – 1:30</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>University of Kansas Medical Center</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Hixson Atrium</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>3901 Rainbow Blvd, Kansas City, KS</td>
</tr>
</tbody>
</table>

Goal

- The primary goal for Kansas Career Opportunities (KCO) and all other programs and services offered by Rural Health Education and Services is to improve the availability and number of health care providers in rural Kansas.
- KCO specific goal: Increase attendance at the KCO-KC event for 2015 by 25% (150 [2014] to 187)
- Increase marketing and communication to KCO faculty, residency coordinators, students, and residents
- Also work to determine the best date available for students and residents to attend
- KCO specific goal: Maintain attendance at the KCO-W event for 2015 (250)

Target Audience

- Resident physicians (KUMC, Truman, Research, UMCK)
- Health care job seekers
Rural Health Education and Services

Recruitment Services  │  Temporary Coverage  │  Loan Forgiveness
Health Care Career Fair  │  Marketing Services

Find presentation materials online at http://bit.ly/rhmkt15