



Content Marketing Done Right: *How to Achieve Leads and ROI*

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Outline/Agenda

- **Outline of today's workshop:**

- Rethinking your content marketing strategy
- Maximizing your content and distribution
- Creating pathways for lead generation
- Measuring success in patient conversions, not clicks

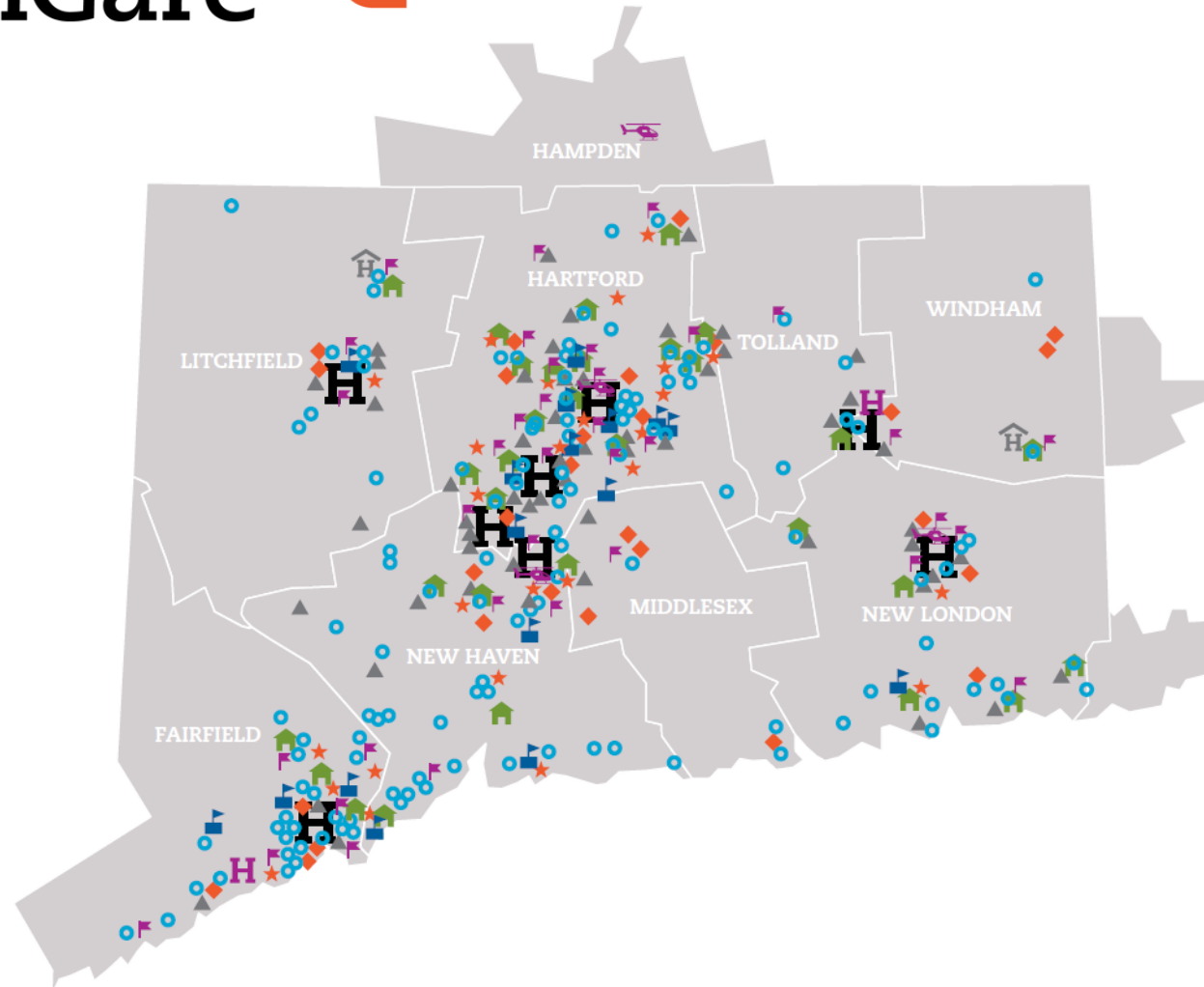
- **Learning objectives:**

- Learn how to achieve operational readiness, implement processes for story idea generation and calls to action and have the rigor to maintain this consistently.
- Be challenged to reimagine the structure of marketing and communications teams.
- Learn to bring process, purpose and performance measurement to content strategy.

Hartford HealthCare



- H** HHC Hospital
- H** HHC Behavioral Health Hospital
- 🏠** HHC Health Center
- 🏠** HHC Freestanding ED
- 🏢** HHC Surgery/GI Center
- 🚩** HHC Imaging
- 📍** HHC Behavioral Health
- ★** HHC Urgent Care
- 👤** HHC Medical Group
- ▲** HHC Community Network
- 🚁** LifeStar Base
- ▭ HHC Service Area



Tell Us About Yourself

The Content Marketing Opportunity

- **People want health information.**
 - 7% of *all* Google searches are health-related¹.
 - 73% of Americans obtain health info on the internet².
- **Content marketing costs less.**
 - 62% less than outbound marketing, to be exact³.
- **It's effective – especially blogs**
 - 8 in 10 internet users read blogs⁴.
 - Businesses with blogs get **55%** more website visitors and **67%** more leads⁴.



The Good News: We're Already Doing It

Hartford HealthCare

5 Tips to Start Your Weight Loss Journey Off Strong

Can Cognitive Behavioral Therapy Help With Low Back Pain?

6 Dietitian-Approved Snacks That Taste Great Too

Most Read Articles

5 Reasons Why Your Stomach Hurts After Eating

5 Surprising Signs of Neuropathy

healthessentials

What can we help you find?

Digestive
Can a Hernia Heal Itself Without Surgery?
Hernias don't go away on their own, but they don't always require surgery either.

Nutrition
Foods Rich in Polyphenols — and Why They're Important
Polyphenols come from natural foods with vibrant colors, like berries and turmeric.

Mental Health
How To Become More Assertive
Follow the "problem, feeling, ask" technique to communicate clearly and effectively.

Digestive
Will a Wedge Pillow Help My Acid Reflux?
For some lucky people, these pillows can eliminate the need for medications or surgery.

Looking for health + wellness advice?
Get it delivered right to your inbox

health essentials Newsletter

Sign up

Hackensack Meridian Health

HealthU

Find a Doctor Find a Location Services MyChart Pay Bill Donate 1-844-HMH-WELL

Search our network GO

Home > HealthU

How to Exercise Safely While Pregnant

August 11, 2023

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UNC HEALTH TALK

Wellness Conditions COVID-19 Stories

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Treatment for Heart Valve Disease that Avoids Open Heart Surgery
Minimally invasive procedures enhance quality of life.

