



Future Proof Your Digital Marketing

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- **Transformations Influencing the Future of Healthcare**
 - Dive into shifts for the future of healthcare
- **Case Study: How Fresenius Kidney Care Evolved Content Marketing to Build Brand Trust & Influence**
 - Overview
 - CKD Patient Journey
 - Content Strategy
- **Digital Marketing: Our Journey Forward**
 - UX Study & the Website Evolution
 - Future of DSPs For Healthcare
 - 1st Party Audiences (cookieless world)

SPEAKER BIOGRAPHIES



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3 KEY INDUSTRY TRANSFORMATIONS *INFLUENCING* THE FUTURE OF HEALTHCARE



1 Health Equity

- Removal of Health Equity barriers to open access to care
- Growing pressure to deliver personalized and equitable care – consistently across multiple settings
- Reaching underserved patient audiences (remote, rural, and/or urban)
- Education of what health equity is and how it's to be supported throughout an organization



2 Digital Innovation

- Tech companies joining the market, evolving the patient journey (influenced by tech and privacy barriers)
- AI influence on the patient side and backend to patient care
- 50+ expectations on digital for health care (telehealth, instant appointments, optimal options for cost efficiencies)



3 Consumerism

- Growing, and evolving Telehealth
- Patients embracing the power to choose & embracing messaging a doctor or nurse 24/7
- New Communication Channels and ways to engage patients
- Convergence of consumer-centered healthcare with digital technology
- Proliferation of donation and promotions around healthcare organizations



Trend #1:
Advancing
Health Equity¹

By the Numbers

Top health equity priority

20%

of survey organizations

Health care access & quality

Top barrier to health equity strategy execution

19%

of survey organizations

Lack of common understanding or awareness of what health equity entails

Clinical trial diversity as a health equity priority

24%

Of organizations with clinical trial diversity as a top five health equity priority prioritize inclusive protocol design & patient recruitment

[Source: 1. ey-2023-health-equity-outlook-report.pdf](#)



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88%

of patients rate personalized healthcare as important, so providers will have to invest more in incorporating data into their digital experiences.



Trend #2:
Digital Innovation,
with AI Disruption

Rising AI Healthcare Trends



Government Regulations of AI Will Tighten.²



Enable targeted diagnostics and personalized care.²



Improvements in automated scheduling.²

Sources: 1 [Healthcare AI – 2023 Health IT Predictions | Healthcare IT Today](#) 2 [AI in Healthcare, Where It's Going in 2023: ML, NLP & More | HealthTech \(healthtechmagazine.net\)](#) 3. [AI in Healthcare, Where It's Going in 2023: ML, NLP & More | HealthTech \(healthtechmagazine.net\)](#)



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Trend #3: Consumerism

Patient Desire

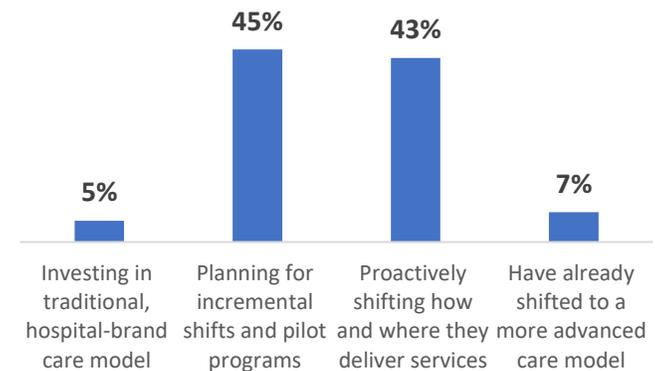
60%

use digital scheduling to book appointments

94%

of patients are willing to switch to a new practice that offers this convenience

Organizations Prioritizing Innovation⁴



¹ Digital Health Consumer Survey 2020 | Accenture ² <https://www.mckinsey.com/industries/healthcare-systems-and-services/our-insights/patients-love-telehealth-physicians-are-not-so-sure> ³ Five Healthcare Consumerism Trends to Watch | Healthgrades Partner Solutions ⁴ [kh-2021-state-of-consumerism-survey-report_final-9.15.pdf](#) (kaufmanhall.com) ⁵ 63 Appointment Scheduling Software Statistics You Must Know: 2023 Data Analysis & Market Share - Financesonline.com



