

# Telehealth Marketing

Your Guide to Navigating Lucrative  
New Territory



“...We advanced 10  
years in telehealth  
progress in the course  
of 10 weeks...”

~ Colin Banas, MD

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## INTRODUCTION

# Welcome to the telehealth crossroads

The COVID climate ushered in a new age of digital medicine, born out of lockdown and raised in the age of post-pandemic uncertainty.

With 46% of 2020 patients pointing to safety as the chief reasoning behind their migration to telehealth services, it's clear digital healthcare will continue to attract patients and providers in the post-COVID era.

The time to make telehealth happen is now. The benefits are hard to ignore, as they can offer:

- Expanded patient demographics
- Budget streamlining
- Improved operations and faster response times
- Extended opportunities for specialist referrals/consultations

This eBook covers the five essential pillars of telehealth marketing, offering a detailed guide to successfully navigating the new territory.



## CHAPTER 1

# Put an effective plan together



As with any marketing endeavor, the promotion and expansion of telehealth services will require a detailed blueprint to get off the ground.

Unfortunately, there's no hard-and-fast template, as plans will differ dramatically depending on a variety of factors, including location, size of the organization, and areas of expertise. But there are some universal best practices to consider.

If your healthcare organization finds itself on the precipice of digitized medical outreach and wants to develop a bona fide telehealth marketing plan, we've simplified the process by creating a list of definitive "to-dos."

## Think scope

Your first move should be to think about the scope of your entire telemedicine enterprise.

<b>Drug R&amp;D</b> <ul style="list-style-type: none"><li>✓ Clinical Trial Technology / eClinical</li><li>✓ Drug Discovery &amp; Development</li><li>✓ Real World Evidence</li></ul>	<b>Diagnostics</b> <ul style="list-style-type: none"><li>✓ Imaging</li><li>✓ Pathology</li><li>✓ Genetic Testing</li></ul>	<b>Diagnostics</b> <ul style="list-style-type: none"><li>✓ Digital Cognitive Behaviour</li><li>✓ Therapy (CBT) for sleep Improvement</li><li>✓ Medication Dosage Calculators</li><li>✓ Digital interversion for substance use, diabetes, behavior modification</li></ul>
<b>Digital Health Systems</b> <ul style="list-style-type: none"><li>✓ Electronic Health Records (EHR)</li><li>✓ E-Prescribing Systems</li></ul>	<b>mHealth</b> <ul style="list-style-type: none"><li>✓ Wearables (BP Monitors, Glucometers, Pulse Oximeters, etc.)</li><li>✓ Mobile Apps (Consumer &amp; medical grade)</li></ul>	<b>Provider Solutions</b> <ul style="list-style-type: none"><li>✓ Administration Tools</li><li>✓ Clinical Tools</li><li>✓ Primary Care</li><li>✓ Speciality Care</li></ul>

Consumer Health & Wellness	Telehealth	Other
<ul style="list-style-type: none"> <li>✓ Fitness &amp; Healthcare Apps</li> <li>✓ Step Trackers</li> <li>✓ Health Information Websites</li> </ul>	<ul style="list-style-type: none"> <li>✓ Telecare (Activity Monitoring, Remote Medication Management)</li> <li>✓ Telehealth (LTC Monitoring, Video Consultation)</li> </ul>	<ul style="list-style-type: none"> <li>✓ Genomics</li> <li>✓ Health Analytics</li> <li>✓ Insurance &amp; Benefits</li> <li>✓ Pharma Supply Chain</li> </ul>

When getting started, consider the following questions:

- Which telehealth modules does your practice provide or plan to provide in the future?
- How many patients do you hope to treat via telehealth services?
- How extensive do you want your marketing efforts to be?
- Will you have a dedicated marketing team?
- How many hours/dollars per week can be allotted for marketing projects?

Your marketing plan will need to accurately reflect your target audience, the scale of your organization, and the growth you aim to achieve. Start by defining what “telehealth” means to your practice. Is it a basic onboarding of digital records... a COVID-friendly option for remote checkups... a multi-level strategy involving integrated data systems, video consultations, and prescription management? The answers to such questions will give you a more concrete understanding of what your telehealth marketing plan should cover.

## Define your success

No marketing plan can be effective without a documented set of measurable objectives. As such, your telehealth marketing plan must include a set of ideal outcomes to help guide your efforts and enable you to strategically allocate your resources. They’ll also provide your organization with a clear and comprehensible rubric for assessing your ROI.

Bear in mind, your objectives should be twofold: they should support the growth of your practice from a clinical point of view, and separately, from a business point a view. When mapping out your telehealth marketing goals, be sure to consider both, as the corresponding metrics for success are bound to look different.

Here are some tangible objectives for each:

Clinical/Operational	Business/Financial
<ul style="list-style-type: none"><li>• Improved patient telehealth satisfaction rates</li><li>• A rise in telehealth certifications among staff</li><li>• A demonstrable reduction in wait times or in time spent filling out forms</li><li>• An increased number of onboarded telehealth solutions</li><li>• Marked expansion of your digital records archive</li></ul>	<ul style="list-style-type: none"><li>• Higher lead-to-patient conversions</li><li>• An increase in word-of-mouth referrals</li><li>• Improved website traffic levels</li><li>• Increased ROI overall</li><li>• Enhanced engagement with marketing content (emails, newsletters, text blasts, etc.)</li></ul>

Make your objectives specific and time-based. For example: A simple “increase in telehealth visits” isn’t as clear as “40 new telehealth appointments per month.”

