



# FUEL DIGITAL TRANSFORMATION

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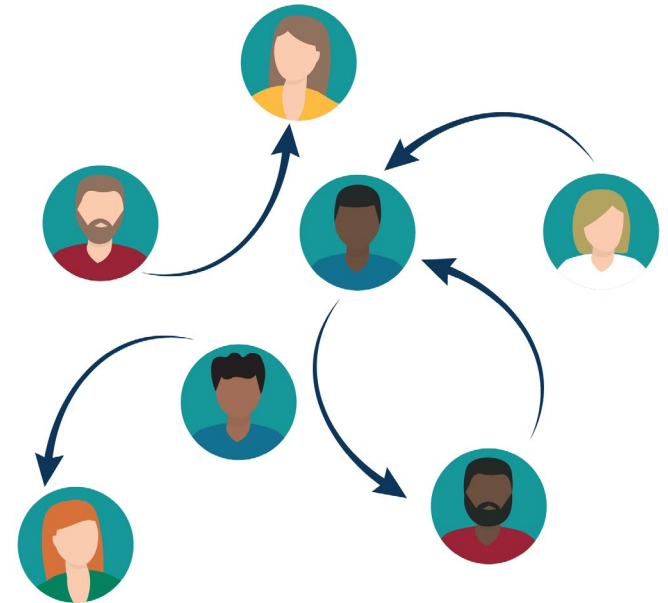
Phelps Health

# THE DIGITAL FRONT DOOR

- 77% of patients use a search engine to book appointments
- 40% of young healthcare consumers have stopped seeing a provider due to poor digital experience

## What does this mean for healthcare digital marketing?

- Put the patient first
- Implement an effective digital content marketing strategy



# PUT THE PATIENT FIRST

1. Who are your consumers?
2. What do they care about?
3. What problem(s) do they have?
4. How do they look for information?
5. Where do they look for information?
6. When they are ready to seek out care, what communication style do they prefer?

## What resources are available for building personas?

- Hootsuite
- HubSpot
- Neil Patel
- Data USA



Local Lyle and Louise (55+)

### Problem/Opportunity:

- Prefers to talk to a “real” person
- Not as connected to technology

Digital Response Type:  
Risk Assessment

# IMPLEMENT A DIGITAL CONTENT MARKETING STRATEGY

1. Define your goals
2. Conduct an audit
3. Determine content needs
4. Develop and publish a content calendar
5. Review and adjust campaigns

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Phelps Health   FIND A DOCTOR   CONDITIONS & TREATMENTS   LOCATIONS   PATIENTS & VISITORS   🔍

## Lung Cancer Screening

If you are 50 years or older and are or were a heavy smoker, you may be considered high-risk for developing lung cancer. Fortunately, a simple scan could save your life.

[LEARN MORE](#)

[SCHEDULE ONLINE](#)

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## Resources available include:

- Hootsuite
- HubSpot
- Google Analytics
- Google Keyword Planner
- True North Custom

Ad · [phelpshealth.org/lungcancer/screening](https://phelpshealth.org/lungcancer/screening) ⋮

## Yearly LDCT Scans | Counseling on Quitting Smoking

A preventive tool to look for signs of lung cancer in high-risk patients. Lung cancer screening offered at Phelps Health, with results via MyChart. [Telehealth Visits](#). [Find a Doctor](#).

### Mission, Vision & Values

To Provide High-Quality  
Accessible Healthcare

### About Us

Serving Over 200,000 Residents  
Located in South-Central Missouri

## ARE YOU AT RISK?

Take this quick assessment to see what your risk is for certain cancers and other diseases.

[FIND YOUR RISK](#)

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THANK YOU



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