



NACCCDO PA&MN

ROSWELL PARK.
COMPREHENSIVE CANCER CENTER



#NACCDOPAMN2021



Stay Ahead of the Consumerism Curve

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Learning Objectives

- Update your understanding of consumerism
- Become an agent for change
- Smart small for big impact



BUILDING THE CASE

Things to Know about Consumerism

But First...

What Happened?

- ❑ Consumerism on the rise...*and then*
- ❑ COVID accelerates the transformation to digital...*and then*
- ❑ Social justice creates higher awareness...*and then*
- ❑ And now deferred care throwing everyone off!



But Consumerism Matters Even More...

Patient = Horizontal

Customer = Vertical

Consumer = Mobile



Expectations Are Set Elsewhere...

Consumer expectations are extending from their everyday retail experiences into the complexities of healthcare.



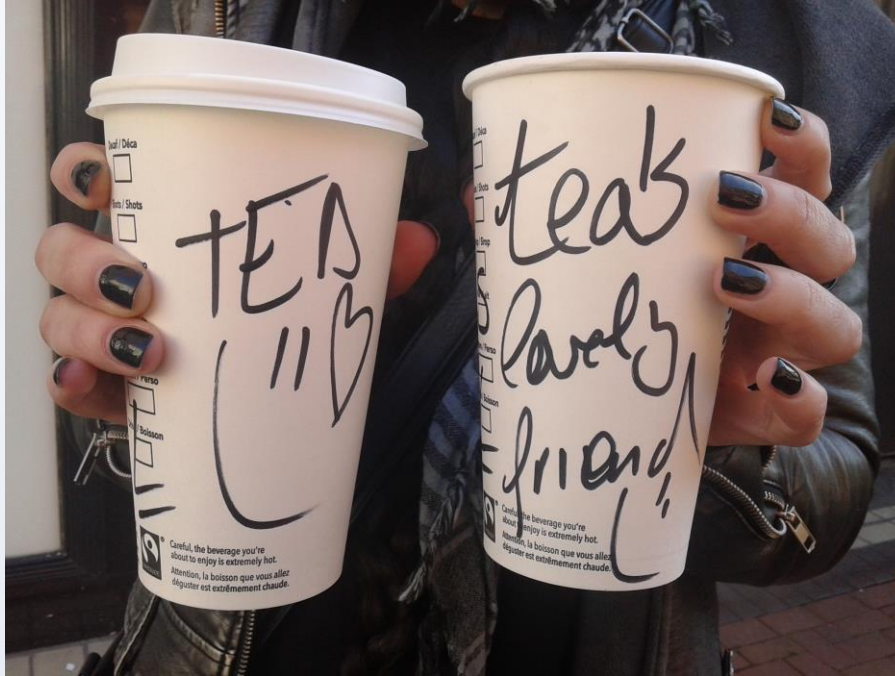
You're Compared to Beloved Brands



Seamless Omnichannel Experience



Personal and Individualized





TAKE LEADERSHIP

YOU ARE THE MARKET MINDERS

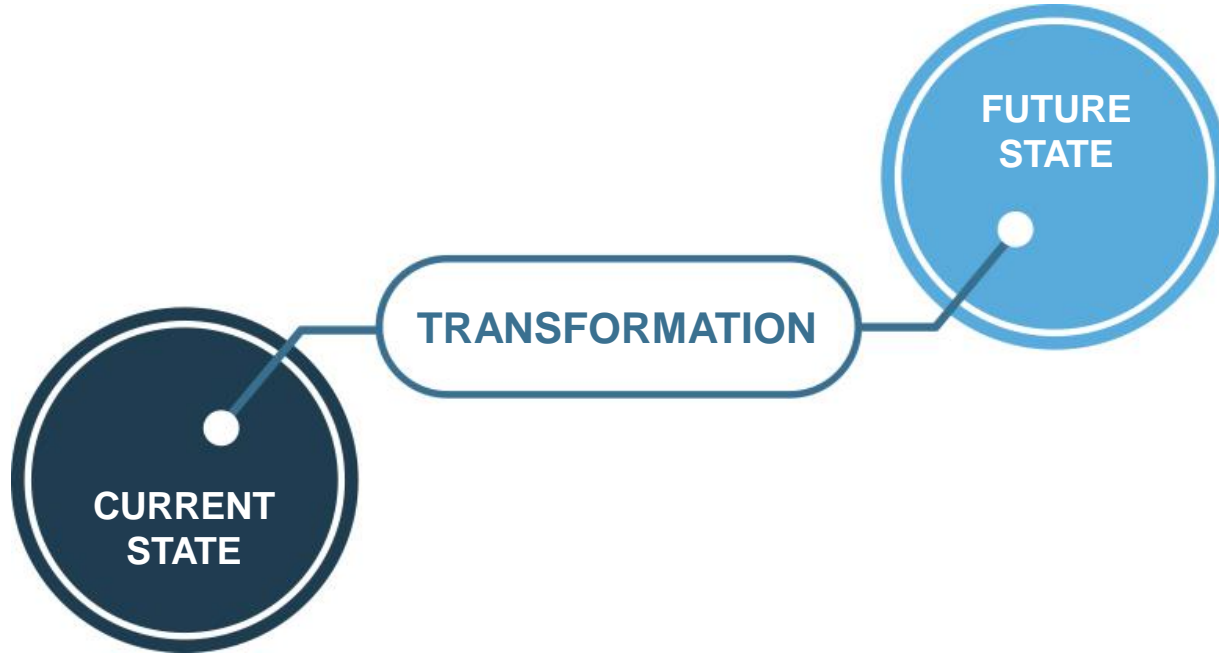
Yeah, But...