## Know who you’re talking to

An audience is a complex organism. It contains various subsets of people, with different objectives, backgrounds, and health histories.



Begin by carefully considering who your telehealth services are designed to help. Do you primarily serve children? Retirees? Candidates for behavioral health? Walk-ins?

You're likely to arrive at more than one answer. If the list gets too long, try narrowing it down to a core group of desirable audience members (and set aside the rest for phase two of your marketing campaign).

Once you've identified your core audience, it's time use your patient archives and your analytics (more on this later) to research the many disparate segments of your audience. These segments can be categorized by demographic markers such as age or location and/or separated according to labels directly relevant to your practice (like "diabetic patients," "patients recovering from surgery," "cancer survivors," or any other designation that might prove useful).

Next, leverage your research findings to uncover (for each segment):

- Long-term physical or mental health goals
- Ongoing medical/professional challenges
- The benefits your telehealth services can offer to help combat these challenges/achieve these goals
- Any budget or logistical issues standing in the way of telehealth adoption
- Preferred methods of communication

Sketch an outline of each segment's "journey," i.e., the basic steps they'll have to move through to get from "vaguely aware of telehealth" to "telehealth adopter." A cursory outline might look like this:

### **Step 1: Awareness**

For new patients, this usually translates as a general interest in what telehealth is all about. For doctors, administrators, and staff, this may be the early investigative stage for onboarding telehealth solutions.

### **Step 2: Consideration**

The point at which patients or providers begin actively researching telehealth options by reading in-depth educational materials, watching explanatory videos, etc.

### **Step 3: Booking/Decision**

The moment the deal is sealed, and patients/providers opt to utilize telehealth services with an eye toward the long term.

As you go forward, remember your marketing will have to adapt to specific stages of the patient journey. Get a sense of where your audience is so you can better gauge how to communicate effectively. A patient who's still on the fence about telehealth is unlikely to benefit from a detailed service price list, for example.

**“The challenge is to positively differentiate your services, and communicate your leadership position, to the critical target audiences.”**

**Stewart Gandolf**  
CEO, Healthcare Success

As multifaceted as your marketing outreach can be, the strength of your campaign—and the development of your brand—will depend on consistency. While your methods, media, and messaging may change, your underlying intention and tone of voice should remain constant. Before you launch your marketing plan, be certain your teammates are on the same page regarding:

- The theme of your telehealth services. What does your practice offer your prospective telehealth patients? What makes your program unique?
- The value you represent. What advantages can your services provide? Are they centered around safety? Finance? Convenience?
- The voice that best suits your telehealth solution. What characteristics do you most want to convey? Friendliness? Attentiveness? Reliability?

Your theme, value, and voice should be evident in every pitch you make, email you write, and form of communication you put out there. Consistency and continuity will help establish cohesion and solidify your sense of purpose—all of which will position your telehealth practice as a trustworthy source of treatment and advice.

## **Gather your resources**

The last crucial step before embarking on your campaign will be to get your proverbial ducks in a row. As you launch, itemize exactly what you'll need to make your detailed plan a reality. Ask yourself:

### **"Who'll be on my team?"**

Does your healthcare system already have a marketing department you can deploy? If not, can you manage with a few contractors? Will a digital marketing partner be required?

### **“What sort of budget will I be working with?”**

Realistically, what funds will you need to get the job done well?

### **“What tools should I use?”**

Will you require a centralized database? Automation software? A HIPAA-compliant customer relationship management (CRM) solution? A physical office?

### **“How can I maintain compliance?”**

Will you need to hire legal counsel? A HIPAA compliance officer? What solutions will help align your efforts to your organization’s code of ethics?

### **“What media will work best?”**

Will your marketing rely on digital platforms like Instagram or Facebook? Will video play a role? Will you need extra printed collateral to attract less tech-savvy patients/staff?



## CHAPTER 2

# Create a great website



Your website is your digital home—the chief messenger of what you do and an integral part of your branding. You might think of it as your virtual “welcome mat” for all your patients.

A dull, disorganized, or confusing website is likely to hinder the growth of your practice.

**88%**

are “less likely” to revisit a website after a subpar experience.

**40% to 60%**

of consumers are looking for expanded virtual health solutions such as 360° digital “front door” services that facilitate a seamless, point-to-point patient journey.

[\(Source\)](#)

A website can also serve as the primary tool for supporting crucial telehealth components, including (but not limited to):

- Appointment and prescription management
- Electronic health record (EHR) access and updates
- Paperwork/consent form filing
- Email Q&A with doctors, nurse practitioners, pharmacists, etc.

