

SOCIAL MEDIA & ONLINE REVIEWS



How Do They
Affect Your Health
Care Brand and
PowerScore?

Strategic
Health Care
Marketing

Your Presenters



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wax

● a monster in
healthcare
marketing

Research

Strategy

Creative

Content

Media

Analysis



Why Are We **Here?**

You have to be active on social media
and online review sites ... **right?**



Survey Methodology



* 1. Do you have an account on any of the following social media channels? (Check all that apply.)

- Facebook
- Twitter
- Instagram
- YouTube
- Snapchat
- Pinterest
- LinkedIn
- I don't use social media
- Other (please specify)

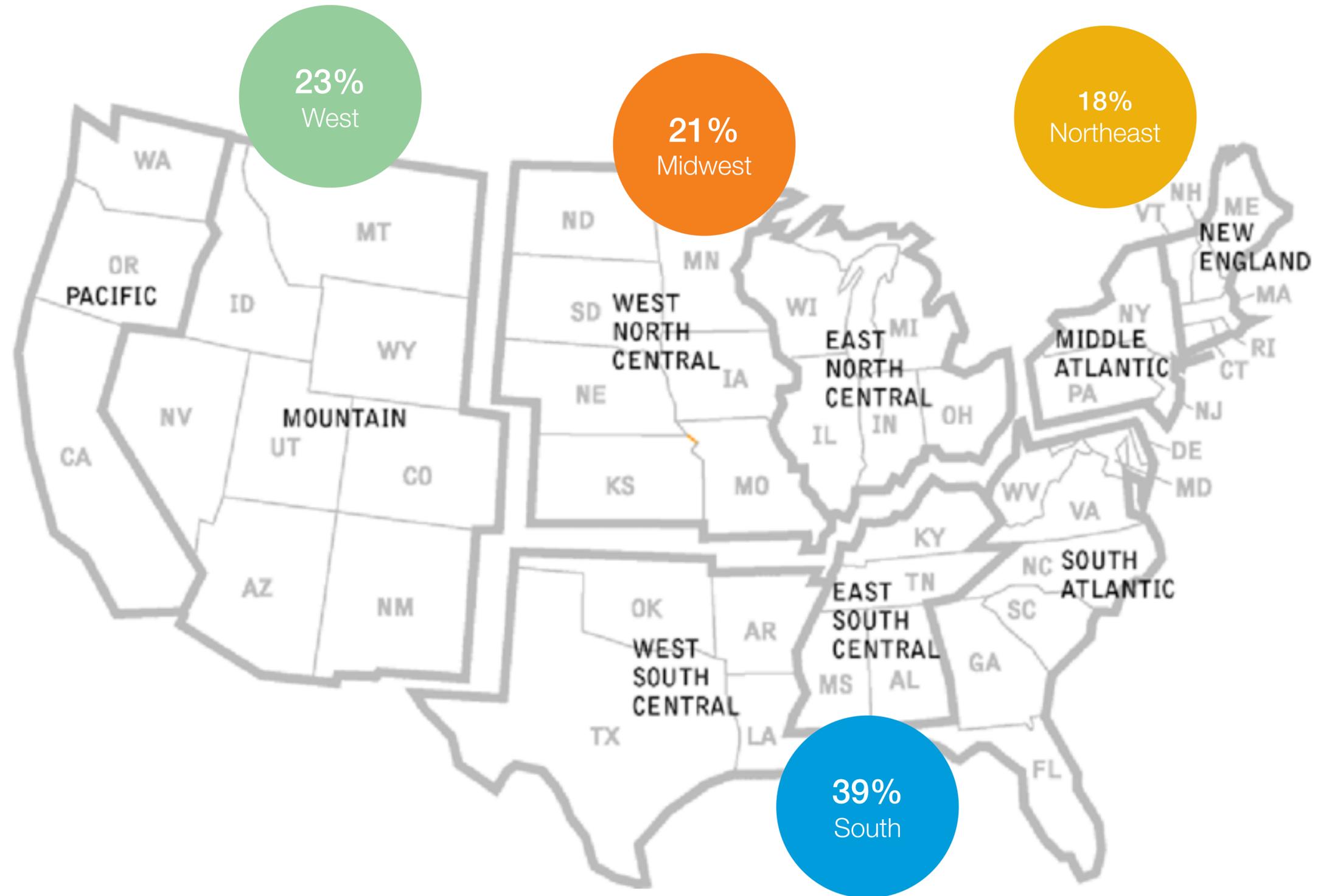
SurveyMonkey

500
respondents

4%
margin of error

95%
confidence level

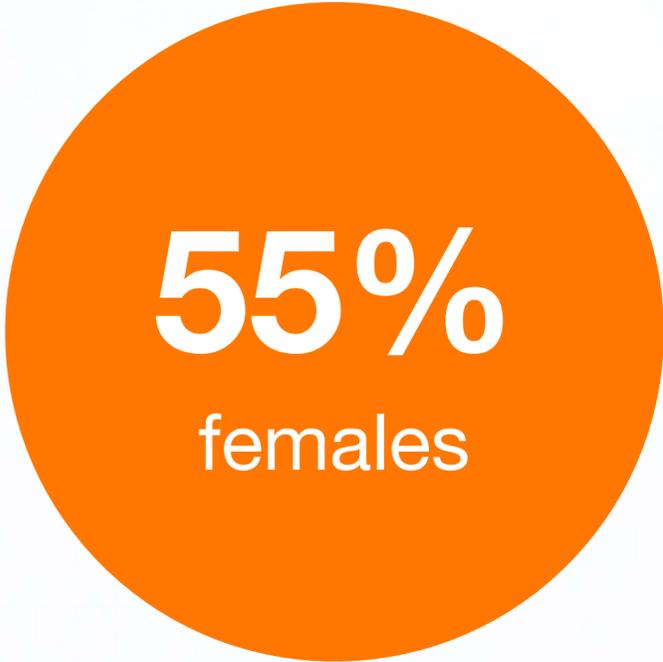
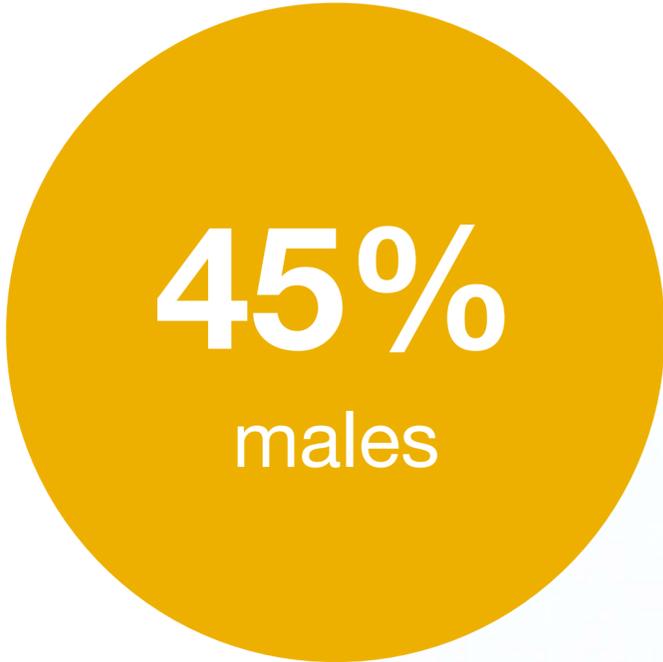
Regions