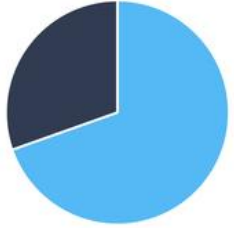
HEART AND VASCULAR HEALTH

READ STORY →

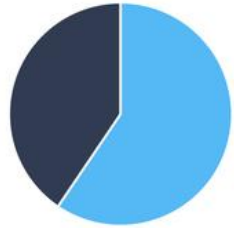
1 - 4 of 1026 results

August 15, 2023 August 30, 2023 August 4, 2023 August 3, 2023

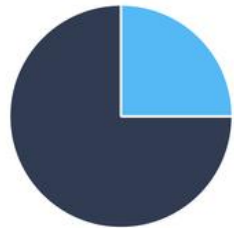
Statistics Say¹...



70% of healthcare marketing executives say they have a **content marketing strategy**



66% say they see it as an **effective tactic**.



26% say it's **very effective**.

1. NYT licensing

What Can We Learn From Other Content Marketers?

Rosetta
Stone



What Can We Learn From Other Content Marketers?

- **Consumer-friendly topics** – goal of answering questions that consumers have

How to Order Food in French (with Example Conversations)

written by Calli Zarpas | April 28, 2023



What are you looking for?

Products Marketplace Rooms Ideas & Inspiration Design Deals College Essentials

NEW DEALS Gallery > The very doable rooftop garden

The very doable rooftop garden

So many of us want doable ways to live more sustainably. We'd love to grow our own food and spend more time in nature, but living in urban areas, it can feel a little unrealistic. Here are the basic steps to turn a small rooftop space into a garden, bringing all your secret urban-farmer goals to life.

A rooftop garden with various potted plants, including herbs and flowers, arranged on a wooden deck. A wooden trellis structure is visible in the foreground.

How to Refinish a Deck

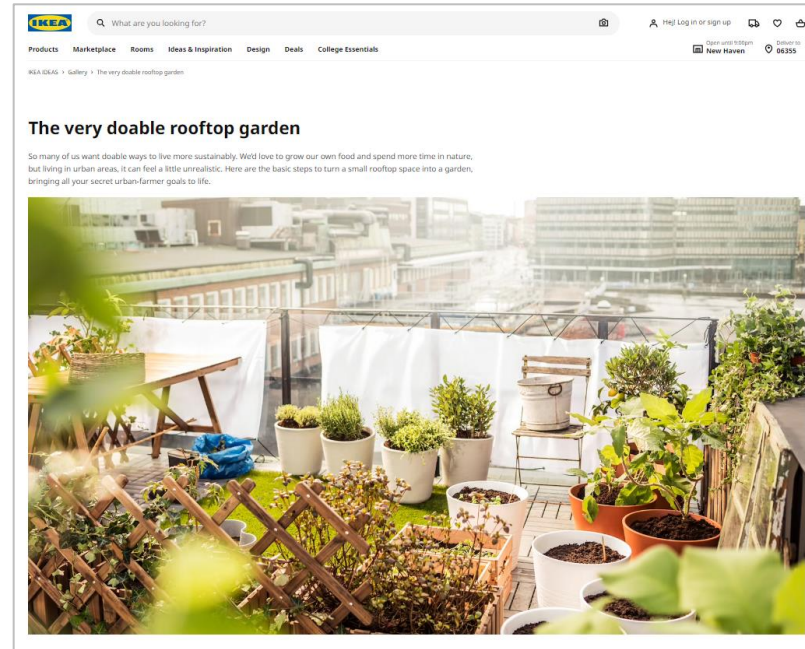


What Can We Learn From Other Content Marketers?

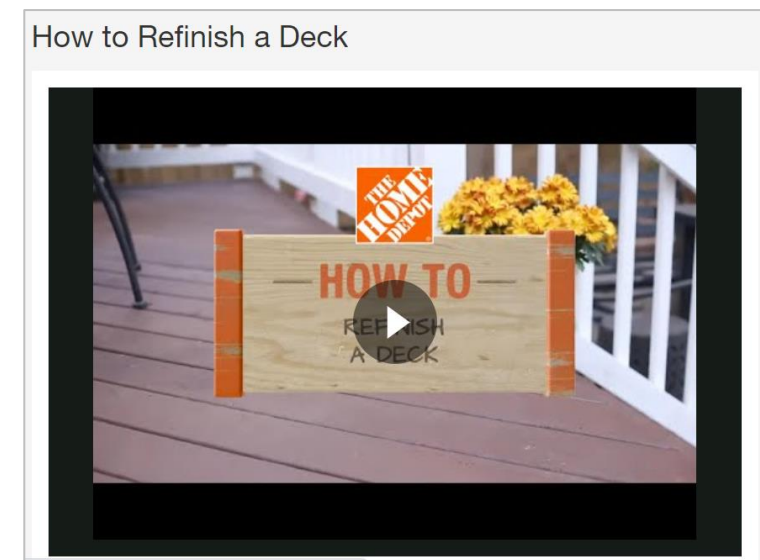
- **Content driven by marketing goals** – topics are selected based on sales or marketing goals



French language



Outdoor furniture



Stain or sealer

What Can We Learn From Other Content Marketers?

- **Conversational writing** – sounds like a friend giving advice



“In this article we’ll dive into almost every French word you’ll need to know at a restaurant, whether you’re sitting inside the Eiffel Tower or eating pie à la mode at your local diner.”



“The first step in refinishing a deck is to determine whether your deck needs to be sealed. Then, you’ll need to choose the appropriate type of exterior wood coating for your specific project.”



“So many of us want doable ways to live more sustainably. We’d love to grow our own food and spend more time in nature, but living in urban areas, it can feel a little unrealistic. Here are the basic steps to turn a small rooftop space into a garden, bringing all your secret urban-farmer goals to life.”

What Can We Learn From Other Content Marketers?

- **CTA-focused** – provide consumers an easy way to engage

Dig into French on Rosetta Stone

Ready to get some delicious French food? Order with perfect pronunciation with the help of Rosetta Stone! Start by learning [basic words and phrases](#), reviewing the [most common verbs in French](#), or [exploring the south of France](#) through everyday conversations. Rosetta Stone can help you learn a language faster and more confidently than you would if you studied on your own.

With Rosetta Stone, you'll learn French naturally with a [unique immersive approach](#) to learning. Bite-sized lessons help you learn at your own pace, and the [Rosetta Stone app](#) lets you do it all on the go.

Ready to jump right in? Start your first lesson today at rosettastone.com.