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Fresenius Kidney Care embraces these strategies (and more), paving the way for a strong future



- Optimizing strategies, inclusive of marketing, to enhance Health Equity initiatives
- Converting language on collateral to be inclusive of audiences
- Implementing intentional, hyper-targeted and multi-lingual content strategies to reach underserved audiences



- Implementing website chat bots (and beyond)
- Providing customized digital patient experiences for home dialysis training, through provided tablets
- Planning media that is informed by data (informed by AI and ML)



- Unique location pages and local telephone numbers for localization
- Sending communications that are relevant and personalized for patients, through custom Marketo segments
- Expanding Telehealth/Homecare offerings



CASE STUDY:

How Fresenius Kidney Care *Evolved*
Content Marketing to Build
Brand Trust & Influence



Goal:

Better understand the patient journey and to drive increased engagement and influence treatment decisions across the care continuum

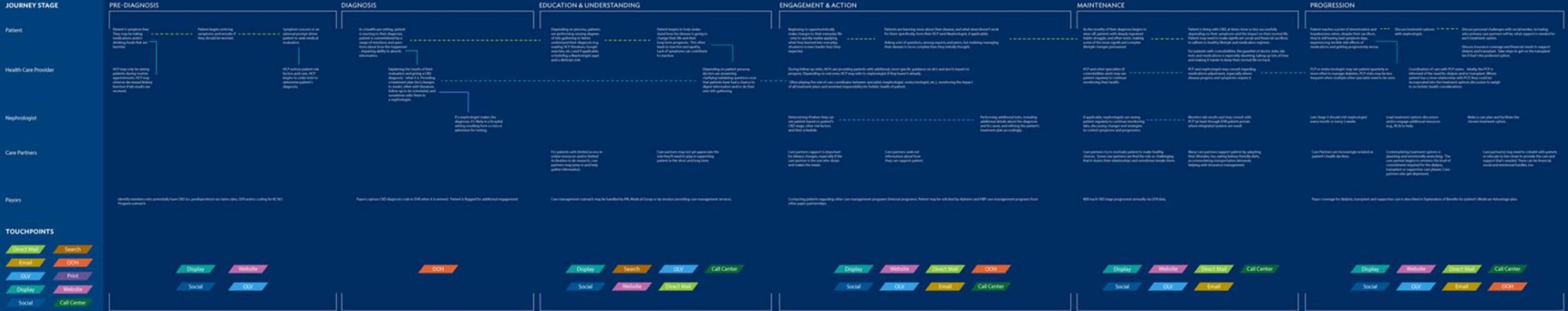
Steps:

1. Define the Patient Journey
2. Evolve the Content Strategy
3. Amplify Across Channels

STEP 1: DEFINE THE PATIENT JOURNEY

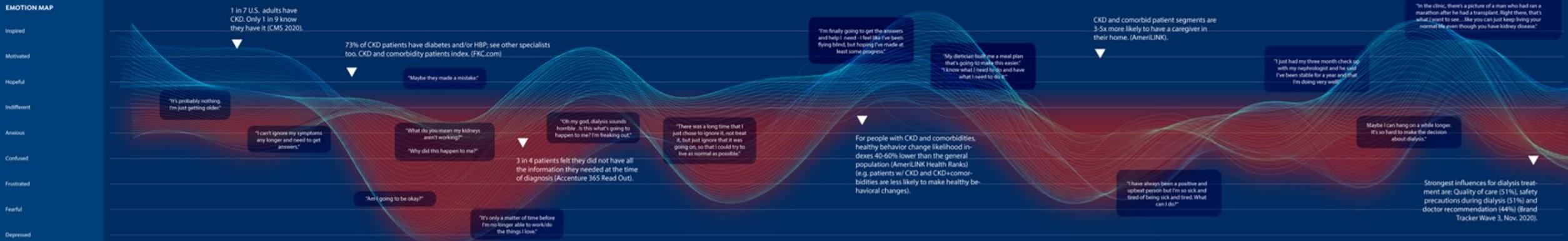
FRESENIUS KIDNEY CARE - PAYOR JOURNEY

* Please note that some areas of the document house additional information. Mouse over these areas to interact with additional insights.