Cross-Tabulation by Demographics

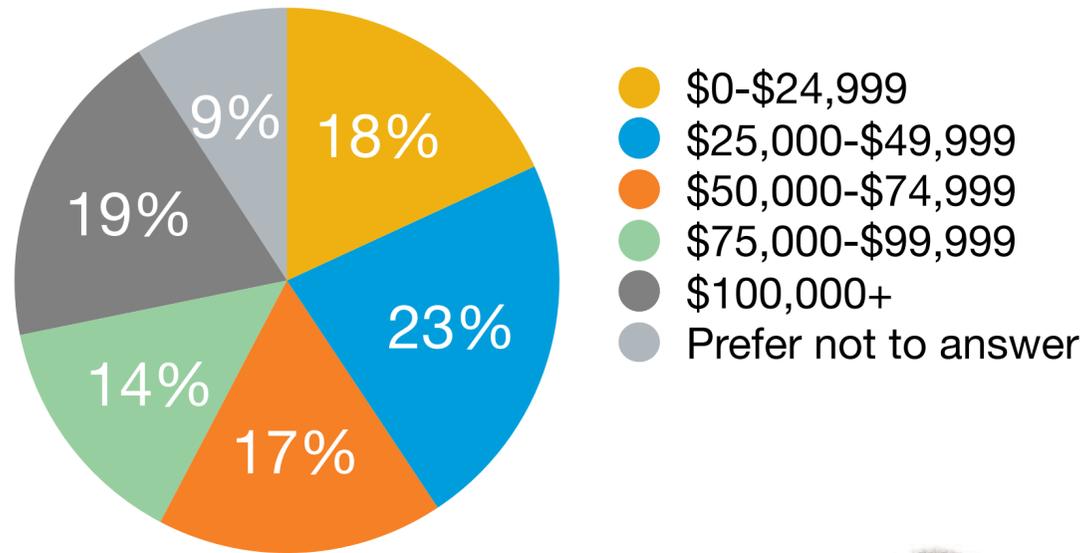


Respondent Profile

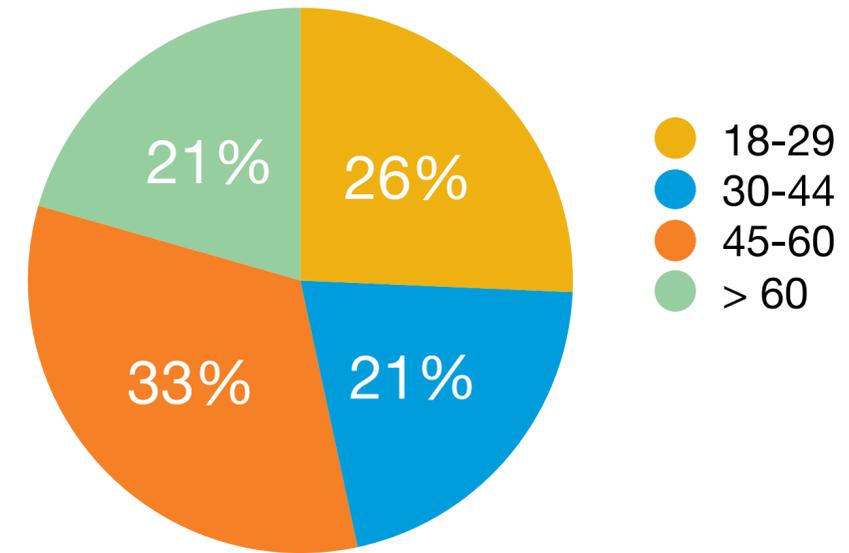


Respondent Profile

Household Income



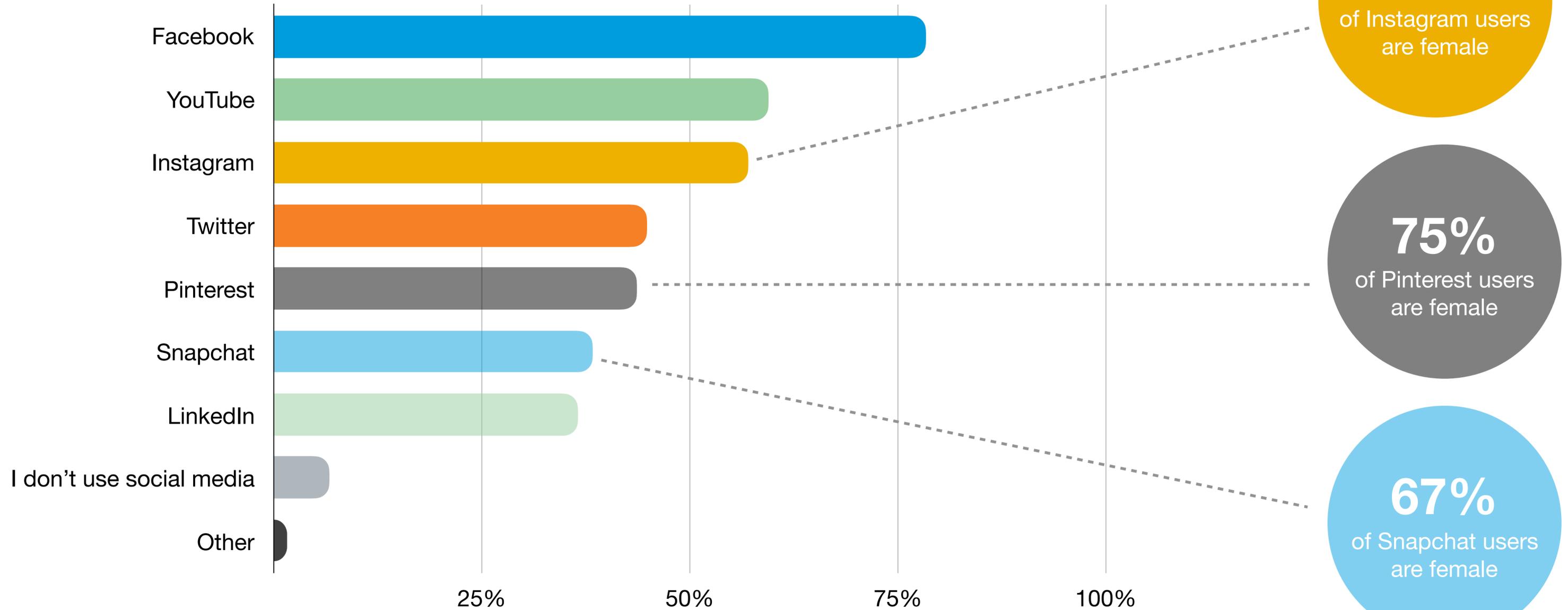
Age



What We **Learned.**

Social Media: General Use

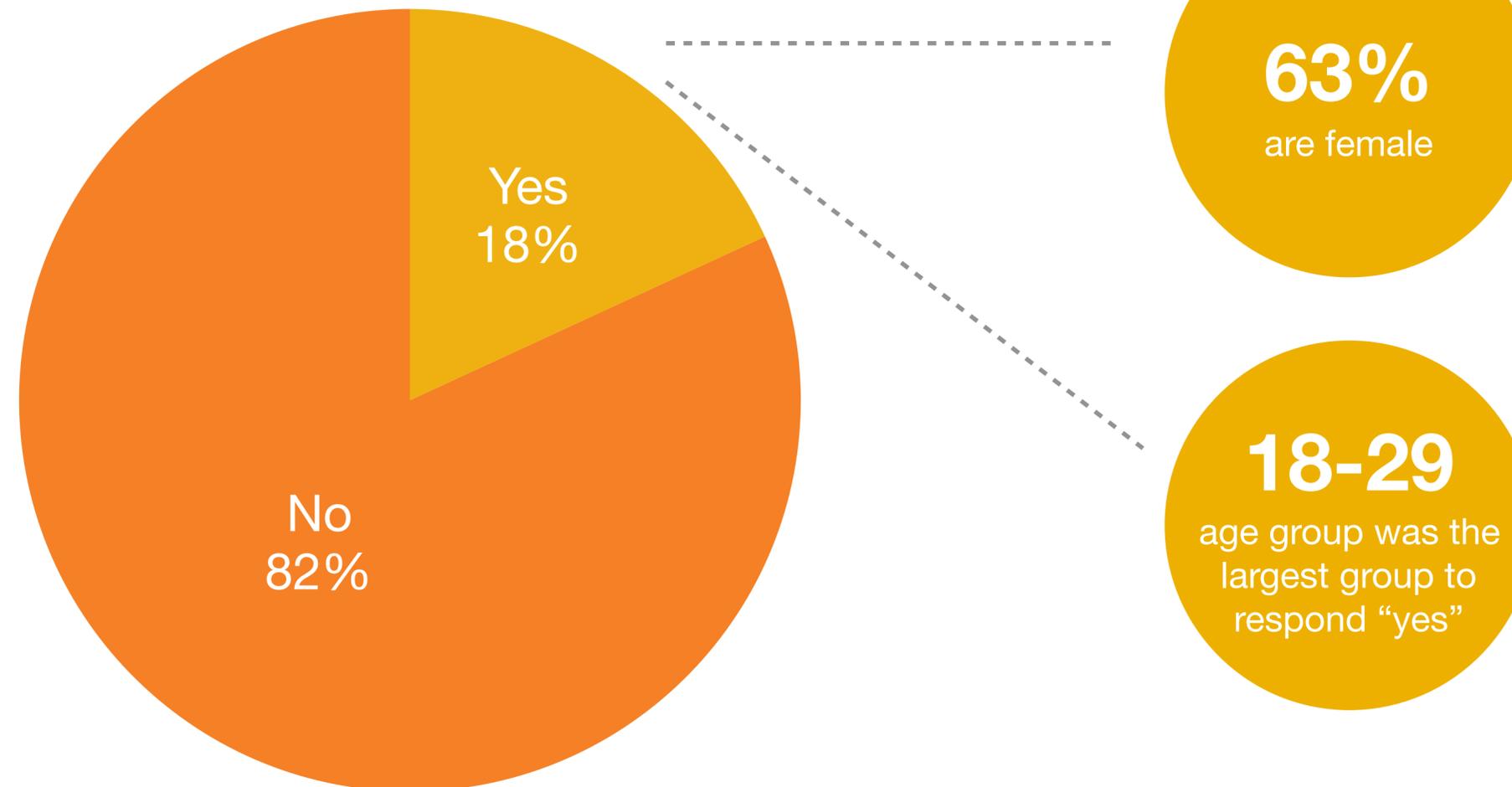
Do you have an account on any of the following social media channels? (Check all that apply.)