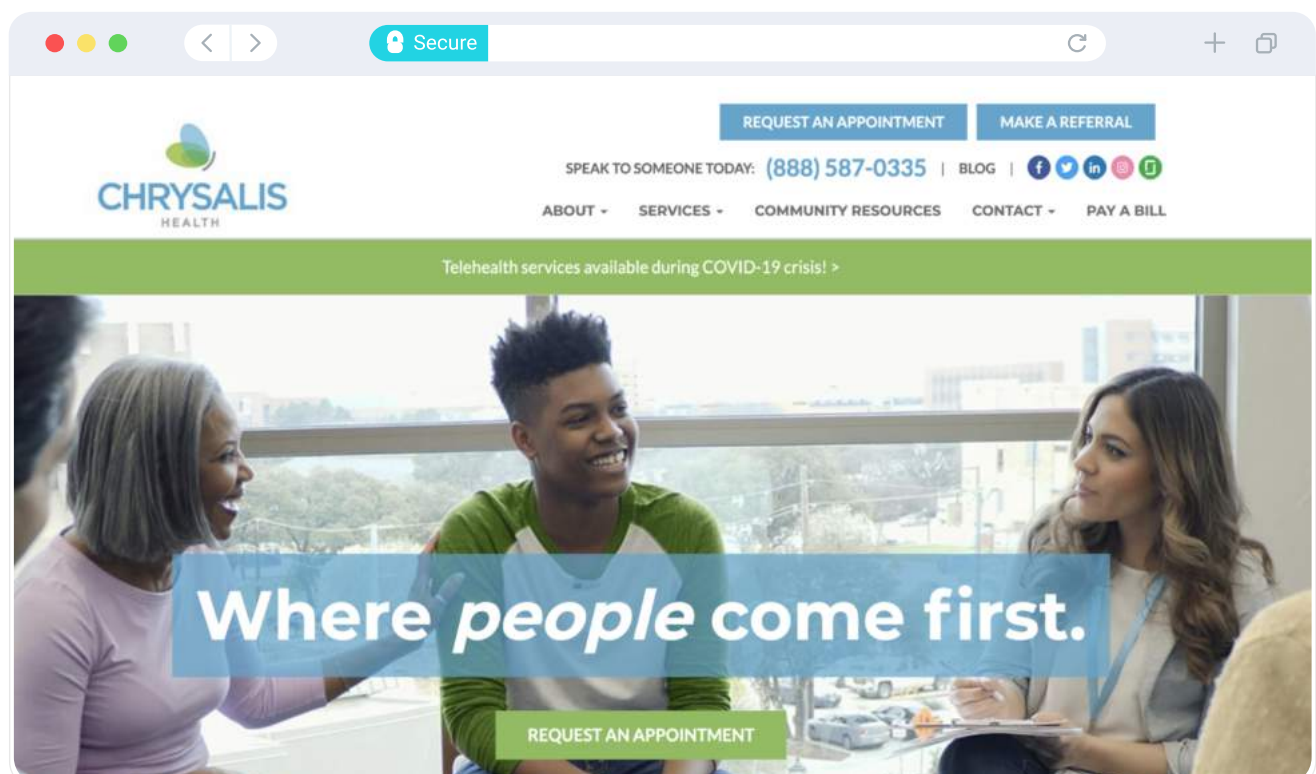
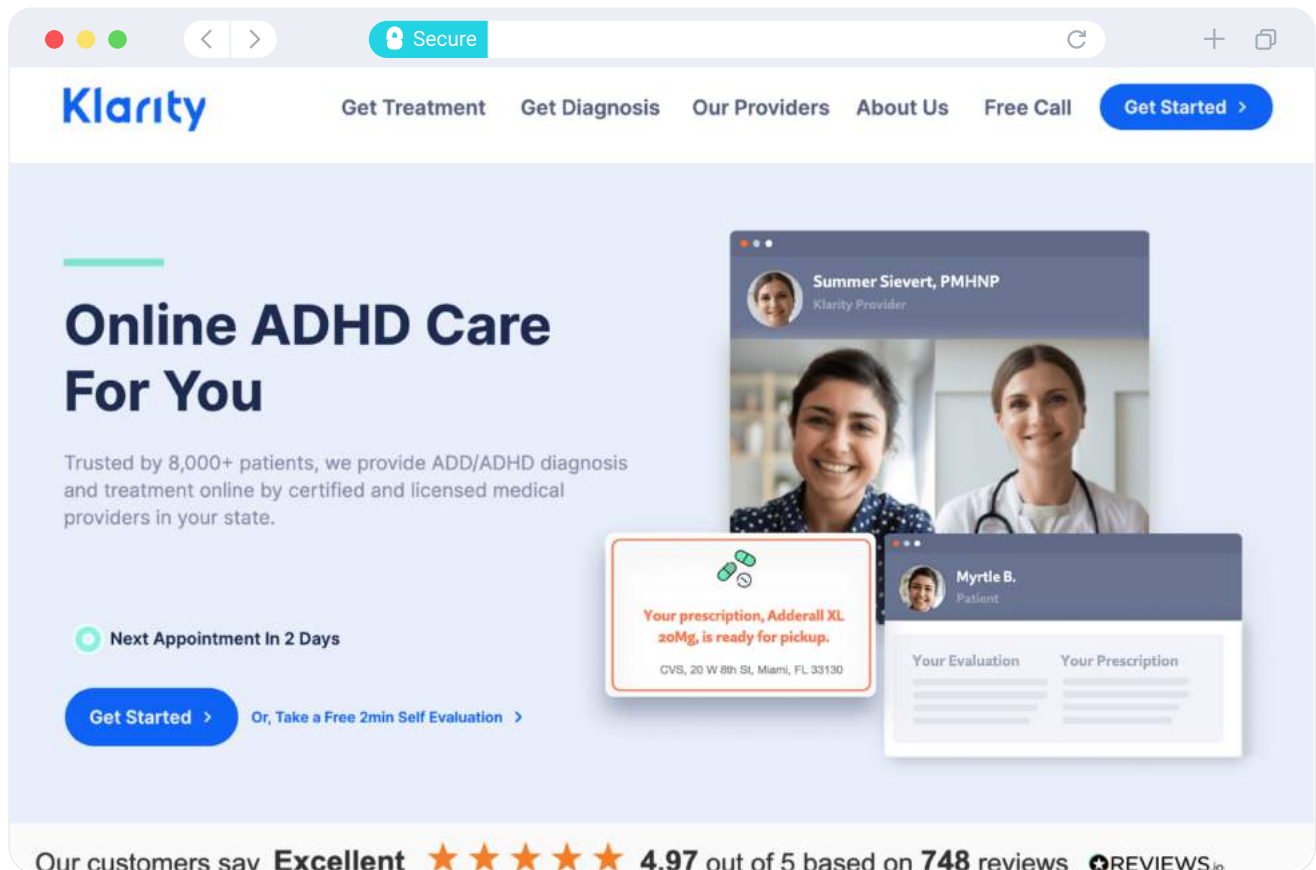
Let’s look at what makes a telehealth website great.