- “Other Industries Aren’t Like Us”
- “I’m Just Like Our Patients, So I Already Know”
- “Every Consumer is the Same”
- “It’s Impossible to Address Everyone’s Needs”
- “This, Too, Shall Pass”

3 Keys to Success

- Connect the Dots
- Stats Are Your Friend
- Make Other Friends, too

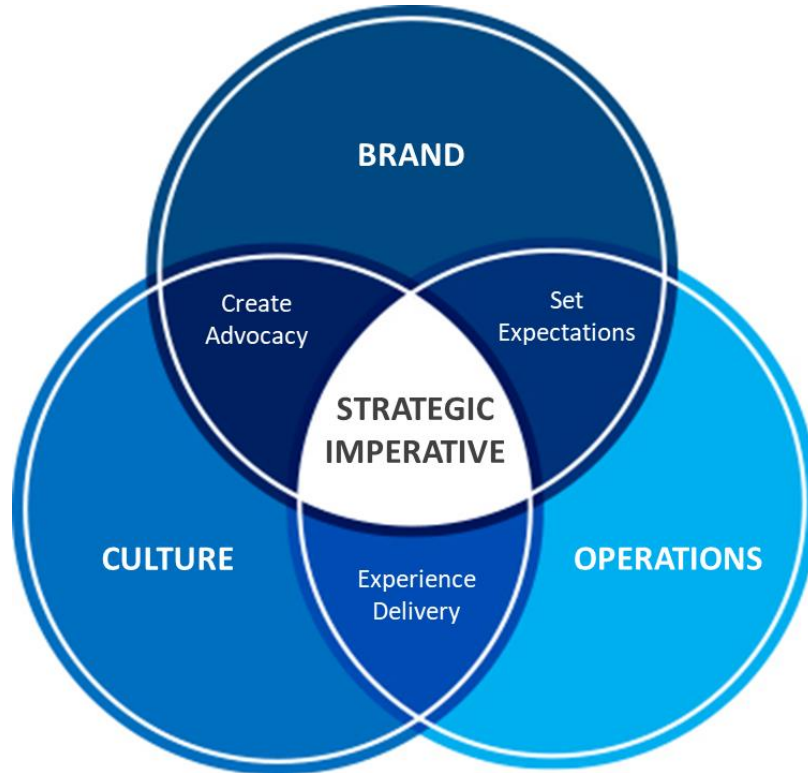
Language of Change



Recognize the Challenge



Put Your Role into Broader Context



Connect the Dots



Need



Scheduling



Evaluation



Treatment



Follow-up

SOME OF WHAT MARKETING INFLUENCES...