Social Media:
Hospital Followers

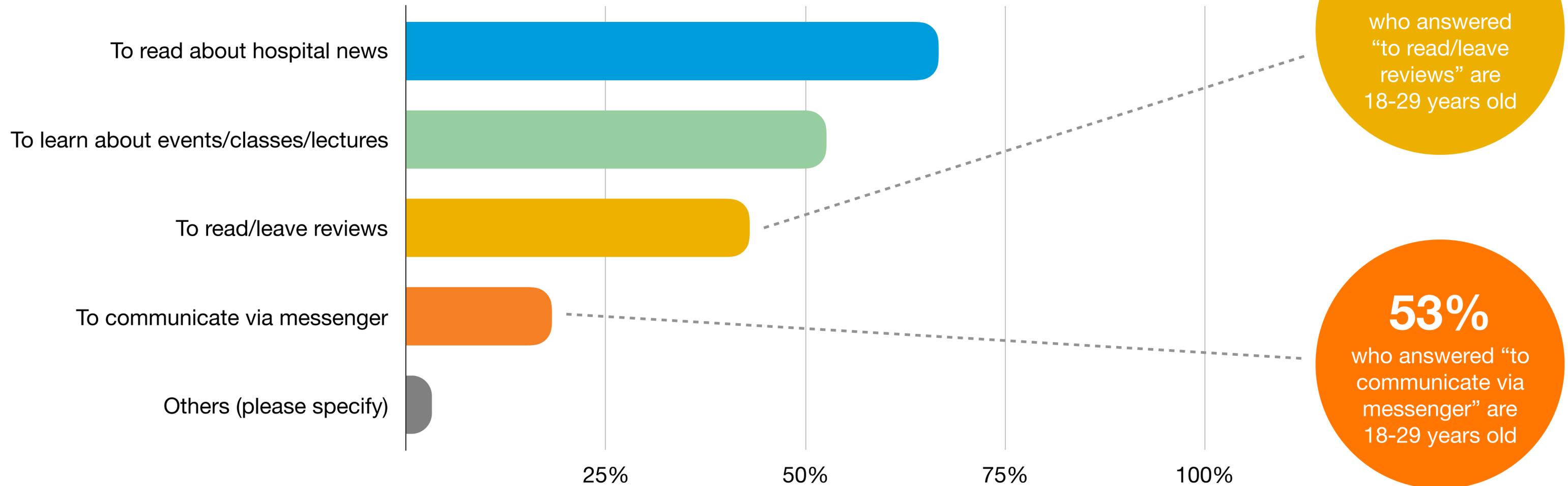
Social Media: Hospital Followers

Do you follow your hospital on social media?



Social Media: Hospital Followers

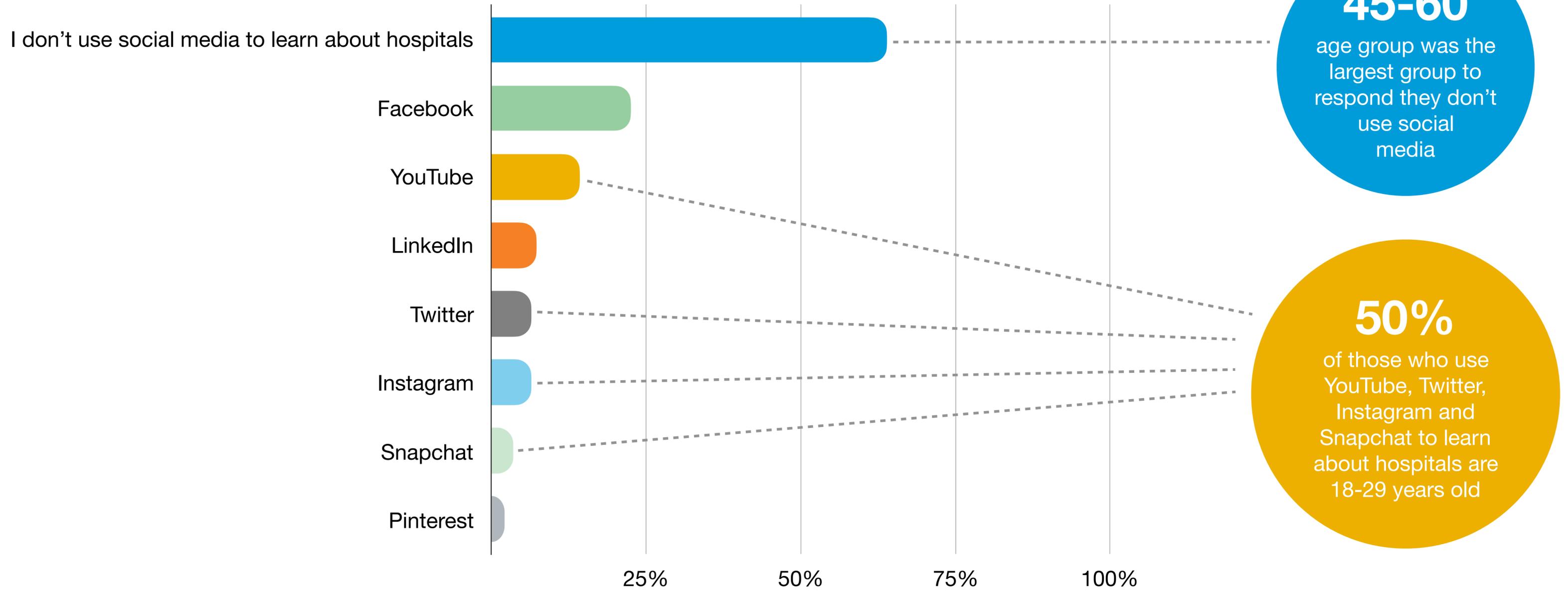
What is the main reason you follow your hospital on social media?
(Check all that apply.)