## **User experience**

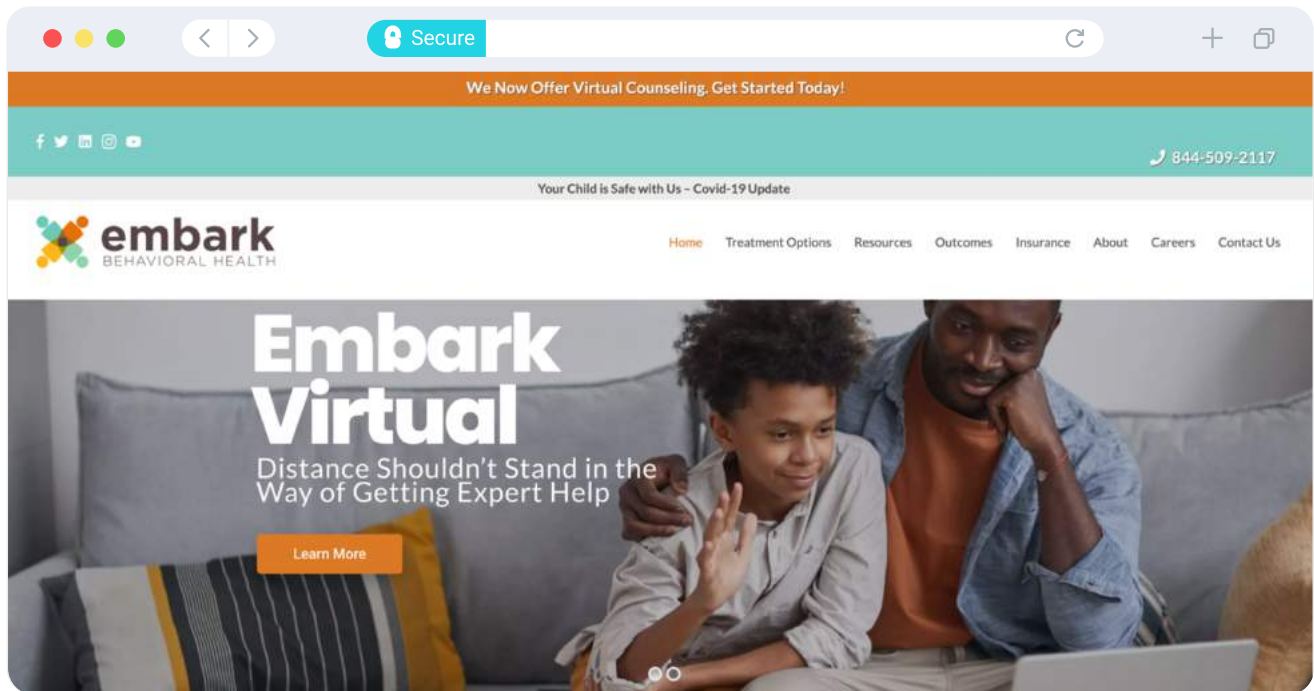
User experience” (UX) encompasses a wide range of website functionality but is unquestionably all-important.

## Create a welcoming design

Your website must be easy on the eyes. Visitors tend to make split-second decisions on whether or not they'll stick around and click around.







Some rules of the road include:

- Use negative space generously. No one responds to a page full of crowded elements
- Use videos and images to enhance engagement
- Establish a look and feel that supports your brand and adhere to it

## **Create an approachable interface**

Nothing is more important than making your site easy to navigate. The number one reason visitors leave websites is they struggle to find what they're looking for. Ways to perfect your site's interface include:

- Organize information logically
- Limit primary navigation to 10 links or less
- Make your site easy to navigate on smartphones
- Provide tools such as digital intake forms, screening surveys, bot-powered chat, and search

## **Offer definitive calls to action**

When a prospect arrives at your site, they'll be looking for a clear sign as to what to do next. Show and tell them.



Asking yourself what's the ideal next step in your patient's journey (based on where they are). Are you hoping they'll sign up for your newsletter? Watch a YouTube video about your great staff? Schedule a consultation?

Whatever your answer is, lead your visitors to make their next move. Create unmissable calls to action (CTAs) so visitors will know exactly how to proceed.

## **Offer valuable content**

Informative content is an indispensable piece of your overall inbound marketing strategy: a practice that relies on substantive, educational materials to bring curious consumers to you, rather than trying to force the issue with "in-your-face" advertising. Your content marketing efforts help push prospective clients further down the "sales funnel," coaxing them from the "awareness" stage to "consideration."

Start thinking about how your practice can best offer patients genuine insight and actionable advice.

Some examples:

- A blog highlighting up-and-coming telehealth industry techniques and devices
- A video series hosted by in-house specialists to address patient FAQs
- A podcast featuring interviews with nurses, technicians, and other staff

Whichever types of content you choose, the goal is to demonstrate credibility in your field and to provide website visitors with valuable information. Depending on your budget and chosen media, it might be a good idea to begin researching potential candidates for blog writers, videographers, and/or graphic designers to help round out your content lineup. You'll also need a teammate who's well versed in search engine optimization (SEO) practices.