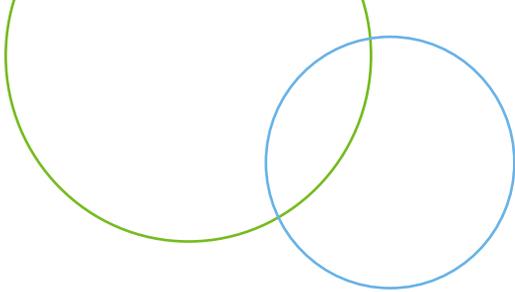


INSIGHTS

- INSIGHT 1: DIAGNOSIS IS A JOURNEY**
- INSIGHT 2: EDUCATIONAL RESOURCES AREN'T RELEVANT, ACTIONABLE, OR INCLUSIVE**
- INSIGHT 3: PATIENTS ARRIVE AT ESRD UNPREPARED TO FACE THE TREATMENT DECISION**



STEP 2: EVOLVE THE CONTENT STRATEGY



Content Pillars



About
Kidney
Disease



Treatments



Life on Dialysis



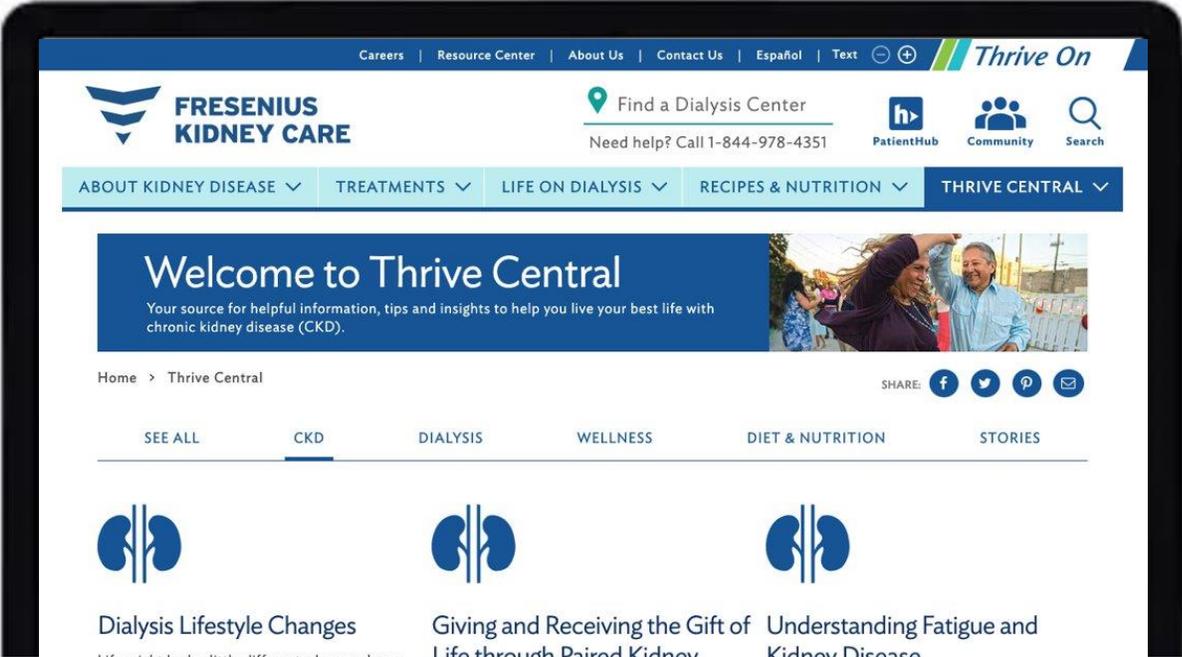
Recipes
& Nutrition



Thrive Central

Content pillars guide Fresenius Kidney Care and are then mirrored in all channels that drive patients back to the website.