Shop this Project



BEHR PREMIUM 1 gal. White Base Solid Color Waterproofing Exterior Wood Stain and Sealer

★★★★★ (1851)

\$49⁹⁸

[Add to Cart](#)



Varathane 1 qt. Clear Satin Oil-Based Exterior Spar Urethane

★★★★☆ (334)

\$25⁹⁸

[Add to Cart](#)



ASKHOLMEN Flower box \$55.00



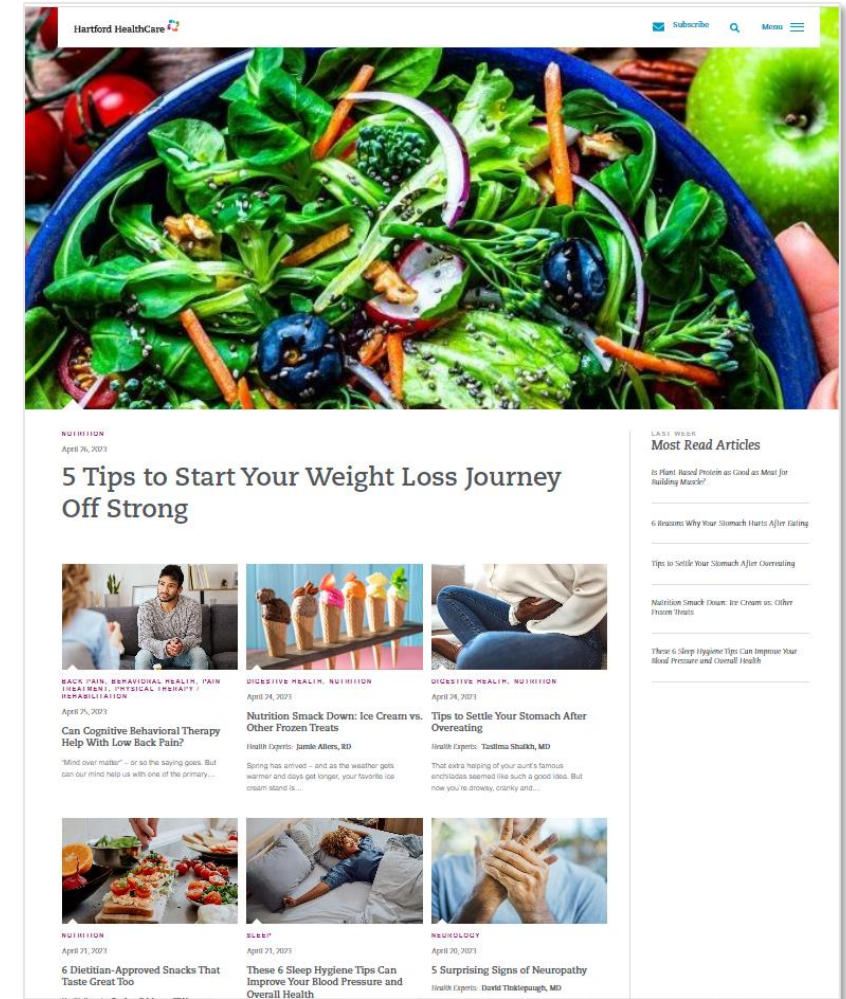
KNAGGLIG Box \$19.99, **MUSKOT** Plant pot \$32.99

There's a good chance you're sharing the rooftop with neighbors, so frame your area with windshields and trellises. Not only will they cut down the wind factor, they also provide a bit of privacy and create a sense of intimacy (especially once your plants start climbing the trellises as the season progresses). Then lay the foundation of your space with easy-to-clean decking for the flooring (which is also helpful for water drainage), and a patch of grass for the full garden effect.

Next, start thinking details. To keep them all from tipping over from gusts of wind, heavy, large pots and sturdy wooden planters are your best bet. Now consider where you'll place each type of plant: more fragile kinds can sit in corners for extra wind protection; herbs love lots of sun; and berries can stand up to heavy wind and rain, and love to climb a trellis.

Our Take on Content Marketing

- **Consumer-friendly topics** – goal of answering questions that consumers have about their health
- **Content driven by marketing goals** – topics are selected based on marketing goals, keyword research, consumer search habits and metrics
- **Conversational writing** – the News Hub style of writing is influenced by SEO best practices and executed by trained writers
- **CTA-focused** – provide consumers an easy way to engage with our services



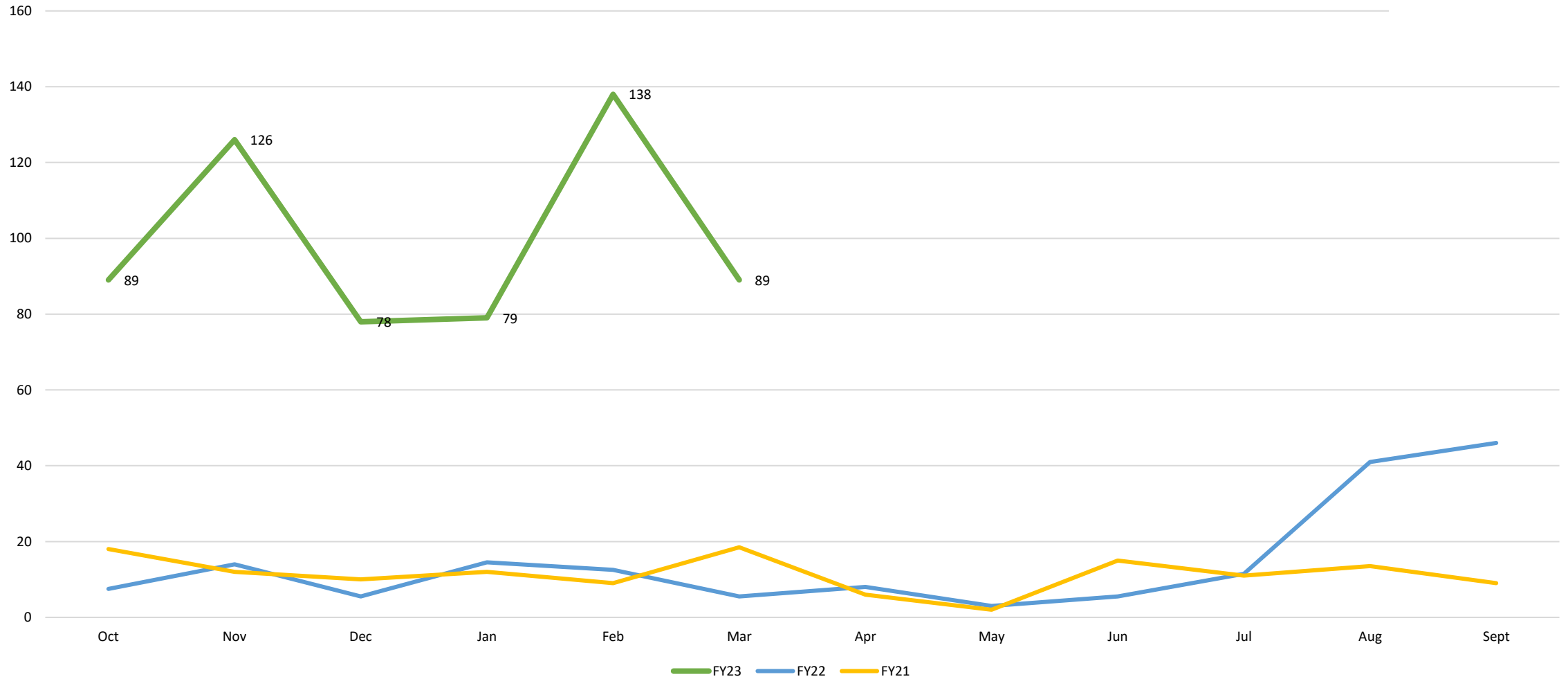
Is it Working?