## **Provide evidence of your compliance**

As you know, any processes involving personal/protected health information (PHI) fall under the jurisdiction of federal laws governing health record liability and security.

Your website is no different. It must be compliant with legal standards. Bear in mind these standards will change over time, so you'll need to stay up to date on any legislative developments.

As of the time of this publication, proper website procedures require compliance with:

- The Healthcare Insurance Portability and Accountability Act (HIPAA), effective as of 2003, which includes guidelines for patient data confidentiality
- The Health Information Technology for Economic and Clinical Health Act (HITECH) of 2009, which puts teeth in HIPAA's privacy laws, further extending them to electronic data
- Centers for Medicare & Medicaid Services (CMS) criteria for EHR

When constructing your telehealth website, be sure the developers are aware of these requirements and know how to execute them. If you're planning on outsourcing your web development, ask your provider about compliance features such as data anonymization and encryption services.

## **Measure your performance**

Website performance metrics are essential for understanding what you're doing right and wrong, and gathering insights regarding changes that might help.

As such, your web strategy should always include mechanisms for tracing key engagement markers such as:

- **Scroll depth**

How far a visitor makes it through a specific page on your site

- **Bounce rate**

The share of visitors who “bounce” (exit the site) after having viewed only one page

- **Downloads**

The number of people who downloaded gated material you offer

- **Views**

The number of times someone watched your video(s)

- **Appointments**

The number of visitors who chose to sign up for a telehealth session via your site

Noticing a lot of visitors aren't moving past your homepage? Think about reconfiguring its design. Let your metrics be the strongest driver of content edits, updates, or changes.



## CHAPTER 3

# Capture new patients with inbound marketing



Why search for clients when you can get them to come to you?

In this century, where the digital media has stepped into nearly everyone's life in a big way, inbound marketing's key to crossing paths with prospects while they're looking for information, and potentially, telehealth services.

Inbound marketing deliberately strays from the hard sell approach of traditional marketing. It involves a subtler, more symbiotic approach, depending largely on value-based materials that guide the consumer toward your service. In healthcare, it's only natural your marketing efforts would lean heavily on an inbound because educational materials are expected of you.

Whatever prospective patients have questions about, they will surely find the answer online. The question is: will it be your answer?

## **Get social**

Inbound strategy is founded largely on organic engagement: unsolicited interactions between you and your most coveted consumers.

Popular social media channels offer tremendous reach and essentially provide you free interactive platforms on a platter. Why wouldn't you use them?

**82%**

**of the US population has at least one social networking profile**

**50%**

**employ social media as a research tool for products/services**

[\(Source\)](#)

Social media is also the best research tool you'll ever have. Think of the infamous "like" and "favorite" buttons. They give you amazing insight into which types of content, events, announcements, and/or other telehealth offerings have the power to delight users and keep them engaged. Public comments and private DMs provide added perspectives on audience pain points and help you identify areas of interest for potential telehealth consumers.

Mastering social media is a topic of its own, but consider the following points when getting started or ramping up:

### **Do your research first**

Some social media platforms will be more impactful than others, depending on the age, location, and cultural background of your prospects. You might poll patients and leverage CRM to find out where your ideal audience spends the bulk of its time online.

### **Ask for feedback**

Encourage engagement simply by asking for it. Invite followers to weigh in on content or offer their comments and queries about telehealth. A simple "What do you think?" at the end of a text post may spark a meaningful conversation.

### **Set goals**

Determine the results you'd like to see before you get started. Followers? Shares? Likes? Engagement? All of the above? Try to define what social media success means to your practice and be prepared to pivot to a new strategy if one or more channels come up short.

### **Build a content catalog**

Content is key to your inbound strategy. It's the hook to capture and engage your audience. Your content should provide value for prospective patients or help convey the benefits of your service, or both.

Valuable content can come in many forms, including articles, white papers, eBooks, videos, podcasts, infographics, emails, newsletters, and more. No matter the format, effective content should be informative with genuine, thought-provoking, problem-solving substance to lure prospects back for more.

Here are some tried and true strategies:

### **Refresh often**

- Update your blog at regular intervals with breaking industry news, relevant interviews, or expert editorials on developments in telehealth.
- Post recent patient reviews detailing positive experiences. Prove to prospective clients your practice is open, thriving, and ready to welcome new patients.
- Produce a series of videos, podcasts, or webinars to tackle patient questions or discuss timely topics.
- Create educational materials such as white papers or eBooks to synthesize contemporary research and present it to patients and adopters in digestible terms.

### **Optimize for search**

Search engine optimization (SEO) is a vital element of successful digital marketing. Though providing a detailed lesson on SEO is beyond the scope of this eBook, here are some important points to consider:

- **Length**

Longer content can boost your search engine positioning. Try to go deep on your topic and shoot for 1000+ words for the long-form articles you'll publish on your website/blog.

- **Keywords**

Keywords should be selected with care—and research—and placed in your copy. Pay special attention to specific benefits your practice has

to offer, as well as any localized vocabulary that can enhance geo-targeting (for community-based practices). A keyword analysis tool can help you identify shifts in customer search habits, allowing you to tweak your content and keep in step with consumer behaviors.

- **Build authority**

To generate greater levels of success with SEO, strive to continuously improve your website's authority. Most notably, you'll want to earn links from other domains (achievable via link or post exchanges with affiliated organizations or through citations in digital news publications) and positive reviews you acquire on third-party platforms, which signals credibility to the search engine.