CASE STUDY



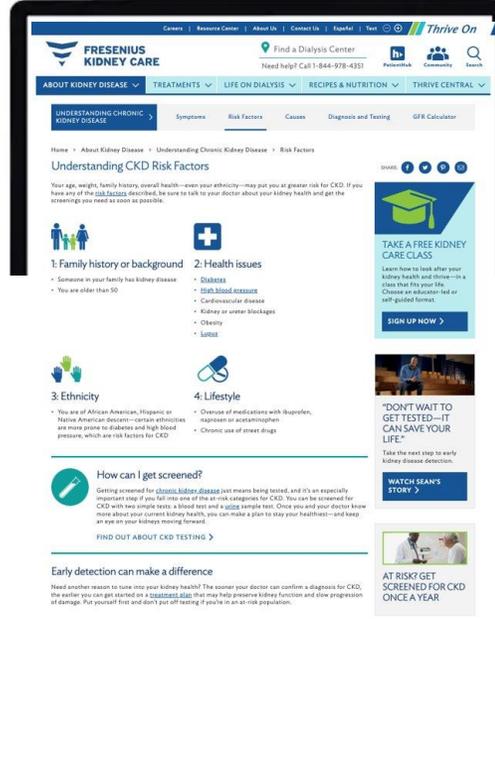
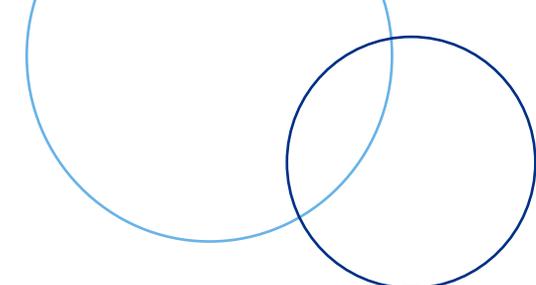
2x

Thrive Central content pageviews
YoY (2022 v 2023)

Thrive Central launched in March 2019 and now
contains 139 articles.
Additional articles are regularly optimized and added
based on user intent and search topics.



CASE STUDY

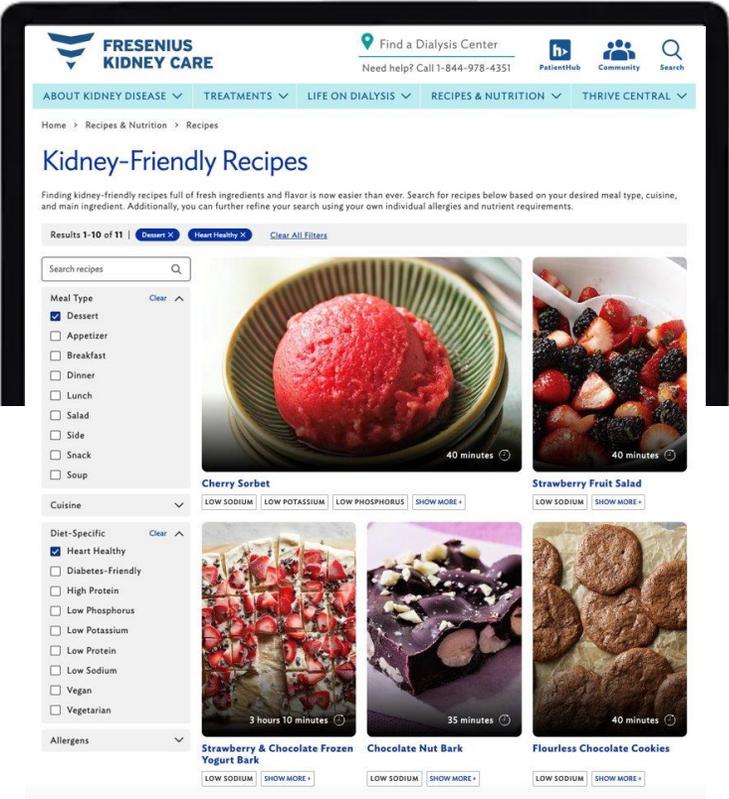
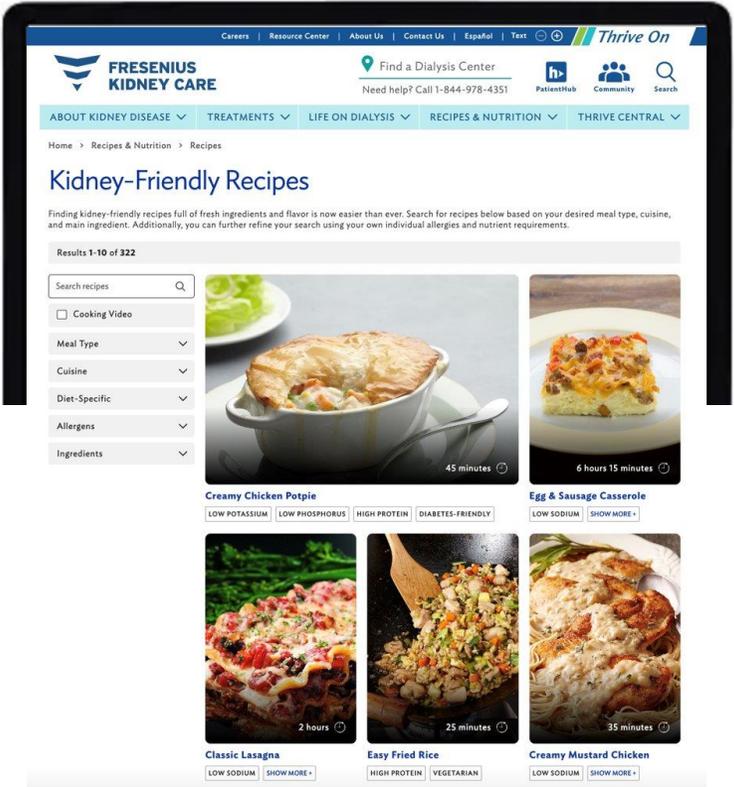