Rolling 12 Months, Apr '22-Mar '23

	Apr '21 – Mar '22		Apr '22 – Mar '23		
Sessions	901,167	→	1,536,123	=	+66.76%
Page Views	1,203,024	→	2,280,076	=	+83.73%
Users	560,864	→	1,237,020	=	+111.57%

Health News Hub CRM Lead Volume

FY23 Over FY21-22



Health News Hub Revenue at a Glance

Apr '21 – Mar '22

119

Leads From
HNH

\$

Contribution
Margin

\$

Expected
Reimbursement

+503%

+790%

+416%

Apr '22 – Mar '23

717

Leads From
HNH

\$

Contribution
Margin

\$

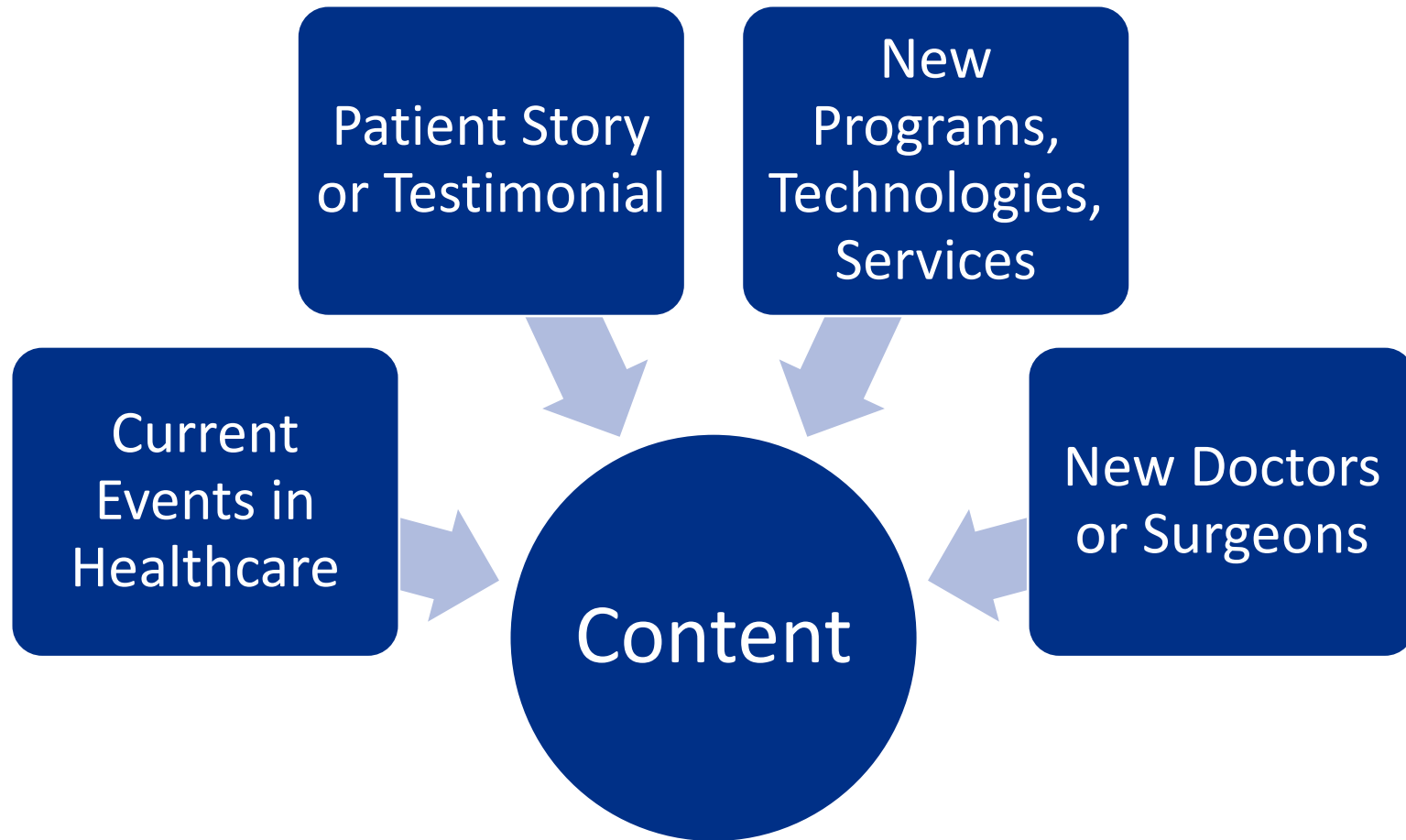
Expected
Reimbursement



Rethinking Your Content Marketing Strategy



Where We Came From



Marketing First: Business Goals Drive Content

It Starts with a Call To Action

- CRM Campaign
- Strategic marketing priority



Define the Audience

Who, what, where, when
why?



Consumer-Friendly Story Idea

Calls to Action: CRMs

Guide to Hip Replacement



Connecticut Orthopaedic Institute

Your hip can probably tell you when it's time for a replacement. Then, to confirm it, you'll need an experienced specialist like the orthopaedic surgeons at the Connecticut Orthopaedic Institute (COI) at MidState Medical Center and St. Vincent's Medical Center, where 1,116 total hip replacement procedures were performed last year.

One study found that hospitals that do more than 200 hip replacements a year have significantly fewer complications than lower-volume hospitals.

But first, listen to your body.

Does this sound like you?

- Constant pain in your hip.
- Pain in your hip that interferes with your sleep.
- Difficulty starting to walk when you rise from a chair.
- Months of treatment, coordinated by your primary care physician, has not relieved the steady pain.

If so, talk to your doctor and evaluate whether hip replacement surgery is the next step. Your age, overall health and bone density – an increase in bone density, bony growths and cartilage degeneration at the hip are signs of osteoarthritis – are among the considerations.

What Is Causing the Pain in My Hip?

Three types of arthritis can lead to painful bone-on-bone rubbing and eventual hip replacement surgery:

- **Osteoarthritis:** The most common chronic joint condition in the United States, and a main reason for most hip (and knee) replacements. Osteoarthritis breaks down cartilage, the protective tissue that allows bones to move smoothly over each other while acting as a shock absorber during physical movement. Without healthy cartilage, it's bone on bone. This "wear and tear" type of arthritis becomes increasingly common as adults age.
- **Rheumatoid arthritis:** An autoimmune disease that produces inflammation, damaging cartilage and sometimes bone.
- **Traumatic arthritis:** Joint damage related to an injury.

 To request a call from one of our Connecticut Orthopaedic Institute clinical team members, visit COrthoinstitute.org/hip or call 833.203.7523 to find an orthopaedic specialist.

Connecticut Orthopaedic Institute

Request an Appointment

Fill in the form below

First Name*

Last Name*

Email*

Zip Code*

Phone*

Date of Birth* (mm/dd/yyyy)

What Hurts?*

Request Appointment

You will hear back from our team within 2 business days.

Your privacy is important to us.
Please review the [Privacy Policy](#) for more info.