- Trust in brand overall
- Influencer choices
- Consumer choice
- Knowledge of services
- Drive to richer information
- Web to Lead
- Justifying selection
- Consumer education
- Patient preparation (limited)
- Connection with community physician during stay
- Communication with physician
- Physician satisfaction
- Family satisfaction
- Introduction to related services
- Link to development

OVERALL OPPORTUNITIES FOR ENGAGEMENT (BRAND TOUCHPOINTS)

- Paid / Owned / Earned Media
- Physician outreach
- Development
- Physician profiles
- Conversion monitoring
- Remarketing
- Patient education materials for physicians
- Physician outreach
- Online tools
- Connecting messaging
- Monitoring physician communication and satisfaction
- Email for remarketing
- Landing pages for prior patients for development

Marketing

Call Center

Operations

Operations

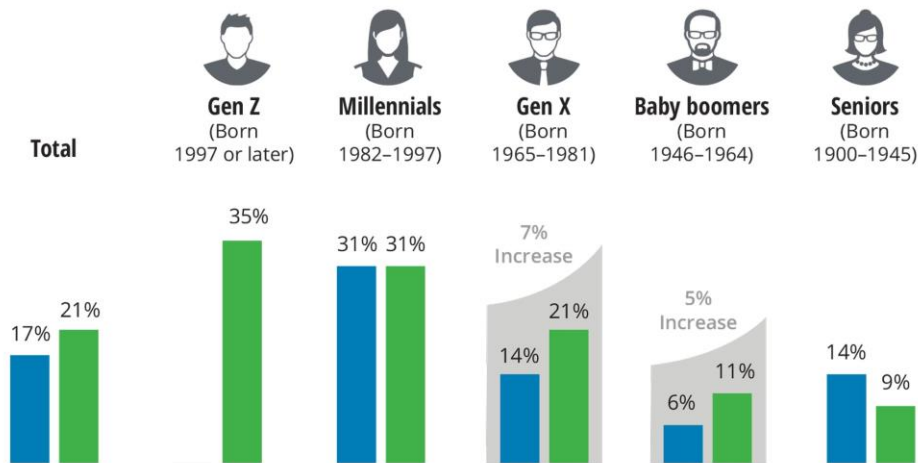
Marketing

Stats: Virtual Up...

FIGURE 4

From 2018 to March 2020, the largest increases in the use of virtual health care were among Gen X and baby boomers

■ 2018—had a virtual visit in the last year ■ 2020—had a virtual visit in the last year



Note: Data relating to Gen Z was not analyzed in the 2018 survey because the sample size was too small.

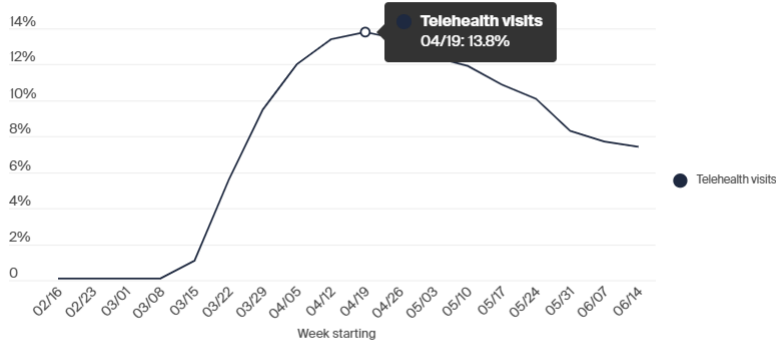
Source: Deloitte Center for Health Solutions 2020 and 2018 Surveys of Health Care Consumers.

Deloitte Insights | deloitte.com/insights

Stats: But Now Down...What?

The number of telemedicine visits (as a percentage of visits during the baseline week) rose rapidly through mid-April but has since been steadily declining.

Number of telehealth visits in a given week as a percent of baseline total visits



Download data

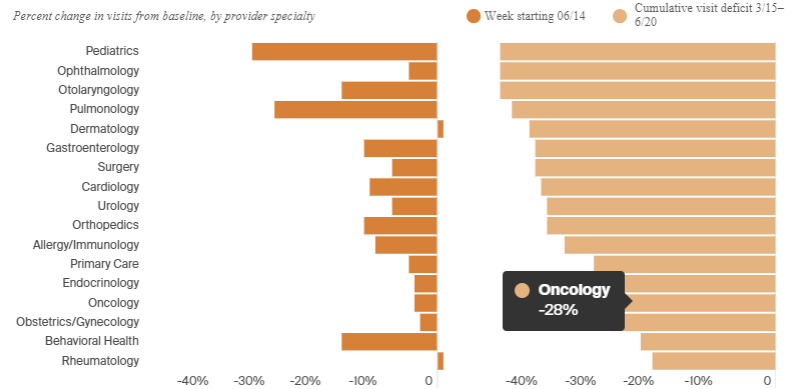
Data are presented as a percentage, with the numerator being the number of telemedicine visits in a given week and the denominator being the number of visits in the baseline week (March 1–7). Telemedicine includes both telephone and video visits.