Social Media: **Finding You**

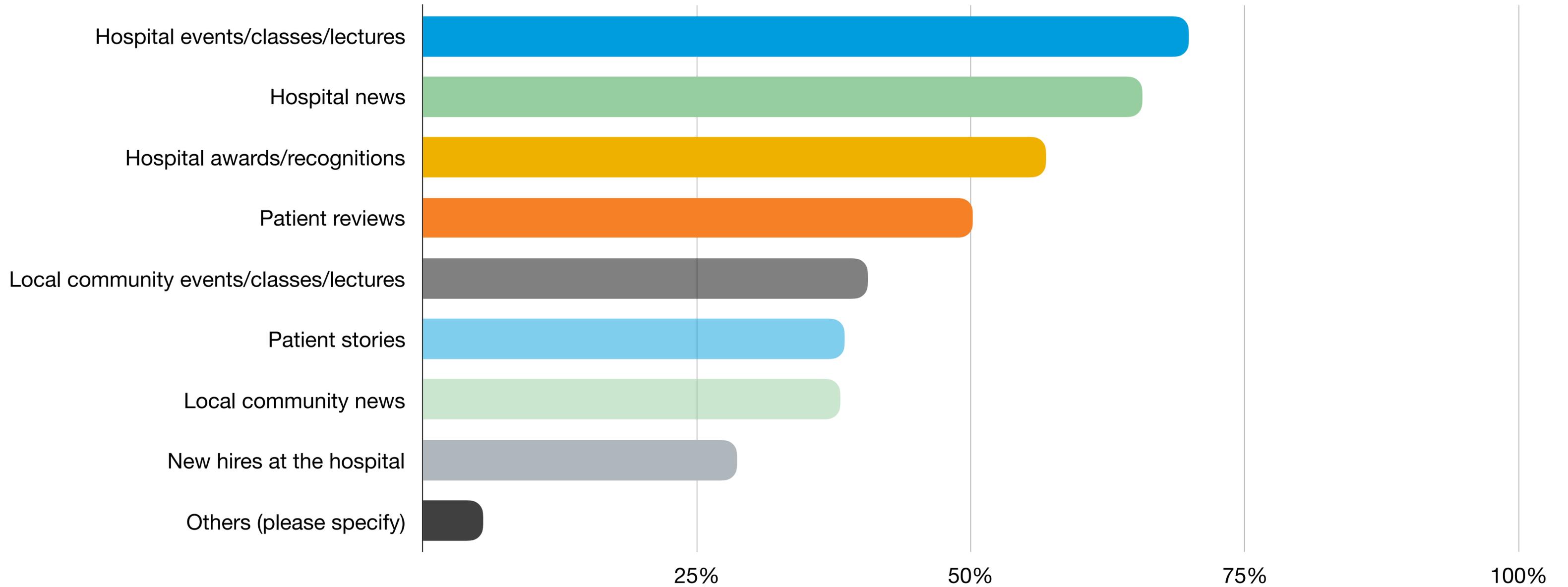
Social Media: Finding You

Which social media channels do you use to learn more about hospitals? (Check all that apply.)



Social Media: Content

What should a hospital post on their social media channels? (Check all that apply.)



Social Media: Perception

What is your perception of a hospital that is not active on social media?

78%

of respondents felt that social presence had a neutral impact on the perception of a hospital

What is your perception of a hospital that does not allow commenting on their social media posts or pages?

35%

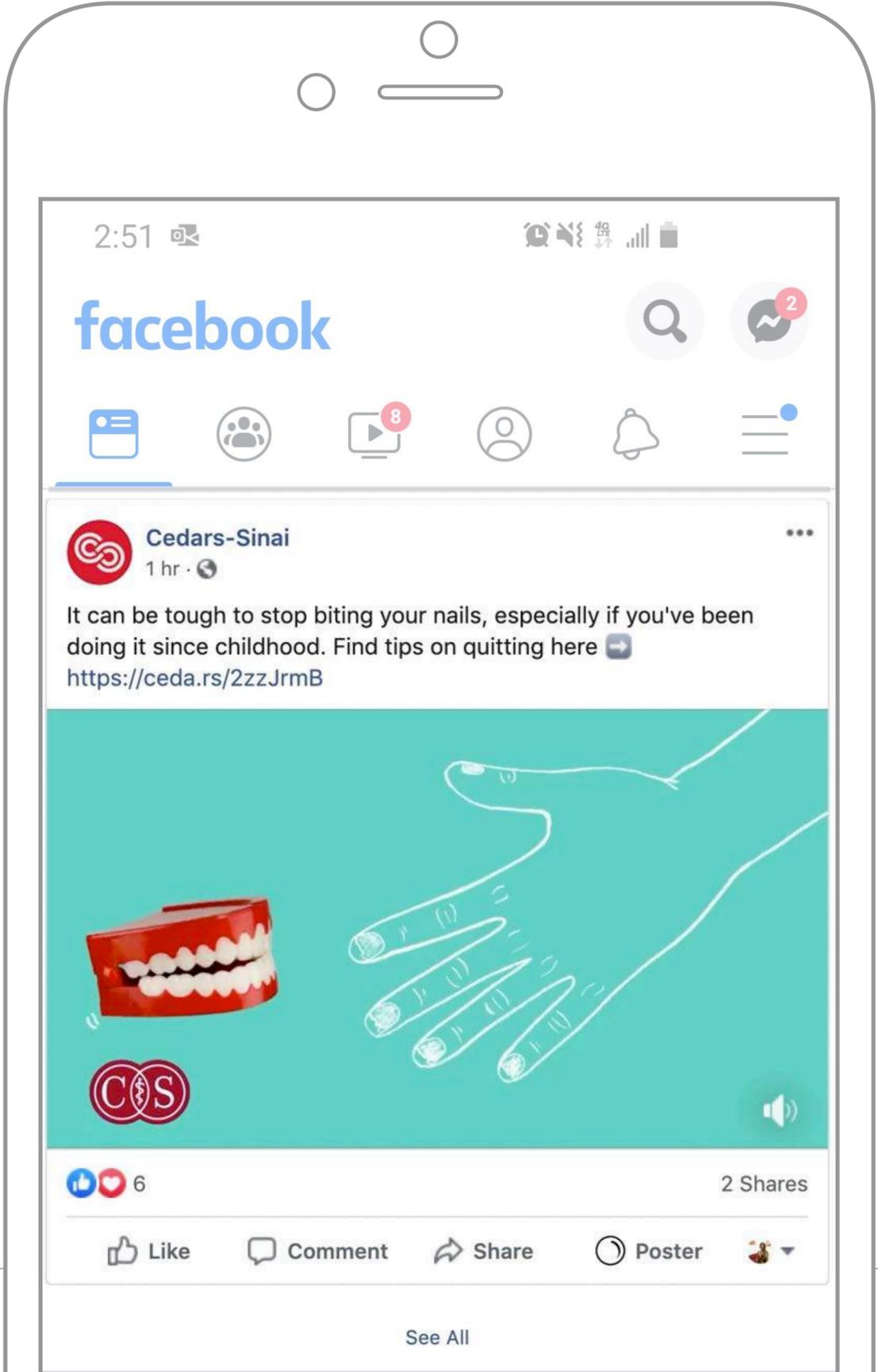
of respondents felt that disabling comments had a negative impact on the perception of a hospital