Knee & Hip Assessment

Connecticut Orthopaedic Institute

Ready to learn about your knee & hip health?

I have read, understood and agree to the [Disclaimer, Privacy Policy, and Terms and Conditions](#)

Start

[About](#) | [Contact](#)

Calls to Action:

■ Classes and events



Wednesday, September 13, 7:00PM - 8:00PM FREE

Webinar: Getting Food to Work for You

Start here to learn more about how to get food to work for you. In this FREE info session, join Hartford HealthCare Heart & Vascular [...]

Hartford Hospital

■ Non-CRM Scheduling

Schedule an Appointment Online

[Start Here](#) for quick, outstanding **primary care in Fairfield County**. We have appointments available now, and offer online scheduling and video visits.

*If you think you are having a medical emergency like a heart attack, stroke or life-threatening allergic reaction, call 911.
Please have your insurance information available to schedule your appointment.*

Schedule an Appointment Online



Call to Schedule: 866.592.2450

■ Websites or phone numbers

Learn more about the HHC Heart & Vascular Institute

[Visit our website](#)

[Call 833.444.0014](#)

■ E-Newsletter Sign-up



Want more health news?

Stay up-to-date on the latest medical advances, healthy lifestyle tips, and fresh ideas on maintaining your emotional and mental health with this e-newsletter from the experts at Hartford HealthCare.

[Sign up for email newsletters HERE](#)

Define the Audience: Knee Replacement

- **What** types of knee problems are people searching for?
- **What** words do they use in their search?
- **What** questions or problems do they have that we can solve?
- **Who** is searching for knee problems or knee replacement and **why**?
- **When** are people searching for knee replacement ?
 - Are there seasonality trends throughout the year?

The Power of Keyword Research

Keywords	▲ Monthly search volume	Top of page bid (low range)	Top of page bid (high range)	▲ Competition
osteo arthritis	301,000	\$0.36	\$3.75	LOW
knee pain	165,000	\$0.73	\$3.88	LOW
meniscus	165,000	\$0.09	\$1.80	LOW
torn meniscus	135,000	\$0.20	\$2.36	LOW
knee brace	135,000	\$0.44	\$1.45	HIGH
meniscus tear	90,500	\$0.13	\$2.15	LOW
knee anatomy	90,500	\$0.11	\$5.23	LOW
knee	74,000	\$0.50	\$3.20	LOW
patella	74,000	\$0.09	\$2.52	LOW
patellofemoral pain syndrome	74,000	\$0.23	\$3.62	LOW
it band	74,000	\$0.07	\$0.50	LOW
knee replacement	60,500	\$0.83	\$4.00	LOW
acl tear	60,500	\$0.12	\$2.38	LOW
patellar tendon	60,500	\$0.21	\$1.73	LOW
bursitis knee	49,500	\$0.06	\$1.52	LOW
knee ligaments	49,500	\$0.14	\$4.92	LOW
acl injury	40,500	\$0.13	\$3.00	LOW



What types of knee problems are people searching for?

What words are they using in their search?

The Power of Keyword Research

- Knee pain or arthritis
 - Shopping for a knee brace
- Injuries – Meniscus, ACL, bursitis, patellar tendonitis
- Knee replacement research



WordStream

Who is searching for knee problems/ replacement and **why?**

What problems do they have that we can solve?

Ask the Internet



quora.com

<https://www.quora.com/What-are-some-things-to-do-b...>

What are some things to do before a knee replacement ...

Total **knee replacement** surgery is a common procedure used to treat severe **knee joint** pain and disability caused by arthritis, injury, or other conditions. If ...



quora.com

<https://www.quora.com/I-am-65-years-old-Am-I-too...>

I am 65 years old. Am I too old for a knee replacement ...

Most people who undergo a knee replacement are between the ages of **50 and 80**. The average age is about 70. About 60% of the recipients are women. The procedure ...



People also ask :

How painful is a total knee replacement? ▾

How long does it take to walk after a full knee replacement? ▾

How long does it usually take with knee replacement surgery? ▾

What is the newest procedure for knee replacement? ▾

[Feedback](#)

Via Dr. Shekhman, who did the “am I too old/young for a joint replacement” pieces:

- The evolution of joint replacements (mainly hip replacements)
- An article focusing on conservative treatments only
- The true impact of obesity on joints and how joint pain can be reversed with weight loss

Thoughts?



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ORTHOPEDICS
September 14, 2022

Is Arthritis Causing Your Hip or Knee Pain? If You're 1 in 4 Americans, the Answer's Likely Yes

Health Experts: Mark Shekhman, MD

If you suspect your hip or knee pain is from arthritis, you might be right: At least one in four...



ORTHOPEDICS
July 17, 2023

Recovering After a Hip or Knee Replacement Is Easier Than You Think

Health Experts: Daniel Witmer, MD

Plenty of things in life are harder than they should be — like, say, folding a fitted sheet. But thanks...



ORTHOPEDICS
June 26, 2023

5 Lifestyle Changes to Make Before Your Hip or Knee Replacement

Health Experts: Mark Shekhman, MD

You've still got plenty of golf and Zumba days ahead of you. But before your next round—or dance-off—you need a...



ORTHOPEDICS
August 23, 2022

5 Common Types of Knee Braces and How to Pick the Right One for You

Health Experts: J. Kristopher Ware

When a twinge of pain or a wobble lets you know your knees aren't as sturdy as they once were,...