Source: Ateev Mehrotra et al., *The Impact of the COVID-19 Pandemic on Outpatient Visits: Practices Are Adapting to the New Normal* (Commonwealth Fund, June 2020). <https://doi.org/10.26099/2v5t-9y63>

Source: Ateev Mehrotra et al., *The Impact of the COVID-19 Pandemic on Outpatient Visits: Practices Are Adapting to the New Normal* (Commonwealth Fund, June 2020). <https://doi.org/10.26099/2v5t-9y63>

In the past week, visits to some clinical specialties, such as dermatology and rheumatology, have returned to their baseline rates. The cumulative decline in visits from the start of the pandemic is greatest among pediatricians, pulmonologists, and several surgical specialties.

Percent change in visits from baseline, by provider specialty



Data are only for select specialties shown. The decline shown is reflective of all visit types (in-person and telemedicine). Visits from nurse practitioners and physician assistants are not included.

Source: Ateev Mehrotra et al., *The Impact of the COVID-19 Pandemic on Outpatient Visits: Practices Are Adapting to the New Normal* (Commonwealth Fund, June 2020). <https://doi.org/10.26099/2v5t-9y63>

Stats: Bigger Picture

28%

w/poor digital
experience
switch

40%

Increase from
2019

40%

No longer sit in
waiting room

37%

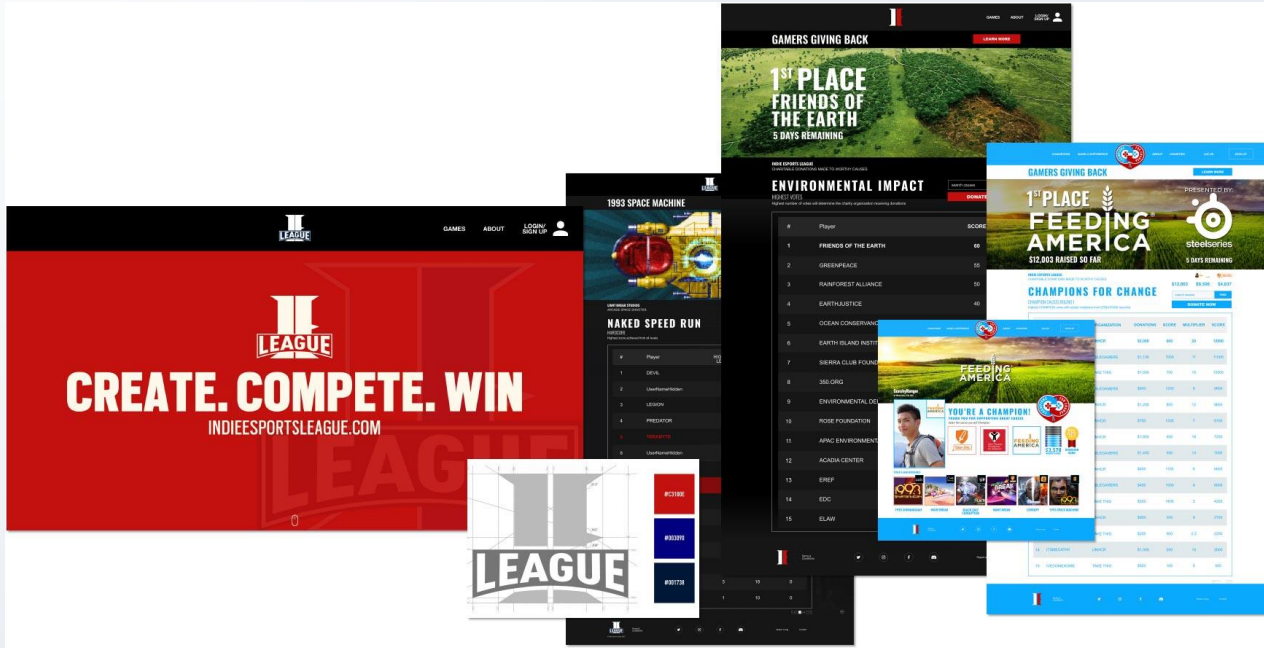
Increase in
digital tools

Omnichannel - Experiential Marketing



<https://youtu.be/YV2SIP043GM>

Omnichannel - Community Building



<http://rtrnstrategy.com/work/iel/>

What's Still True

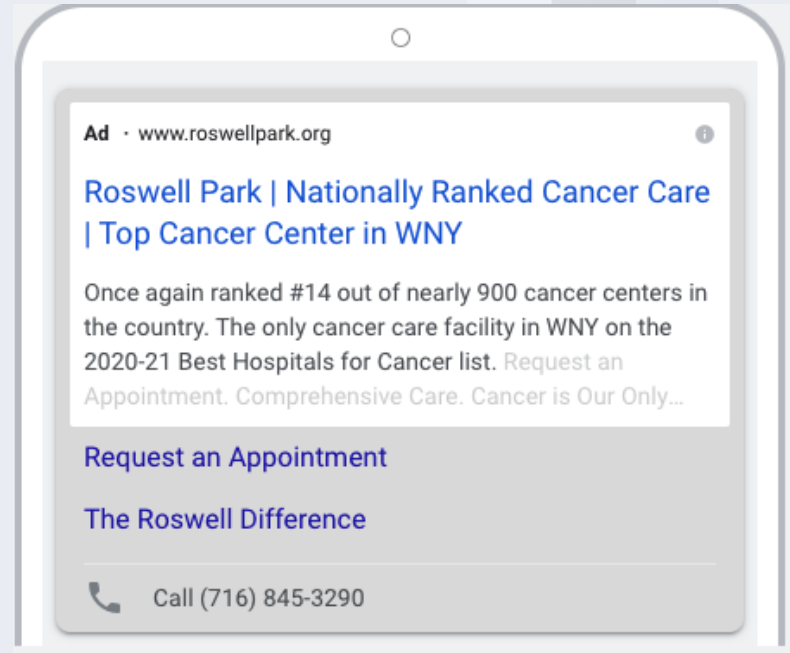
- Make the experience feel personal and human
- Do away with the repeat and recap
- Invest in your talent
- Price transparency is more important
- After hours tools
- Quick access
- Efficient on-time appointments

LET'S DO THIS!

Roswell Park Case Study | From Google User to Patient

Harnessing the power of Dr. Google

- Capturing user at moment of intent, searching for cancer treatment, with targeted keywords