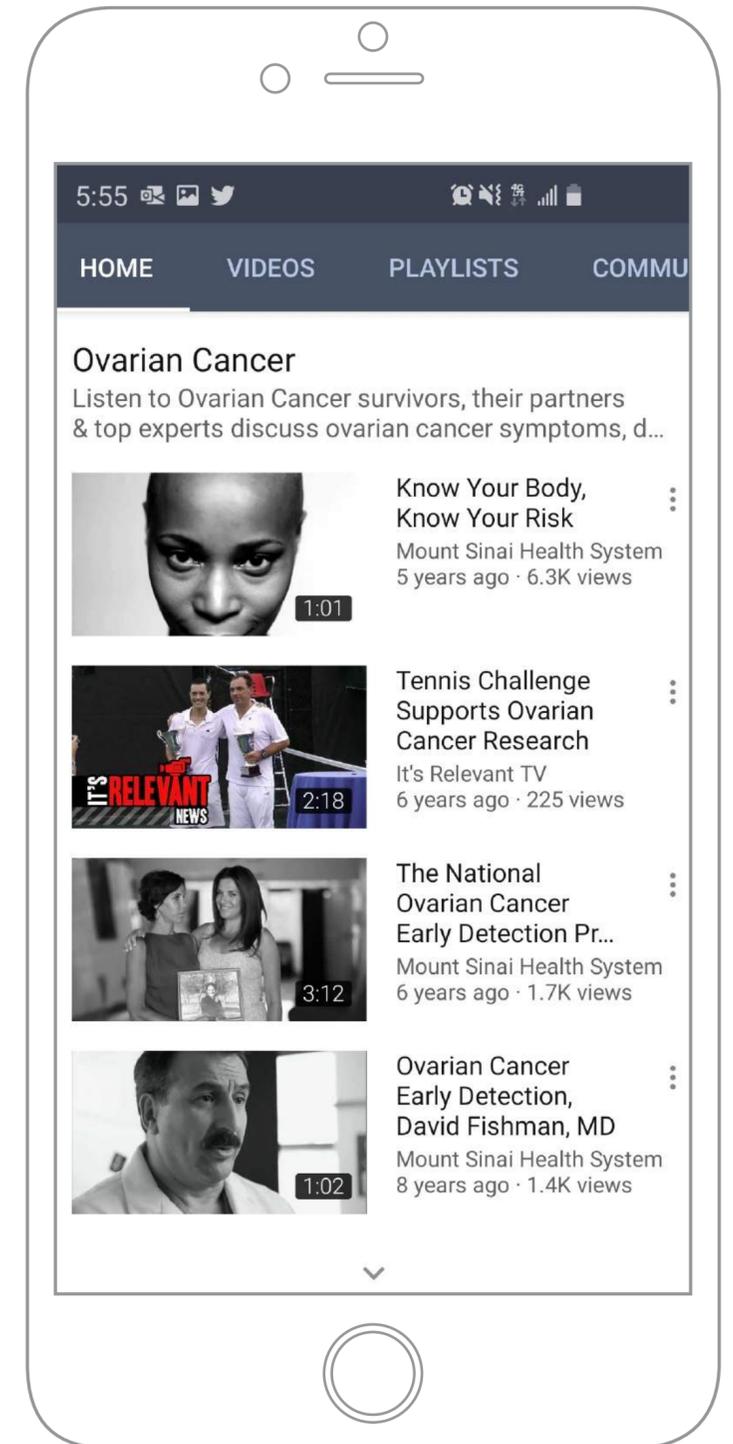
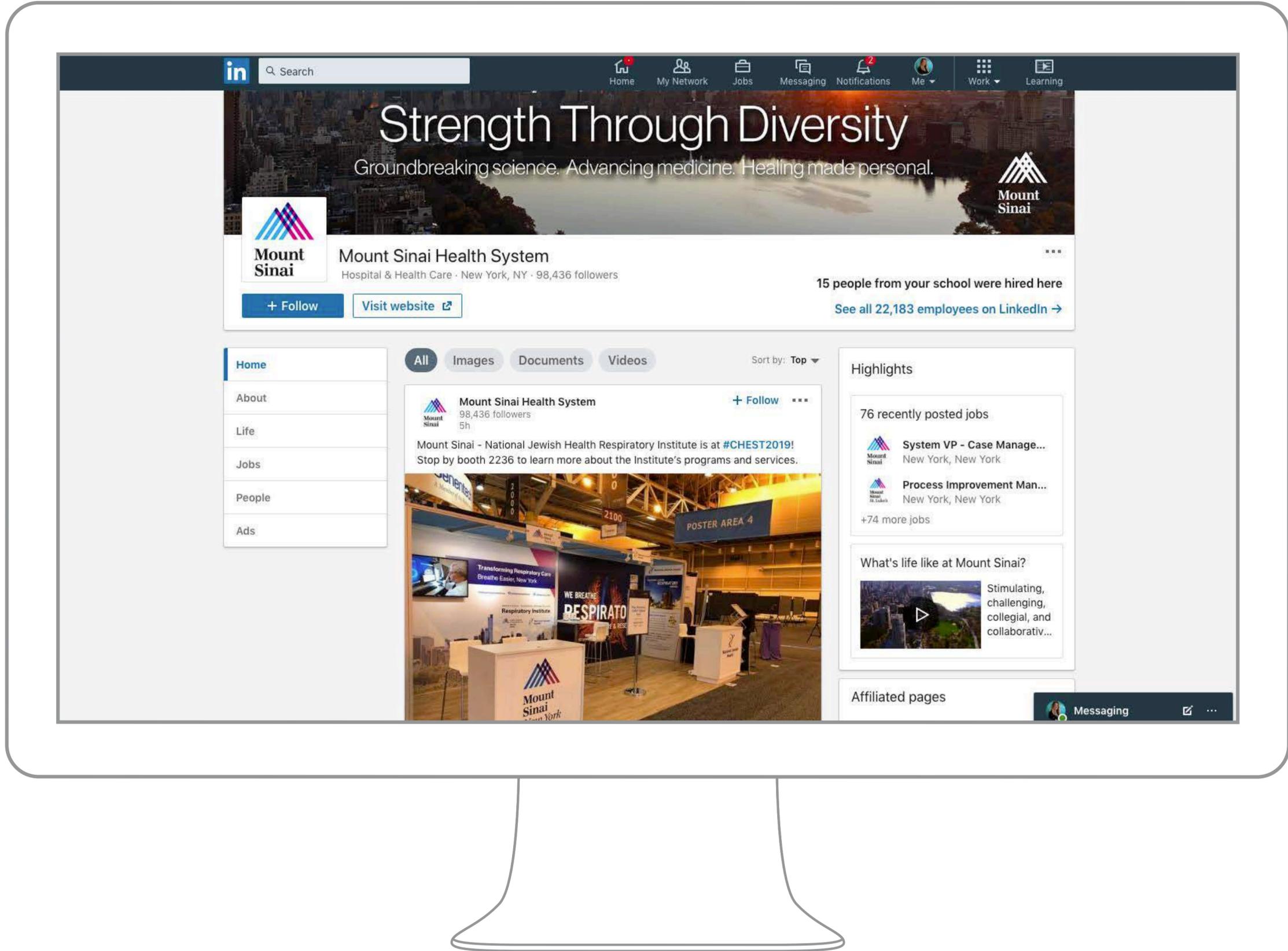


Who's Doing It **Right**?

Facebook interface for Mayo Clinic. The header shows the user 'Amanda' and navigation options 'Home' and 'Create'. The profile picture is the Mayo Clinic logo. The main text reads: **The #1 hospital in the nation. You Know Where to Go.** Below this is a 'Learn More' button and a 'Send Message' button. The main content area features a map of Minnesota with a red location pin and the text 'Mayo Clinic in Minnesota'. The left sidebar contains navigation links: Home, Mayo Facebook Pages, Mayo Clinic Locations, Photos, Posts, Videos, YouTube, Mayo Social Media, Mayo Clinic en Español, and Events.

Smartphone view of a Facebook post from Mayo Clinic. The post is dated 'Oct 20 at 8:33 PM'. The text of the post reads: 'Some people who have migraines appear to be more sensitive to changes in the weather. For some people, weather changes may cause imbalances in brain c... See More'. Below the text is a photo of a woman holding her head in pain. The post has 458 likes, 82 comments, and 398 shares. The bottom of the screen shows the mobile navigation bar.

