

## Introduction

There are numerous ways to improve modern healthcare facility, but one of the most challenging is marketing and promotion. This study is prepared by expertly assessing the latest technology and its effectiveness available for the specialized healthcare facilities.

## Methods

An overview of various marketing methods has been observed in B2C organizations, where non-traditional marketing drove the highest ROI through digital marketing mix implemented by me. The digital marketing mix includes: website, blog/content, social media and mobile marketing. The most important part of effective modern marketing for healthcare facilities is to have optimized and consumer friendly virtual properties, and proper utilization of each one of them. Virtual properties could be identified as website, blog and social media. These properties are proven to be the most effective ones for the interaction with patients and general public. Some hospitals are still struggling to improve their online image, and these hospitals tend to be from the underserved communities or public hospitals.

## Critical Points For Patient Centered Digital Marketing

- SEO and Mobile Optimized Website (*easy to navigate, easy to get relevant information on mobile devices*)
- Proper Utilization Of Major Social Media (*Google Business, Facebook, LinkedIn, Twitter, Instagram*)
- Appointed Emergency Press Release Person (*who is responsible for getting the word out*).
- Integrated EHR (*updated EHR system with relevant information on follow up times*)
- Marketing Budget (*dedicated marketing spend to enhance your practice's financial performance*)

## Results

The following results were achieved by implementing the modern marketing methods:

2. Implementation of user-friendly online properties such as website and reengagement with patients on social media reduced cost of reaching more patients and decreased wait time by 20 minutes, as patients clearly had an idea of what to expect and how the practice operates.
3. Precise re-designing of the website, which is tailored directly to patient-centered needs increased new patient requests from 5 to 40 per month and lowered the cost of online spend by 96.4% decreasing from \$6,000 to \$216 annually.

## Learning Objectives

Proper implementation of digital marketing of any neurosurgical facility in the modern age is very crucial for future growth and positive ROI.

## Conclusions

When promoting or advertising hospital services, it's important to focus on benefits for the patients, and include physician's specialty for the last part. While it's important to note the professionalism of the hospital's staff, most patients are just oblivious to certain doctor's specifications and focused more on the information of disease cured. A study done by Microsoft confirms that people generally lose their attention after 8 seconds, and it's important to get the promotional message across first within these precious seconds. So, it's very important to repeat and incorporate promotional message on relevant online and social media networks that work for the hospital.

By marketing and advertising healthcare facility, the facility is not only generates awareness about hospital, but it also earns the trust from the present and future patients. Patients that are treated at particular hospital with good outcome, later on become a free brand voice for the facility they've been treated, which can reduce general marketing spend, as this becomes a referral marketing tool. Practicing marketing implementations online saves more money and generates better ROI for healthcare facilities in the modern day and age.

## References

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