- Google search campaign responsible for 26% of Roswell Park's online Become a Patient forms in FY21.



Source: Central Access Center; Google Ads

Roswell Park Case Study | From Google User to Patient

What are Google users searching for?

Examples of non-branded keywords that led to Become a Patient submissions

- get tested for cancer
- where do I go if I think I have cancer and don't have a doctor
- how to get diagnosed with breast cancer
- urologist buffalo ny
- I feel lumps in my breast
- hematologists buffalo ny
- the best brain cancer hospital
- top 100 cancer hospitals
- oncology gynecology near me
- best dermatologist in buffalo ny
- mouth cancer treatment
- second opinion oncology
- cancer hospital buffalo ny
- radiation therapy in the finger lakes area
- cancer centers in buffalo ny
- top rated mohs surgeons Erie pa
- wny cancer treatment
- thyroid cancer treatment
- where to go to get checked for cancer
- rochester cancer center
- Syracuse cancer research institute

Source: Central Access Center; Google Ads

Roswell Park Case Study | From Google User to Patient

Using exclusive content to generate leads and gain deeper insight

- Many Google users simply request an appointment after clicking, but for those who are still shopping around, we offer The Cancer Checklist
- Offers 8 steps to take when it comes to choosing a cancer center
- Available for download, in exchange for contact information

Cancer is Our Only Focus

When deciding where to receive your cancer treatment, make sure you are taking the time to pick the best cancer care team for you. It is worth it — your first treatment decision is the most important.

It matters that you educate yourself before starting treatment.

Your Safety Matters

Roswell Park is taking every precaution necessary as we continue to deal with the [COVID-19 pandemic](#). New safety protocols have been put into place, including touchless doorways and hand sanitizer stations, throughout our facility.