- **Measure and monitor**

Establish a system for tracking your content's performance metrics, including visitors, page views, time on site, and more.

## **Nurture your leads**

Prospects that subscribe to your content should be nurtured. That is, communicate with them regularly with gentle nudges to inquire about your services.

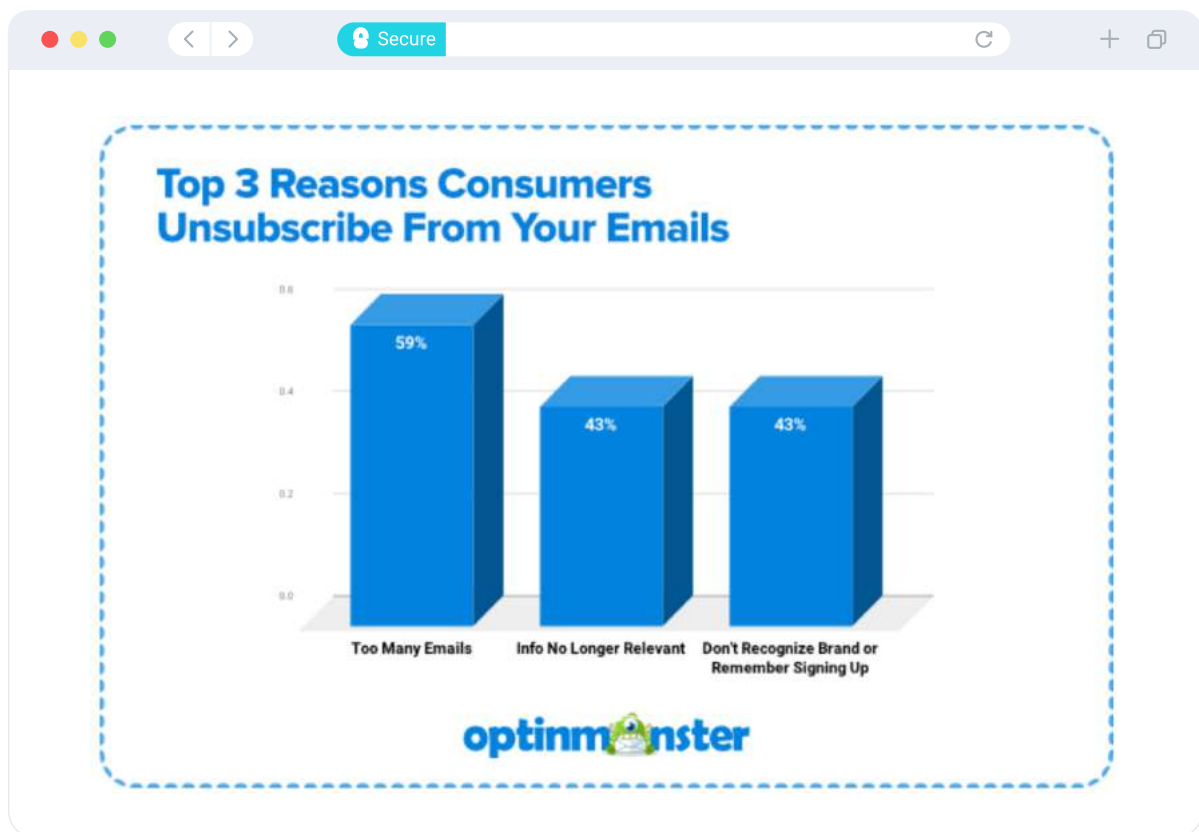
Most marketing teams use email to nurture leads. Email automation tools integrate with your subscriber databases and simplify the process of creating, personalizing and sending messages. And, since [78% of marketers report a definite uptick in email engagement](#) over the last year, a robust email strategy will probably be well worth your time.

Some thoughts to keep in mind as you build your email campaigns:

- The objective of email is to remain front of mind. As with long-form content, "hot" topics will help you. Announcements for upcoming events, exclusive analysis of recent medical research, or in-house videos can assist in generating audience buzz.



- Your master list of contacts should include patients both past and present. Unless a person has explicitly requested to unsubscribe from your emails, you should always keep them in the loop.
- Less is more. [59% of consumers unsubscribe](#) from an email list because they feel they're receiving "too many emails." Aim for a happy medium between "no emails at all" and "please stop sending messages".



- Calls to action (CTAs) are important. Wherever possible, add a button, link, or an email postscript detailing what the reader should do next.

## CHAPTER 4

# Capture new patients with outbound marketing



Though telehealth occupies a unique market space—usually calling for a softer, more measured approach to consumer outreach—it’s unlikely inbound marketing will cover all the necessary bases.

Enter the outbound side of the marketing equation where you proactively pursue new patients with more traditional tactics, rather than relying solely on content, social media, or SEO. As with inbound strategies, you can plan, budget, measure data, and fine-tune as you go.

For the purposes of telehealth, it’s helpful to think of your outbound strategy as being complementary to your inbound channels, filling in gaps by attracting audiences who may not know your practice offers a solution to their problem (or may not even recognize they have a problem).

Let’s look at some crucial tips for implementing outbound practices to complete your telehealth marketing plan and help expand your reach.

## **Establish a budget**

Outbound marketing is the opposite of inbound marketing. You don’t pull; you push. That is, customers don’t come to you; you go to them. You might even say you interrupt them as they consume media. Examples include more traditional forms of marketing and advertising such as:

- Television and radio commercials
- Print ads
- Online display ads
- Programmatic ads
- Direct mail
- Tradeshows
- Telemarketing (cold calling) or unsolicited email (spam)

## What about pay-per-click (PPC) advertising?

Is the immensely popular PPC format inbound or outbound? The PPC experts at [WordStream](#) offer the following:

Pay-per-click (PPC) was initially known as part of an outbound marketing strategy, but changes in strategic processes have had many modern marketers consider it as inbound when used to augment inbound marketing techniques.