ORTHOPEDICS
January 26, 2023

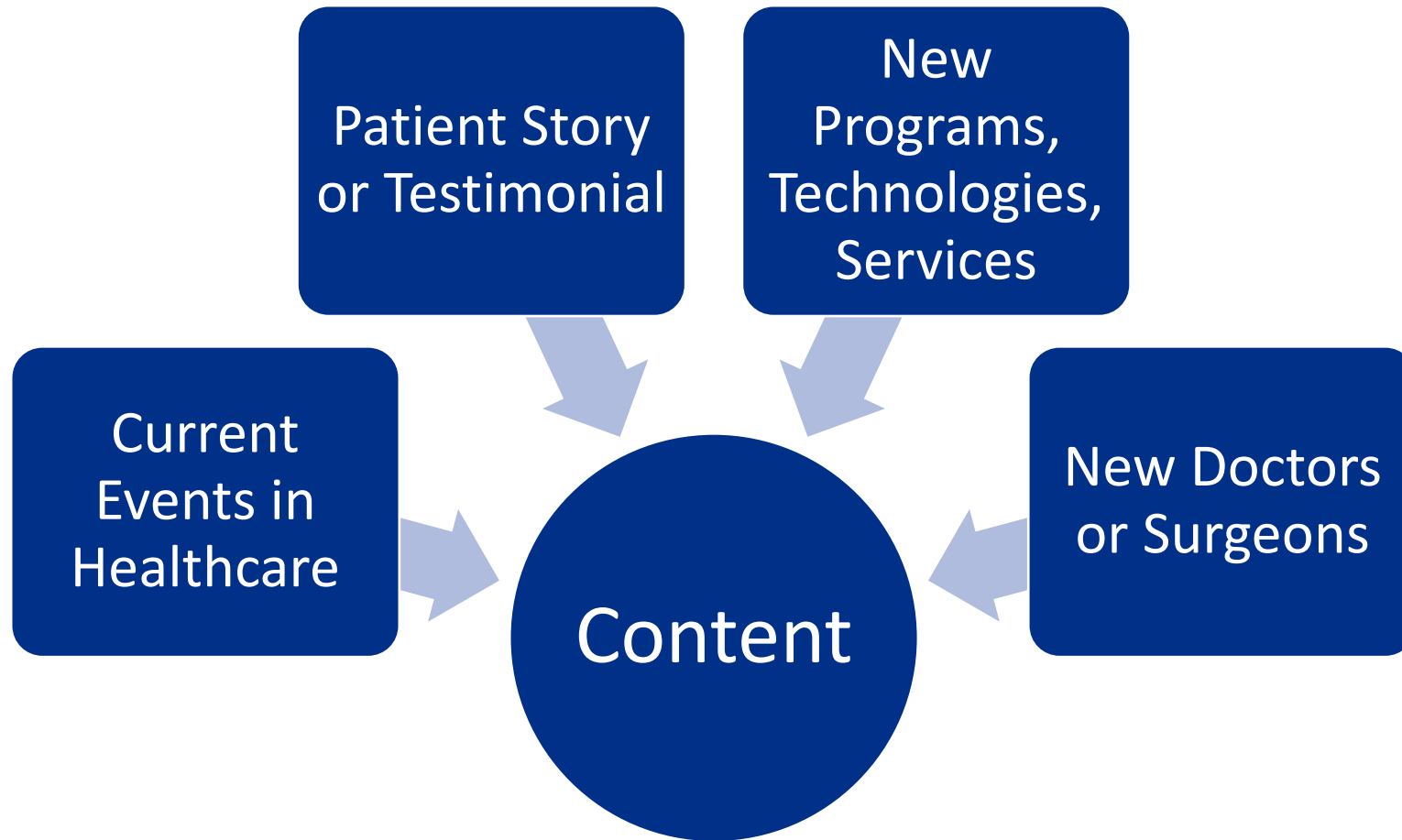
Am I Too Old to Get My Knee or Hip Replaced? What to Consider at Age 70, 80 and Up

Health Experts: Mark Shekhman, MD

Sometimes, age really is just a number — and not even the most important one. Take joint replacement surgery. If...



But What About the New Doc, Program, Etc.?



But What About the New Doc, Program, Etc.?

Buffalo Bills safety Damar Hamlin collapsed from cardiac arrest during a game.



CARDIOLOGY

January 3, 2023

What Could Cause Sudden Cardiac Arrest in NFL Player Damar Hamlin?

Health Experts: Jared Selter, MD

It was a horrifying scene. Buffalo Bills safety Damar Hamlin collapsed from sudden cardiac arrest during a nationally televised game....

New pulmonologist in the Fairfield Region Dr. Steven Thau



SLEEP

June 7, 2023

Are You a Night Owl? How to Get Better Sleep in an Early-Bird World

Health Experts: Steven Thau, MD

You feel jet-lagged every morning, but never left your zip code. You catch a second wind every night, just when...

New EVT Stroke technology at St. Vincent's Medical Center



NEUROLOGY, STROKE

June 27, 2023

3 Surprising Signs of a Stroke You Should Know

Health Experts: Akli Zetchi, MD

A stroke happens when the blood supply to your brain is blocked or bursts, and the results can be devastating....

Interactive Activity



Maximizing Your Content and Distribution



The Competitive Blogosphere

- There are over **600 million** blogs online¹.
- Over **6 million new posts** are published every day¹.
- The **number of bloggers** is expected to increase by as much as **40% by 2028**².

It's not enough to just have a blog – it needs to stand out.



1. Oberlo.com 2. luisazhou.com

Making Your Blog Stand Out

1. Only **20%** of people who read your headline **will read the article**¹.
Headlines should solve a problem or create a knowledge vacuum.
2. Most readers leave the page in **15 seconds**².
Get the most important info up to the top and bait your reader to keep scrolling.
3. **80%** of viewers **skim vs. read**³.
Incorporate subheads, bullet points and numbered lists that draw the reader's eye.
4. And most importantly: find a way to **connect with your reader**.



1. [digitaldoughnut.com](https://www.digitaldoughnut.com) 2. Nagin, Vlad. "Why 55% of visitors spend less than 15 sec on your website?". LinkedIn.com. 3. blog.polleverywhere.com

The Elements of an Effective Blog Post

MEDICAL WEIGHT LOSS, NUTRITION, SURGICAL WEIGHT LOSS

Captivating headline

3 Things to Know if You're Struggling to Lose Weight

Engaging lede:
Problem and solution

Sometimes, you can follow all the weight loss advice in your newsfeed, but the scale still won't budge. Are you the only one struggling to lose weight? Is it something you're eating? What else should you try?

No. Maybe. And keep reading to find out.

"We're all very different," says Hartford HealthCare's [Edward Hannoush, MD](#), a bariatric surgeon who practices across Hartford County. "What works for one person is not necessarily going to work for another."

Skimmable subheads

1. *As a first step, check your carbs.*

The body rapidly digests carbs and turns them into fat, which equals weight gain. People with obesity are particularly affected by this process.

"Look at carbs as something you're allergic to," says Dr. Hannoush.

It's not just avoiding soda or cake, either. Carbs are in fruit juices, bread, pasta and rice, and often added into benign-sounding foods like yogurt.

- Conversational tone
- Short, choppy sentences
- Active voice
- First and second person language

Readability Matters

What goes into a good readability score:

- Shorter sentences
- Shorter, less difficult words.
- Subheadings
- Active voice
- Transition words (so, if, but, etc.)
- Short paragraphs
- Sentences under 20 words
- Less medical jargon

Flesch Reading Ease

$$206.835 - 1.015 \left(\frac{\text{total words}}{\text{total sentences}} \right) - 84.6 \left(\frac{\text{total syllables}}{\text{total words}} \right)$$

Score	Notes
90-100	very easy to read, easily understood by an average 11-year-old student
80-90	easy to read
70-80	fairly easy to read
60-70	easily understood by 13- to 15-year-old students
50-60	fairly difficult to read
30-50	difficult to read, best understood by college graduates
0-30	very difficult to read, best understood by university graduates

Grading the Readability of Your Stories

By Itself, Knee "Crunching" Sound Generally Not Cause For Concern

The crunching sound from your knee is crepitus. If you do not have any other symptoms, no specific treatment is necessary for crepitus. If you develop other knee problems, however, you should see a doctor to have your knee evaluated.

Crepitus is caused by the rubbing of cartilage on the joint surface or other soft tissues around the knee during joint movement. When knee snapping or catching is painful, that is usually a result of scar tissue, a meniscus tear or a tendon moving over a bony prominence within the knee joint.