[Request an Appointment](#)

Or call 1-800-ROSWELL ([1-800-767-9355](tel:1-800-767-9355))

[We value your privacy.](#)

Download Our Free Cancer Checklist

First Name *

Last Name *

Email Address *

Cancer Diagnosis *

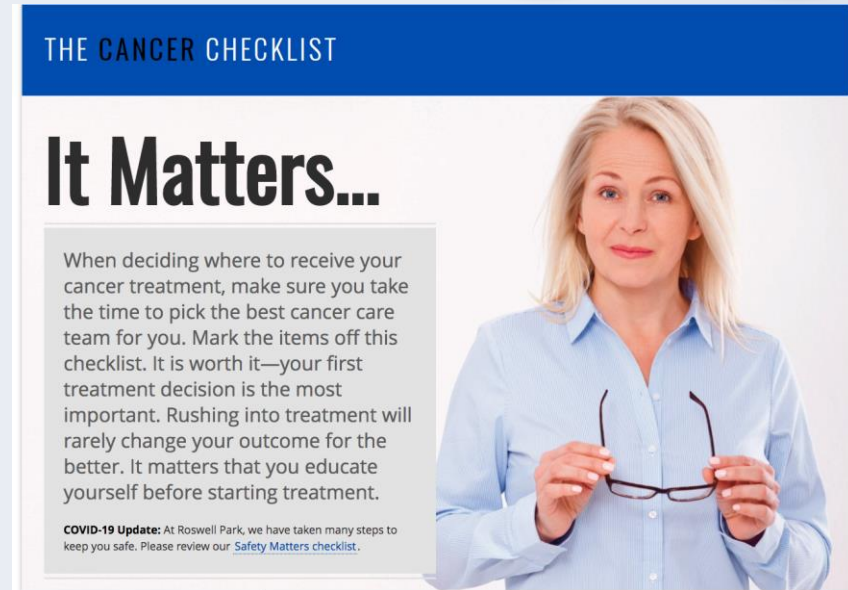
[Request Your Free Guide Now](#)

Source: Mautic, Roswell Park Central Access Center

Roswell Park Case Study | From Google User to Patient

Using exclusive content to generate leads and gain deeper insight

- After downloading the Cancer Checklist:
- 26% filled out Become a Patient form
- 17% became patients
- 56% of those who requested an appointment after download did so **by phone** rather than continue online journey
- Average time between download and appointment request: **10 days**



THE CANCER CHECKLIST

It Matters...

When deciding where to receive your cancer treatment, make sure you take the time to pick the best cancer care team for you. Mark the items off this checklist. It is worth it—your first treatment decision is the most important. Rushing into treatment will rarely change your outcome for the better. It matters that you educate yourself before starting treatment.

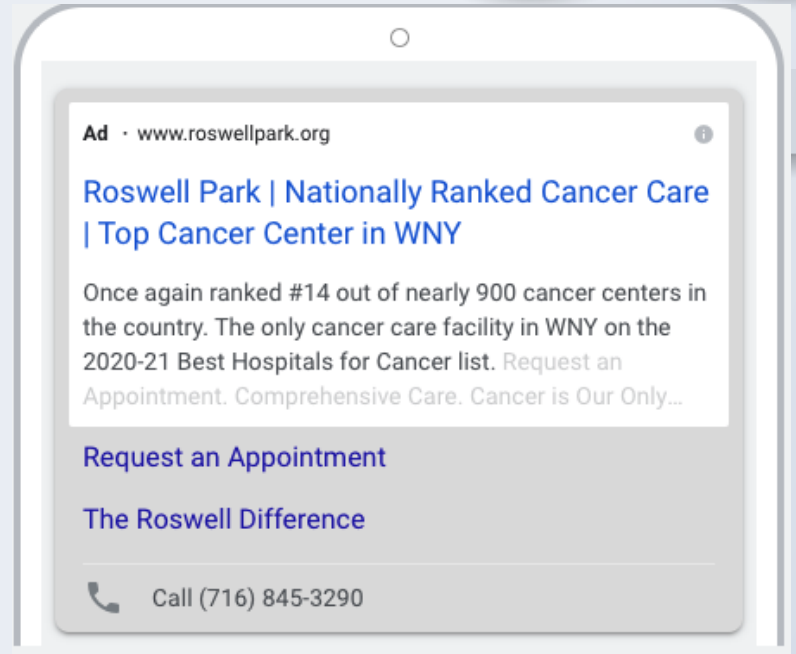
COVID-19 Update: At Roswell Park, we have taken many steps to keep you safe. Please review our [Safety Matters checklist](#).

