Digital Marketing

Texas Hospital Association

Digital Patient Acquisition

Promote

1

Patients/Consumers interact with ad or post on social media. Each ad or post is designed to attract patients who have specific health care needs.

2

Health risk assessment (HRA) Patients complete the HRA and learn more about their health risks and options.

3

Patients are called to act! Respond to certain health needs at your hospital. Directed to specific physicians or service lines.

4

Remarketing and analysis Hospital marketers can use data to follow up with patients.

5

Patients are educated and motivated to discuss their health issue with a physician.

Finding Patients using Digital Tools:

Promote – Hospitals can promote HRAs on multiple platforms such as Facebook, Twitter, Google Ads, or even the hospital website.

Target – Ideal consumers can be targeted through digital platforms, cross-promoted through:

- Direct mail
- Email marketing
- Digital advertising

Activate & Empower – give your hospitals the role of community influencer.

Examples of Service Line Focus:

Weight loss surgery - 7 out of 10 U.S. adults are overweight or obese. The weight loss surgery profiler calculates BMI to determine a recommendation for weight loss surgery.

Knee/Hip - Assess joint function and quality of life

Diabetes - Evidence-based diabetes HRA calculates current 8-year risk for developing Type2 diabetes and metabolic syndrome

Heart Health – Calculates consumers 10- and 30-year risks of developing cardiovascular disease. Also calculates heart age, which matches the user's risk level to the normal risk level of someone at the same age/gender.

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