3x

CKD content pageviews since 2019.

6 CKD pages on the site undergo frequent audits and are regularly optimized to stay relevant for SEO.

CASE STUDY

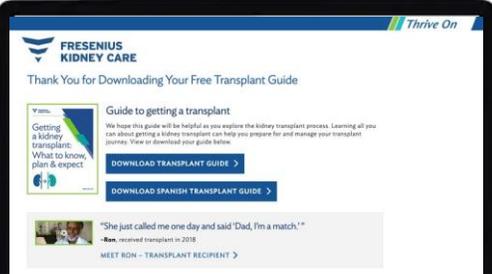
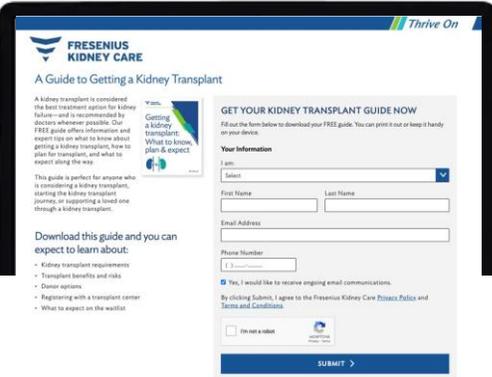
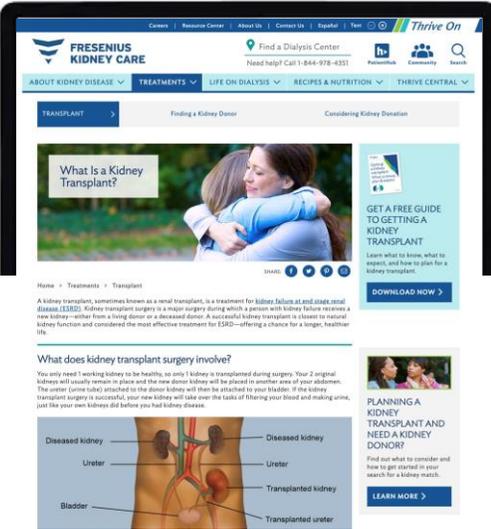


245 new recipes

Refreshed design and the addition of new recipe content has encouraged site visitors to spend more time browsing.