Source: Mautic, Roswell Park Central Access Center

Roswell Park Case Study | From Google User to Patient

Patient A's Online Journey

1. Clicked on the Google search ad shown to the right on **12/18/20**
2. Downloaded The Cancer Checklist on **12/18/20**
3. Read The Cancer Checklist on **12/19/20**
4. Called to request an appointment by phone on **12/28/20**

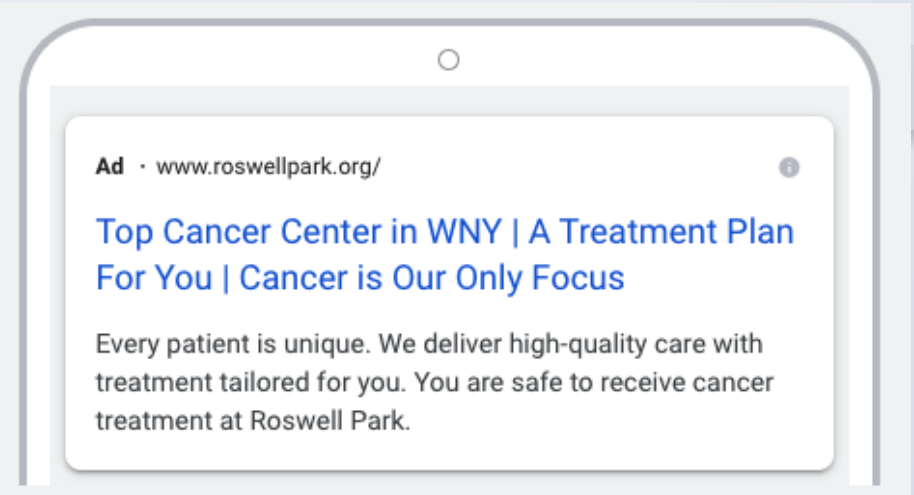


Source: Mautic, Roswell Park Central Access Center

Roswell Park Case Study | From Google User to Patient

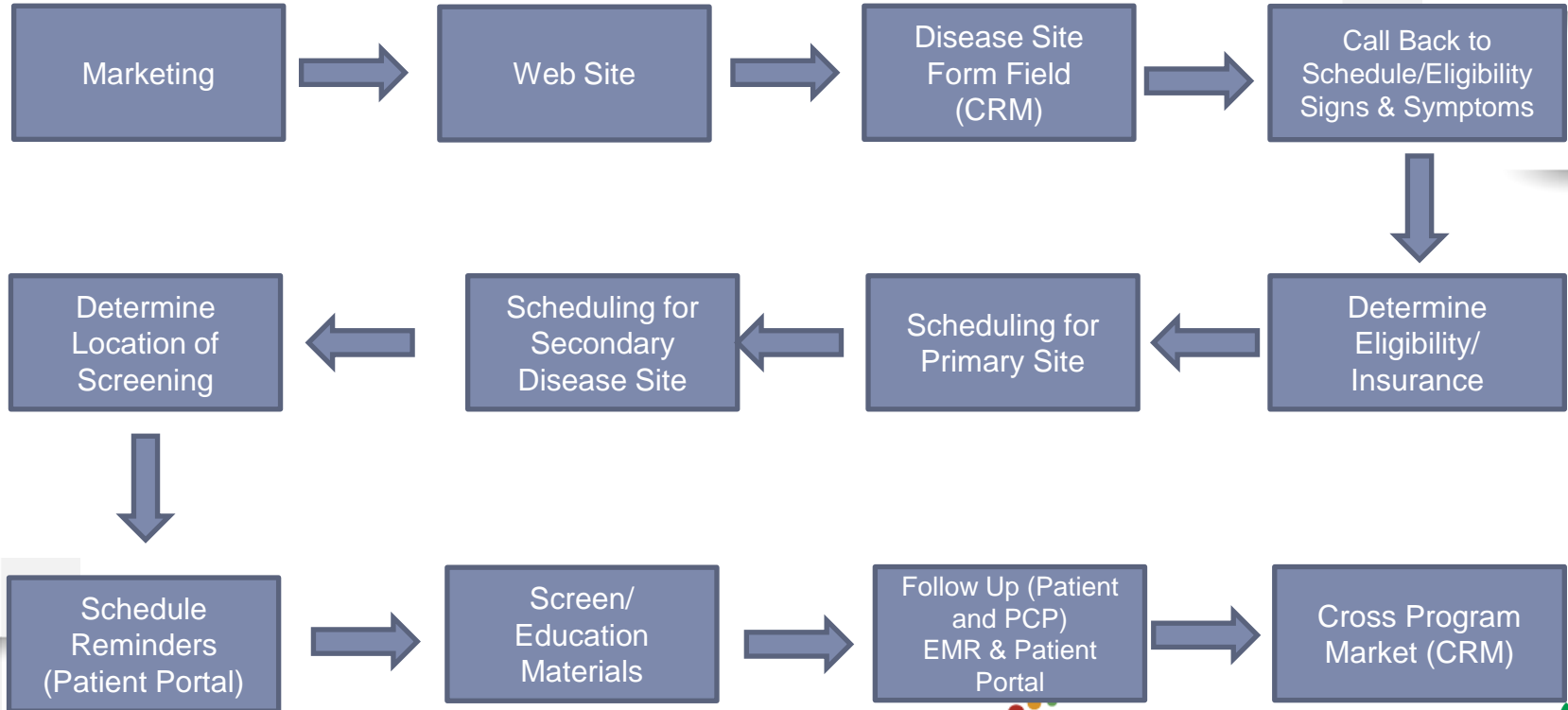
Patient B's Online Journey

1. Clicked on Google search ad on **11/13/20**
2. Downloaded The Cancer Checklist on **11/13/20**
3. Read The Cancer Checklist on **11/14/20**
4. Returned to roswellpark.org to request an appointment using the online form on **12/16/20**



Source: Mautic, Roswell Park Central Access Center

Roswell Park Case Study | From Google User to Patient



Lessons Learned from The Trenches

- Anticipate the Consumer Needs
- Engage Allies – You Need the Right People
- Connect the Dots
- Start From Where You Are...Not Everyone Can Build New

Act Tactically, Think Strategically

- Experience Mapping
- Digital Journey Mapping
- MarCom Benchmarking
- Peer Review of Marketing Plans
- Data Modeling
- Training to Lead Transformation
- Segmentation and Persona Development
- Cross Functional Problem Solving Workshops
- Real-time / Short Term Journey Monitoring
- Marketing Staff Augmentation

In Closing...

- ❑ Update your organization's understanding of consumerism
- ❑ Take leadership of growth strategies
- ❑ Start smart and small to transform, but start



THANK YOU!

Please complete the session evaluation on the mobile app

#NACCDOPAMN2021



APPENDIX

MarCom Benchmarking



<https://vimeo.com/461051654>

By the Numbers:
MarCom, Powered by
Endeavor Analytics:

[Click Here to Learn
More](#)