While we have a few comments to add regarding radio and television advertising, we'll focus primarily on outbound marketing in the digital realm here.

Unlike inbound marketing, outbound imposes media costs. And the benefits you realize from your efforts will subside when your investments do.

In all likelihood, your outbound ad efforts should be budgeted in advance and help guide the strategic choices you make. Not sure what your budget should look like? Check out the following statistics regarding Google Ad spending, which is the dominant PPC platform.

- On average, small- to medium-sized businesses set aside \$9,000 to \$10,000 a month for PPC ads on Google, with an expected return of \$8 for every \$1 spent ([Source](#))
- Larger enterprises in the US and UK tend to devote around 10% of their revenue to marketing, with paid media accounting for 26% of marketing spend ([Source](#))
- Some healthcare marketing professionals suggest it takes around \$100 per day to remain competitive in telehealth using Google Ads ([Source](#))

If you want to make it to the head of the pack, you'll need a solid PPC strategy because:

- It catapults your brand to the top of search engine results for your preferred keywords
- If your competitors own the space, you'll lose traffic to them
- PPC can be aimed at geographic targets wide or narrow
- And, depending on the platform, there are many additional ways to fine-tune your targeting

## **Popular pay-per-click platforms**

When it comes to PPC platforms, there are several heavy hitters. Following are some thoughts to keep in mind for today's big three:

### **Google**

There's no denying Google, the search engine juggernaut. Google's Ads (once known as AdWords) are all but guaranteed to generate some form of traffic (if bidding allows). Remember, however:

- It's imperative to build your Google Ads around keywords that speak to an optimal combination of your practice's services, specialties, and location.
- If your practice is one of many in your specified area, it's a good idea to focus on keywords that reflect the specialized care you provide, rather than the communities you serve ("telehealth in Atlanta" might be an accurate way to describe your clinic, but it's also a phrase that will yield a lot of competitive noise).
- You can likewise compile a list of negative keywords to steer irrelevant searches away from your ads (helpful when certain searchable topics are "adjacent" to your chosen keywords but not really applicable to your practice).

## Facebook

Facebook usage is holding fairly steady at around 69% of U.S. adults, [according to Pew Research](#). Facebook ads—which can be aimed at highly customized audience profiles—have an excellent healthcare track record, boasting a conversion rate of about [three times that of Google Ads](#).

## YouTube

The king of online video outperforms all other social feeds. When investigating YouTube advertising, bear in mind:

- YouTube is by far the most trafficked among social media companies and YouTube ads can generate a staggering [32% higher conversion rate](#) than most network competitors.
- As with Google Ads, YouTube ads are surfaced based on consumer searches, which allows you to home in on various segments of the telehealth market.

## Content building and performance measurement

Your ads are up and running. Great. But you're not done. All PPC ads should correspond to appropriate content and link to pages that illuminate and expand on the "teasers" they provide. Make sure all ads transport prospects to parallel landing pages or websites that can answer their questions while encouraging them to take an obvious next step (such as signing up for a newsletter or scheduling an initial consultation).

Beyond ensuring all ads lead to genuine, applicable content, there's also performance measurement to take into account. Most marketers choose to monitor a variety of benchmarks, but two of the most important signifiers in telehealth are clickthrough rate (CTR), which tracks how many prospects click on each ad, and average conversion rate (CVR), which traces the number of said clicks that turn into verifiable patients/adopters.

Whatever your PPC mix, you should make a point of embedding processes for measuring CTR and CVR into your plan.

## Go old school

Radio and TV are still valid for marketing campaigns. It may be even more true for telehealth, where the audience often skews a bit older, representing a more “old school” population.

Telehealth conglomerate Ro, for example, thinks of TV as “central to its strategy,” in part because it allows the organization to stand side by side with larger brands. By extension, placing your practice alongside more recognizable mainstays can potentially transfer their credibility to your clinic—just based on the neighbors you keep. (At least that’s how things seemed to unfold for Ro, whose VP of growth [cites their TV strategy](#) as bringing “a lot of value” to the table through big-brand proximity.)

Radio can deliver similarly impressive results.

Airwave platforms offer opportunities for ad repetition (great for getting your message to sink in), and many radio shows come prepackaged with an established listener demographic (meaning some of your targeting is already done for you). In fact, mega healthcare provider [CoxHealth](#) found the medium so effective, the company made radio the heart of its advertising plan, leveraging the airways to broadcast info about their telehealth and urgent care capabilities across six hospitals and over 80 clinics.

Still, strategy—whether analog or digital—is just the first step.

To execute the above concepts efficiently (and/or deploy any of the tactics we’ve discussed so far), you’re going to need a reliable toolkit: a set of solutions to tackle the nuts of bolts of marketing design.

## CHAPTER 5

**Tool your practice  
with the technology  
you need to succeed**





Successful telehealth practices power their marketing and patient engagement with effective technology tools. Let's dive into the fundamental solutions you'll need to rely on, beginning with modern compliance requirements.

## **Understand HIPAA compliance**

The Health Insurance Portability and Accountability Act (HIPAA) sets national standards for the protection of patient health information and secures patient data against unauthorized disclosure.