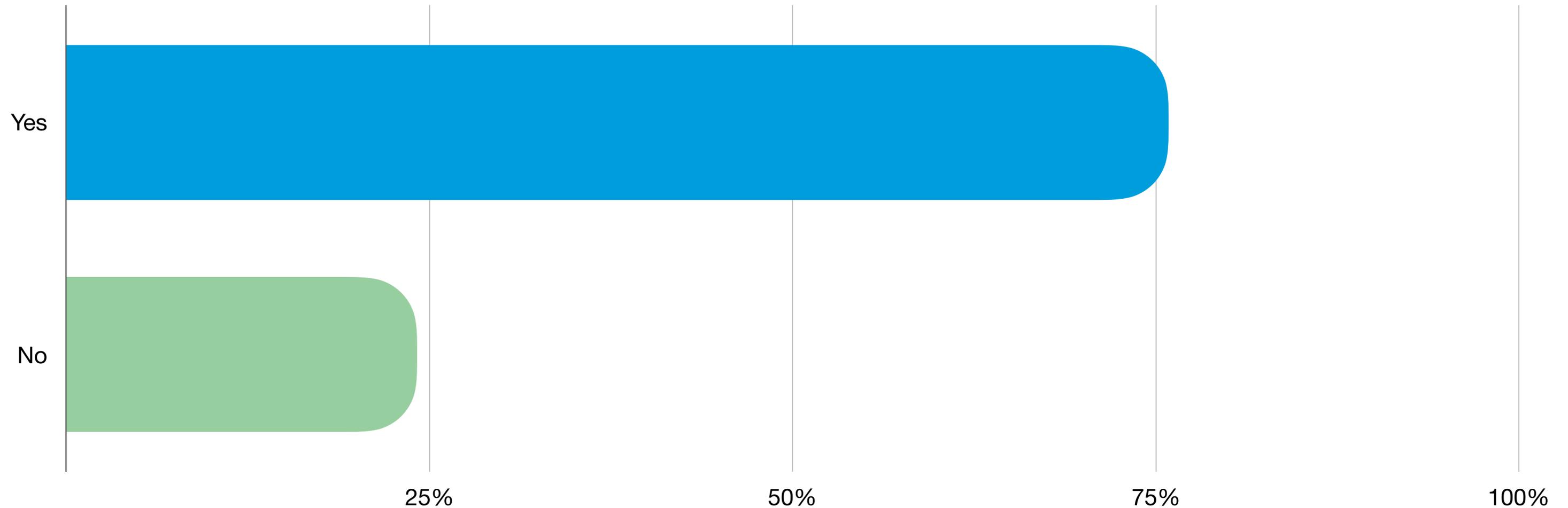




Let's Talk **Reviews**

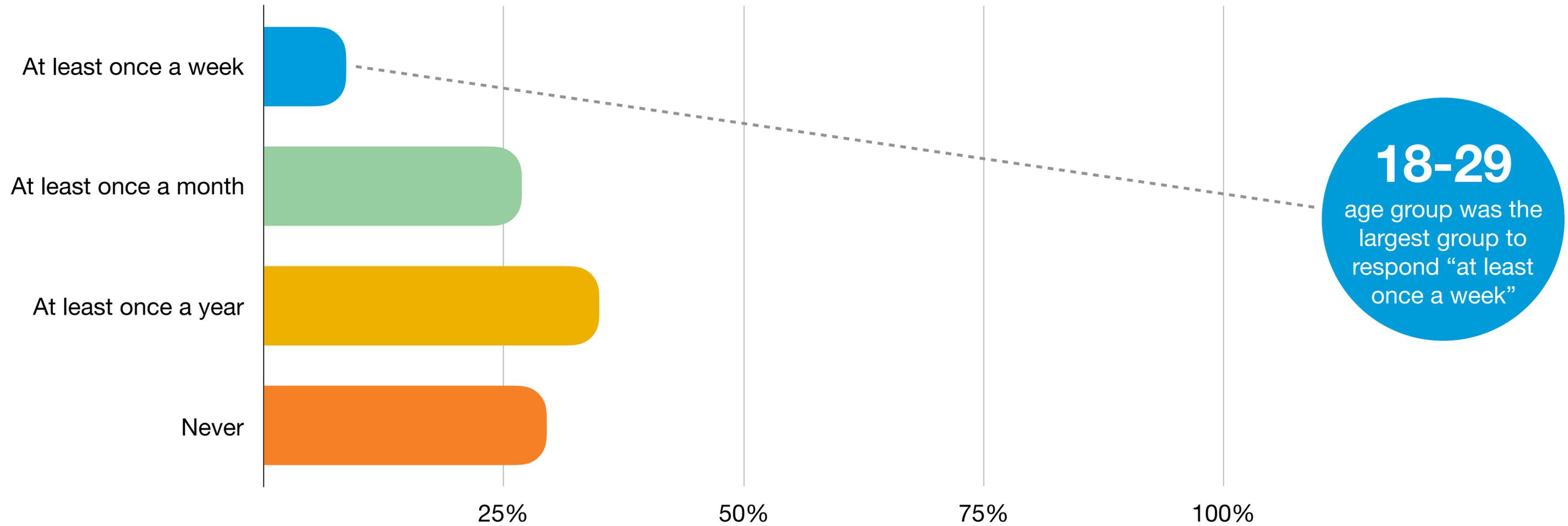
Online Reviews: General Use

Do you use online review sites (such as Yelp, Google My Business, TripAdvisor, etc.) to make decisions about purchases, restaurants, travel, etc.?



Online Reviews: General Use

How often do you leave reviews about your experiences?