Data Modeling



Endeavor Analytics has designed data models specific to healthcare, from churn modeling to demonstrating the impact of marketing on encounters.

[Click Here to Learn More](#)

Agile Action Workshops

AGILE ACTION WORKSHOPS
From Insights to Action in Hours, Not Days

MAKES BEST USE OF YOUR TEAM'S TIME
Traditional workshops take too much time, preventing front-line providers from participating. Agile action workshops are designed to be 2+ hours, and we come to you.

CONCRETE ACTION PLANS
Participants learn best practices in real-time and jointly solve problems, leaving with action plans that are put to use immediately.

HARNESSES THE POWER OF THE TEAM
Rather than an out-of-the-box solution, agile action workshops engage cross-functional teams to work together. The result is buy-in and commitment to change.

CONTENT + PROCESS EXPERTISE
Our experienced facilitators are experts in the agile action process and have deep healthcare experience. We have worked with highly regulated health systems across the country in some of the most challenging circumstances.

WWW.ENEOLA.VORSHAGE.COM/HEALTHCARE Endeavor

2-3 hour workshops
focused on getting your
cross functional teams
from best practice to
action, quickly.

[Click Here to Learn More](#)

Endeavor Multicultural



ENDEAVORMULTICULTURAL

We are a marriage of Research,
Strategic, MarCom, and Community
Engagement
expertise designed to reach
healthcare's diverse audiences

Access world class talent in for diversity marketing and diversity, equity and inclusion through our Endeavor Multicultural team

[Learn More about Multicultural](#)

Marketing as a Service



Our latest acquisition, RTRN Strategy, can provide only the services you need by accessing our robust talent ecosystem...forged from the fast moving online gaming space and applied to healthcare.

<http://rtrnstrategy.com/work/northstar/>