The patellofemoral joint — where your knee cap meets your thigh bone, or femur — is typically the source of knee crepitus. Cartilage, the smooth, elastic tissue that covers the ends of bones, normally allows the bones to glide easily in the joint. But over time, the cartilage surface may start to lose its smoothness. The crunching you hear likely is due to the cartilage in your knee becoming rough, so the bones cannot slide as easily in the joint as they normally do.

Knee crepitus typically happens when the knee is bent, such as when you are squatting, going up or down stairs, or rising from a chair. By itself, crepitus generally is not a cause for concern. Once the cartilage gets rough, though, it may be at risk to begin to wear down, leading to arthritis.

ORTHOPEDICS

Why Do My Knees Crack When I Squat?

February 14, 2023 | [Laura Benys](#)

The human body is full of surprises — and sometimes, it just refuses to stay quiet about it.

Here's looking at you, knees. Why do our knees crack when we stand, sit or squat? And is there anything we can do about it?

[> Worried about your knees? Take this health risk assessment](#)

Usually, a single “pop” or “crack” is just air moving around in your knee.

This tends to happen when you've been in one position for awhile. When you finally bend or straighten your knee, it might sound like snap or pop, or like a knuckle cracking.

As long as it doesn't hurt, it's harmless — just air bubbles doing their thing.

“A single, painless pop or crack is usually due to pressure changes in the joint,” says [J. Kristopher Ware, MD](#), an orthopedic surgeon with the [Hartford HealthCare Bone & Joint Institute](#). “Gas bubbles are coming together, then spreading out again.”

Will it cause arthritis, though? [Turns out, that's a myth.](#)

“We do not have any convincing evidence that painless, intermittent cracking of any joint will lead to arthritis,” says Dr. Ware.

[> Related: Am I Too Old to Get My Knee or Hip Replaced? What to Consider at Age 70, 80 and Up](#)



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Will it cause arthritis, though? **Turns out, that's a myth.**

“We have no convincing evidence that painless, intermittent cracking of any joint will lead to arthritis,” says Dr. Ware.

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> [Get My Knee or Hip Replaced? What to Consider at Age 70, 80 and Up](#)

Yoast SEO



Analysis results

^ Good results (7)

- [Flesch Reading Ease](#): The copy scores 69 in the test, which is considered ok to read. Good job!
- [Passive voice](#): You're using enough active voice. That's great!
- [Consecutive sentences](#): There is enough variety in your sentences. That's great!
- [Subheading distribution](#): Great job!
- [Paragraph length](#): None of the paragraphs are too long. Great job!
- [Sentence length](#): Great!
- [Transition words](#): Well done!

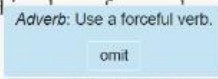


Hemingway Editor

Hemingway App makes your writing bold and clear.

The app highlights lengthy, complex sentences and common errors; if you see a yellow sentence, shorten or split it. If you see a red highlight, your sentence is so dense and complicated that your readers will get lost trying to follow its meandering, splitting logic — try editing this sentence to remove the red.

You can utilize a shorter word. *Adverb: Use a forceful verb.* e. Mouse over them for hints.



Adverbs and weakening phrases are helpfully shown in blue. Get rid of them and pick words with force, perhaps.

Phrases in green have been marked to show passive voice.



Performance

Text score: 85 out of 100. This score represents the quality of writing in this document. You can increase it by addressing Grammarly's suggestions.

85

Word count

Characters	1,931	Reading time	1 min 16 sec
Words	318	Speaking time	2 min 26 sec
Sentences	19		

Readability

Metrics compared to other Grammarly users

Word length	4.8	<div style="width: 50%;"></div>	Above average
Sentence length	16.7	<div style="width: 50%;"></div>	Above average
Readability score	60 ⓘ		

Your text is likely to be understood by a reader who has at least a 9th-grade education (age 15). Aim for the score of at least 60-70 to ensure your text is easily readable by 80% of English speakers.



Results

Flesh-Kincaid Grade Level: 4.2

Flesch Reading Ease Score: 80

Reading Level: 7th grade (Fairly easy to read)

Average Words per Sentence: 8.3

Average Syllables per Word: 1.4

Sentences: 68

Words: 561

Score	Estimated Reading Grade Level
90 to 100	5th grade
80 to 90	6th grade
70 to 80	7th grade
60 to 70	8th and 9th grade
50 to 60	10th to 12th grade (high school)
30 to 50	College
0 to 30	College graduate

Interactive Activity

The Key to Organic Search – SEO



Source: www.wordstream.com/seo

Take 3 Minutes to Boost Your SEO

1

SEO Readability Schema Social

Focus keyphrase ?

salad healthy

2

Meta description Insert variable

Salad is supposed to be healthy, right? But the wrong dressings, add-ins and extras can quickly turn your salad unhealthy.

3

```

```

Select a focus keyphrase

Write a compelling meta description

Offer alternate text for any images

And Watch Stories Start Taking Off



CARDIOLOGY, NUTRITION

December 7, 2022

Have High Cholesterol? A Simple Test Can Show if You Actually Need a Statin

Health Experts: Gregory Salber, MD

So you need to do something about your cholesterol. But what, exactly? Not everyone wants to take a prescription statin....



And Watch Stories Start Taking Off



NUTRITION

June 26, 2023

5 Reasons to Eat More Watermelon

Health Experts: **Melissa Keeney, RDN**

Fresh produce in the summer is healthy snacking heaven, but few options bring more to the plate than watermelon. Not...



And Watch Stories Start Taking Off



CANCER

January 11, 2023

How HPV Caused Martina Navratilova's Throat Cancer

Health Experts: Christopher Iannuzzi, MD

Tennis legend Martina Navratilova recently announced that her breast cancer had returned and along with it, another surprising diagnosis. The...