CASE STUDY



1.7k%

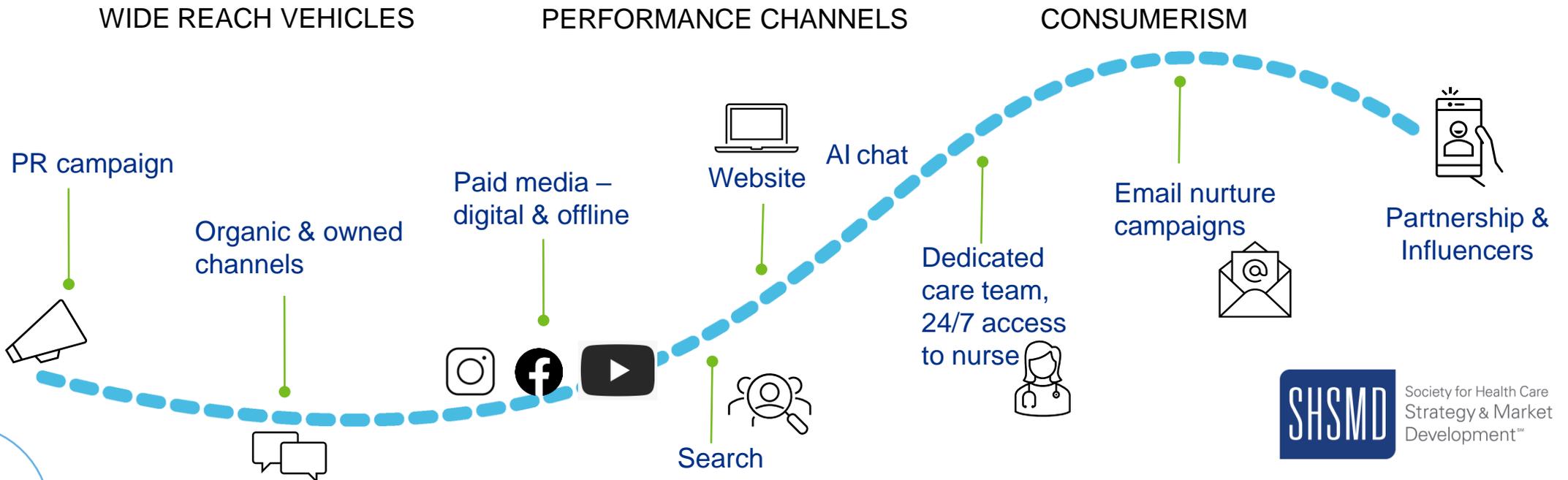
increase in organic Transplant sessions from the development of a Transplant Guide Downloadable PDF.

STEP 3: AMPLIFY ACROSS CHANNELS

Fresenius Kidney Care serves as a trusted partner throughout peoples' kidney disease journeys

	ENGAGE	EDUCATE	SUPPORT
Objective	Increase awareness of chronic kidney disease (CKD); encourage early testing	Find more information about CKD and treatment options through Thrive Central; Resource Center; Kidney Health Class	Eating well recipe library; transplant guide; home dialysis training; amplified through influencer partnership
Emotional Journey	Indifferent. Anxious. Confused.	Confused. Frustrated. Fearful. Depressed.	Inspired. Motivated. Hopeful.

Communication Channels and Experiences



Digital Marketing's Path Forward

DIGITAL MARKETING'S ROLE WITHIN HEALTHCARE FUTURE STRATEGY



UX Study & Website Evolution

- UX study and enhancements to for best user experience
- Drive web accessibility
- Continue to build new content focused on main user keywords to help drive traffic
- Migration of Tech for ease and efficiencies



Future of DSPs for Healthcare

- Testing new DSPs without cookies for privacy regulations
- Implement privacy software to ensure site protection
- Regulate pixel usage for optimal privacy



1st Party Audiences (cookieless)

- Focus on a 1st party data strategy with collection of data for specific, explicit intent (webinars, newsletters, updates, etc.)

THREE KEY TAKE-AWAYS

3 key take-aways

- Assess current content and determine opportunities for optimizations to best support audience(s).
- Leverage emerging digital marketing trends and technologies to drive stronger patient engagement and growth.
- Identify focus now and in the future, to ensure audience information and privacy is properly addressed.



QUESTIONS

Please be sure to complete the session evaluation!