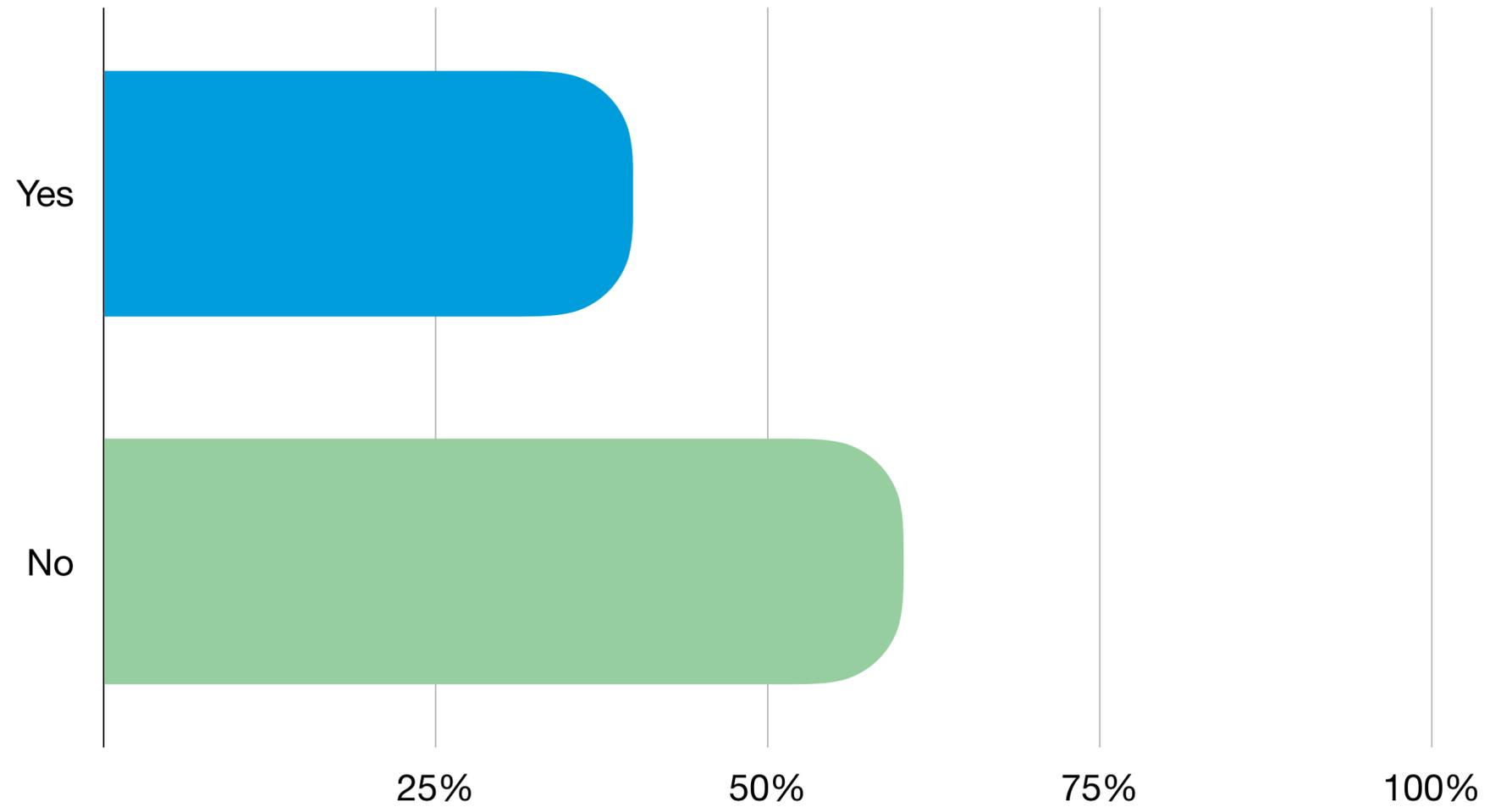


Online Reviews **and Hospitals**

Online Reviews: Finding You

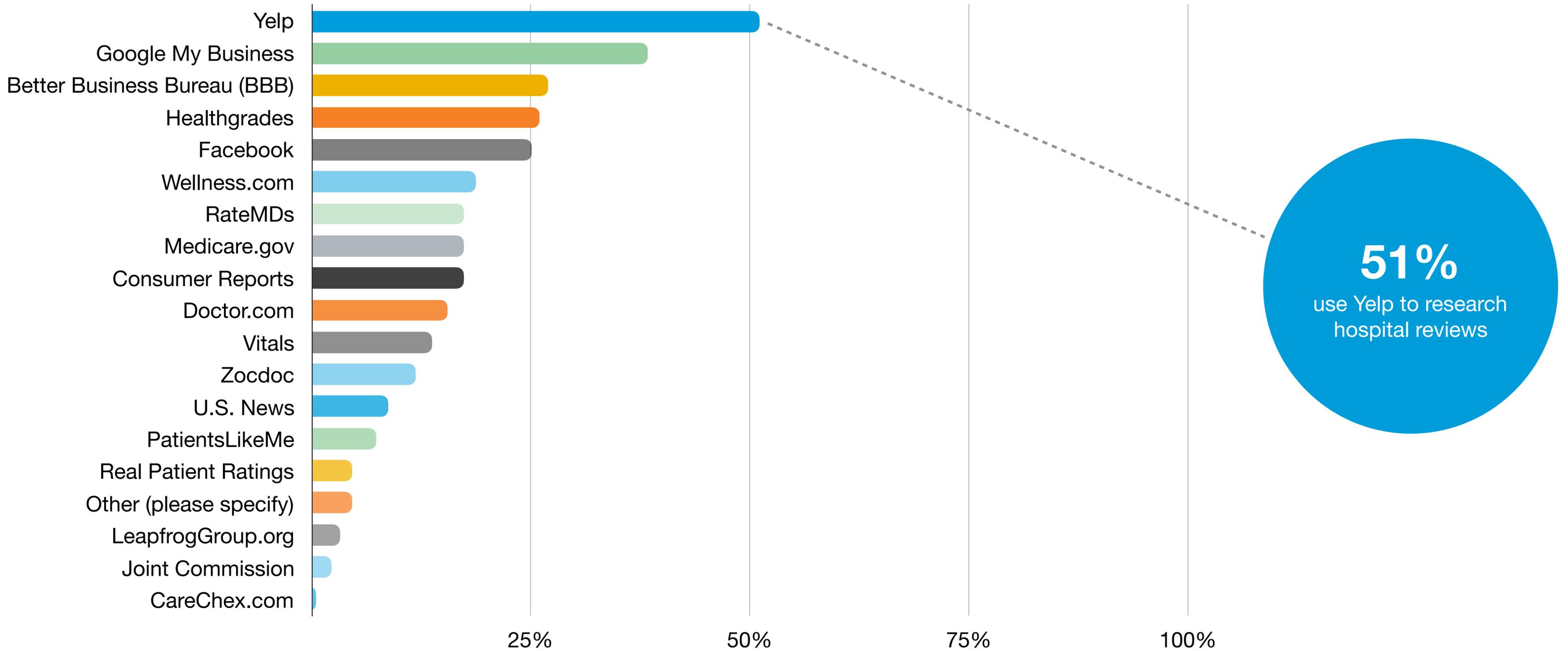


Do you use review sites to research hospitals?



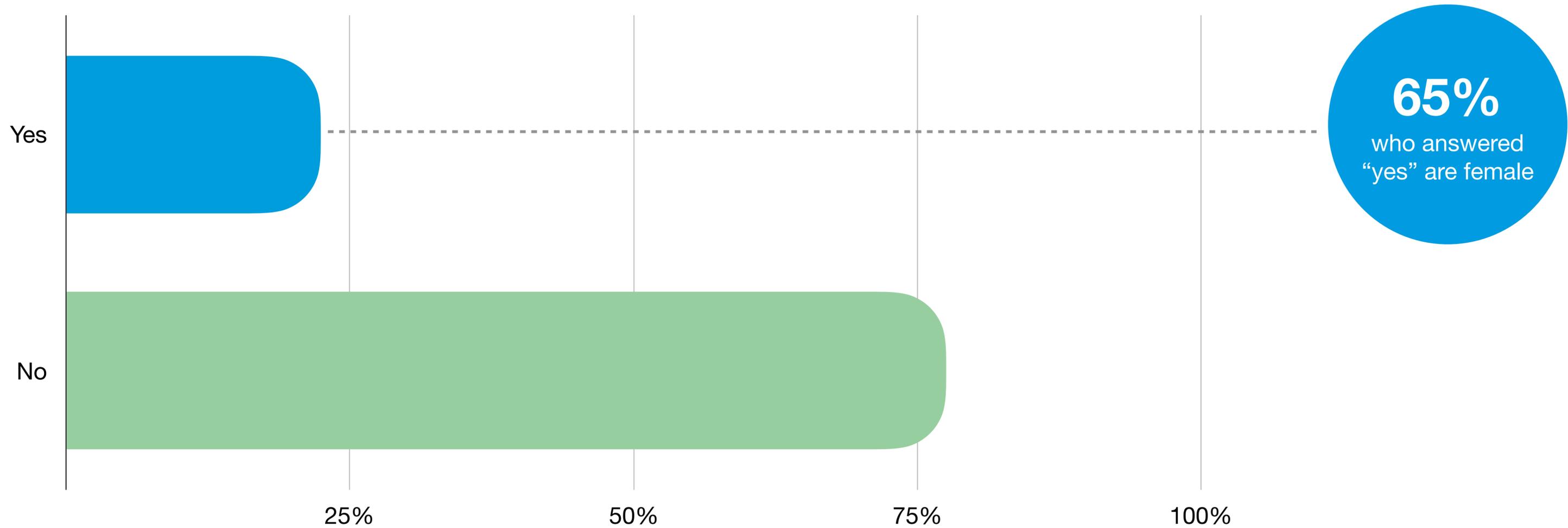
Online Reviews: Finding You

Which review sites do you use to research hospitals? (Check all that apply.)