Any system that houses patient (or prospective patient) information—from your web server to your customer database, SMS platform, video conferencing software, and beyond—must meet HIPAA security standards. A HIPAA breach can be devastating for your reputation and business at large. HIPAA Journal reports a violation can cost around \$200 per victim and incur state-level fines of up to \$25,000 per violation.

Painful penalties such as these can be avoided by entering into a business associate agreement (BAA) with your tech vendors. These agreements should guarantee HIPAA-compliant processes for storing, sharing, or otherwise handling all electronic protected health information (ePHI).

BAAs should also include:

- Plans for data encryption to shield against unlawful hacks, and
- A program for systematic audits of all security measures and access activity

This is crucial in the current post-COVID era, as some restrictions for remote communications platforms have been suspended to accommodate the ongoing public health emergency.

## Power your practice with automation

**56%** of business leaders plan to onboard some form of workforce automation over the next few years.

**74%** of business leaders and employees express an openness to automation for at least some tasks.

(Source)

The benefits of workflow automation for telehealth marketing are hard to ignore because they can:

- Save time
- Nurture leads
- Trace patient engagement activity
- Maintain continuity of care for existing patients

When selecting an automation solution for your telehealth practice—which may be identified as “customer relationship management (CRM),” “patient relationship management (PRM),” or “patient engagement”—understand the system needs to provide:

- **A centralized hub for all your patient and prospect data**

Your automation tool will need to offer a reliable and secure digital hub for storing names, demographic information, patient history, and any other information pertaining to each patient/prospect and their interactions.

- **A mechanism for communicating at each stage of the journey**

You’ll want to map your content assets to the appropriate audiences and think about when and where to deploy them.

As you build your automation strategy, you'll be able to implement engagement triggers—signals that direct your automation solution to send certain assets based on customer activity/behavior.

## **Put communications solutions in place**

You need to uncover the best methods of communication for your practice, as well as the best conduit for each method. Some questions you'll want to think about as you go:

### **Will email be your focal point?**

As of 2020, [65% of healthcare providers](#) listed email as their preferred connection method. Which email service can handle your patient/prospect load, campaign schedule, and content? Can the provider ensure patient privacy?

### **How will text messages figure in?**

[70% of consumers think text marketing](#) (SMS) is a truly effective way to grab their attention. SMS is a quick and easy choice for alerting prospects to upcoming events, blog posts, seasonal emails, etc.

### **How will your department tackle video?**

Obviously, video lies at the heart of telehealth. But one-to-one doctor visits might require a different video solution than an educational webinar. As such, you'll probably need a video strategy that's just for marketing.

- Will you host videos on a public platform like YouTube or with a subscription service?
- Will videos encourage direct patient engagement (e.g., through a comment section or survey)?
- If so, can you guarantee all ePHI will be protected?

### **Will your team benefit from an outsourced scheduling platform?**

Appointment software is evolving—so much so it can now function as a legitimate marketing channel.

Zocdoc, for example, will display verified patient reviews alongside time slot calendars to help generate interest in your practice. 10to8 offers video conferencing integration to schedule webinars, classes, and doctor-patient Q&As—all of which can help spread the word about your practice.

## **Measure and monitor your analytics**

Chapter 1 stressed the importance of setting tangible marketing goals. Here's where they come home to roost.

Your marketing strategy success hinges on quantitative KPIs—performance data that is measured and synthesized to guide all future actions. Your system for performance measurement will require a data headquarters for storing patient engagement information and a platform for analyzing it.

### **Marketing platforms often offer powerful analytics.**

A patient engagement solution, for example, can trace data histories for a variety of content assets and spin these findings into easy-to-read reports, allowing you to seamlessly plan your next steps. Similarly, an email platform will feature real-time analytics to help keep track of KPIs such as click, open, and bounce rates.

# Optimize just about everything with LeadSquared, the patient-first platform

At its core, a patient-first platform empowers you keep track of patients, communicate effectively with them, and better manage your people and processes. LeadSquared, an end-to-end patient-first platform empowers your practice to:

- Reduce costs by consolidating multiple solutions into one and eliminating the need to invest in additional telephony, text, and email systems
- Customize workflows with intuitive, easy-to-use, easily customizable tools to automate processes and streamline engagement
- Measure, optimize, and forecast with complete performance metrics dashboards and reports
- Learn which marketing channels, services, and offers generate leads and revenue

## **LeadSquared enables your telehealth practice to:**

- Integrate with EMR and all the tools you use to deliver a singular patient view
- Ensure your practice maintains PHI security with full HIPAA compliance
- Capture and route all inquiries to eliminate lead leakage and respond fast and efficiently
- Enable more effective communications and gives patients more control via a customizable patient portal
- Streamline patient intake with hassle-free electronic forms to increase show-up rates

- Personalize patient communications with automated scheduling, waitlisting and reminders—via text, email or phone
- Streamline referral management
- Increase recall rates with powerful automation and task management
- Improve reputation management by automatically gathering and publishing patient feedback popular review sites
- Realize new efficiencies across multiple areas of your practice

## Some Useful Resources For Your Reference

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[Why You Need a Telehealth Marketing Plan](#)

[Why Your Telehealth Website Has to Be Amazing \(and How to Get It That Way\)](#)

[7 Healthcare Call Center Best Practices to Increase Patient Satisfaction](#)

[The Telehealth Tools You Need to Power Effective Growth Marketing](#)

[Outbound Marketing Strategies for Telehealth Practices](#)

[Inbound Marketing Strategies for Telehealth Practices](#)

[Digital Marketing Strategy for Healthcare: The Essential Checklist](#)



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