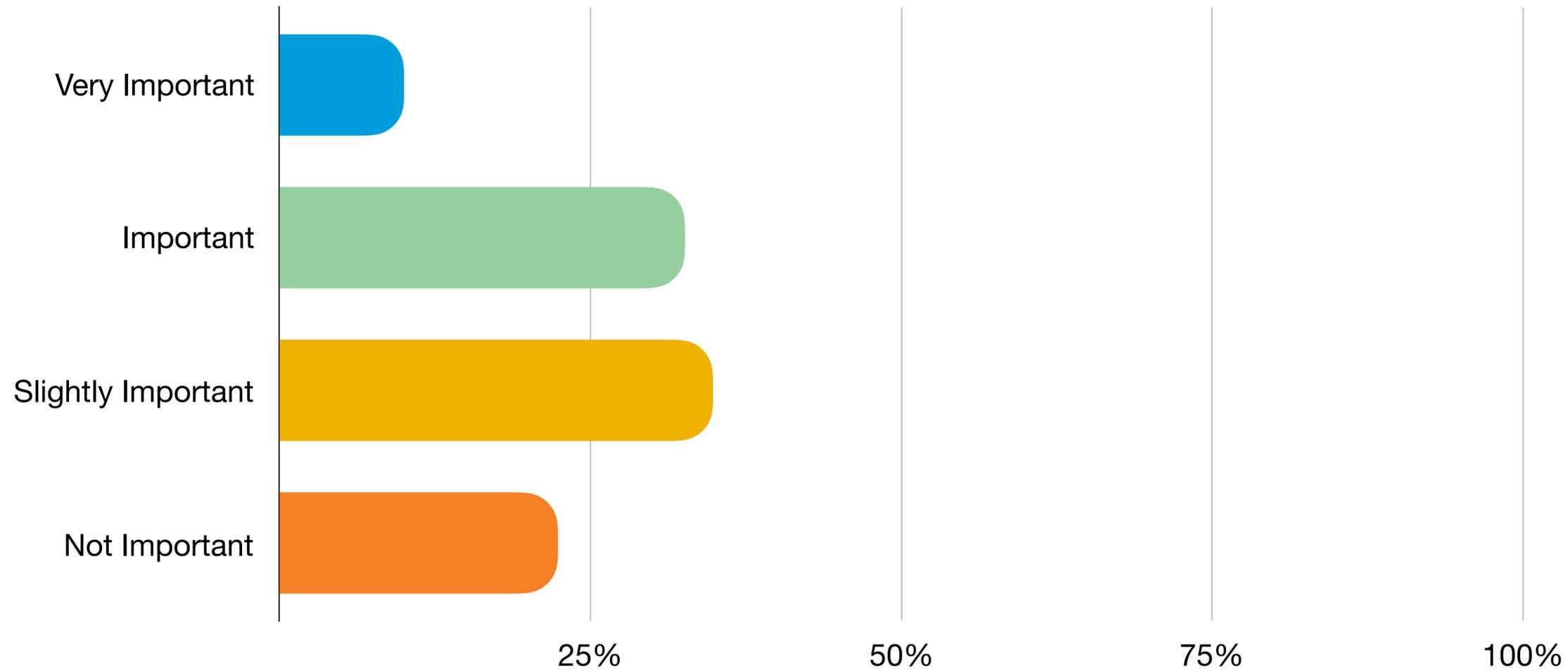
Online Reviews and Hospitals

Have you ever left a review about your experience at a hospital?



Online Reviews: Impact on Hospitals

How important are online reviews when deciding which hospital to choose?



63%
answered that negative reviews would affect their decision

57%
answered they have a negative perception of a hospital with outdated information

Managing Reviews

- Understand the journey
- Keep up to date
- Play offensively



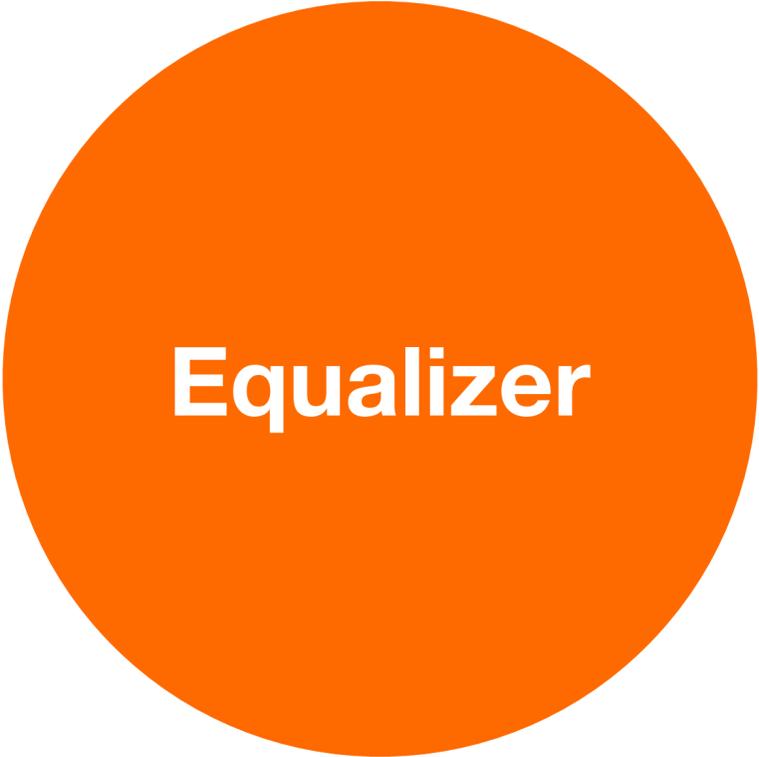
Introducing the **PowerScore!**



Introducing the PowerScore



Reach

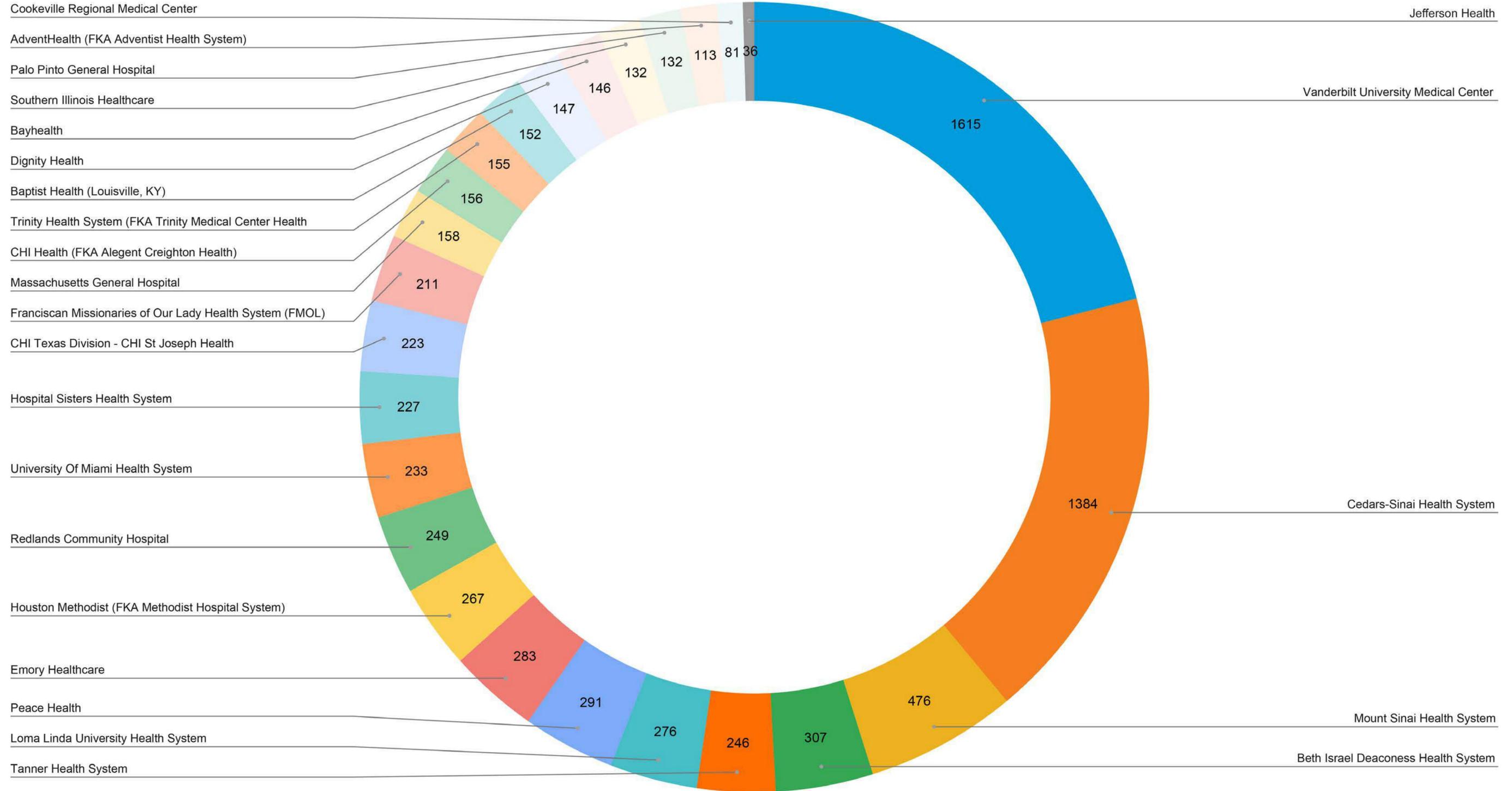


Equalizer



Results

PowerScores at SHSMD 2019



Power Up Your Brand

- Stick to a single domain
- Check your links regularly
- Become a powerhouse



That's a **Wrap!**

Thank You!

Questions?

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