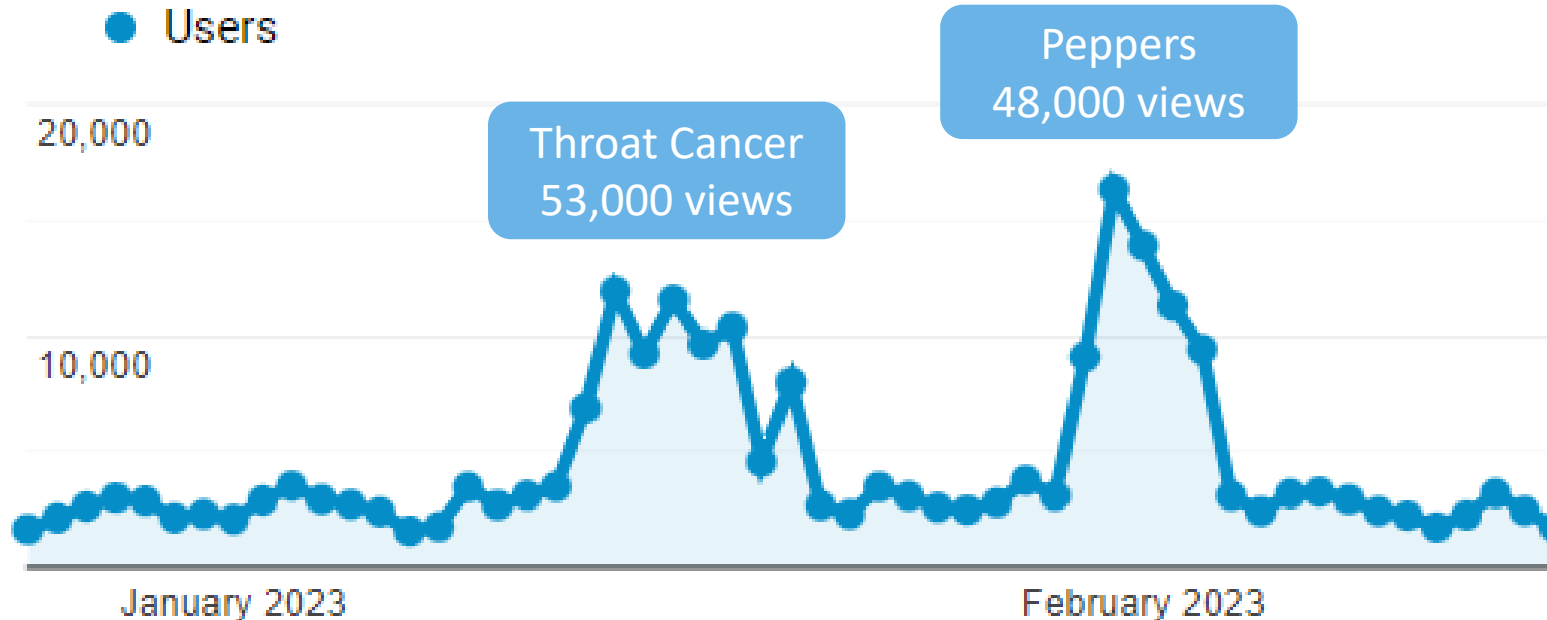


DIGESTIVE HEALTH, NUTRITION

January 26, 2023

Nutrition Smack Down: Which Color Bell Peppers Are the Healthiest?

The array of colors brightening the produce aisle is more than just decorative – the different pigments each represent a...



The Overall Payoff

Health News Hub users from organic and direct traffic (Google, Bing, Yahoo, etc.)

182,000

August 2021-2022



1.6 million

August 2022-2023

↑ 780%

year-over-year

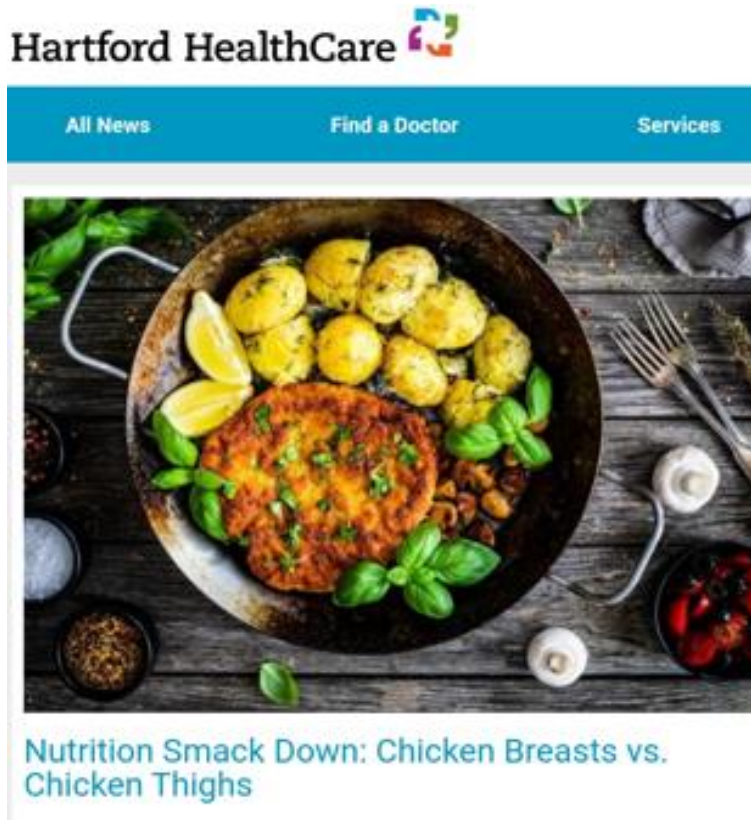
Interactive Activity

Maximizing Distribution

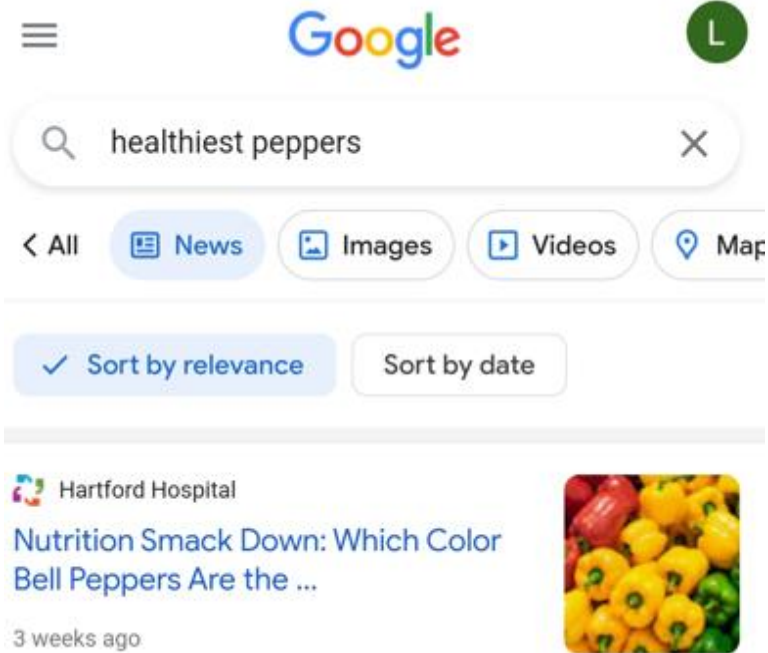
Distribution	Aug. 2022-2023	Aug. 2021-2022	Percent change
Organic (including direct)	1,587,690	445,508	+256%
E-newsletters	136,224	30,281	+349%
Text alert	64,276	78,567	-18%
Social media	32,310	40,606	-20%
HHC websites	25,524	26,448	-3%

Maximizing distribution

E-newsletter



Organic search



Social media



Organic Opportunity

Region ?	Acquisition
	Users ? ↓
	482,324 % of Total: 83.58% (577,108)
1. California	42,623 (8.68%)
2. Texas	41,085 (8.37%)
3. Florida	37,438 (7.63%)
4. New York	34,849 (7.10%)
5. Georgia	22,766 (4.64%)
6. North Carolina	22,118 (4.51%)
7. Pennsylvania	22,051 (4.49%)
8. Illinois	21,378 (4.36%)
9. Ohio	18,407 (3.75%)
10. Michigan	15,634 (3.19%)



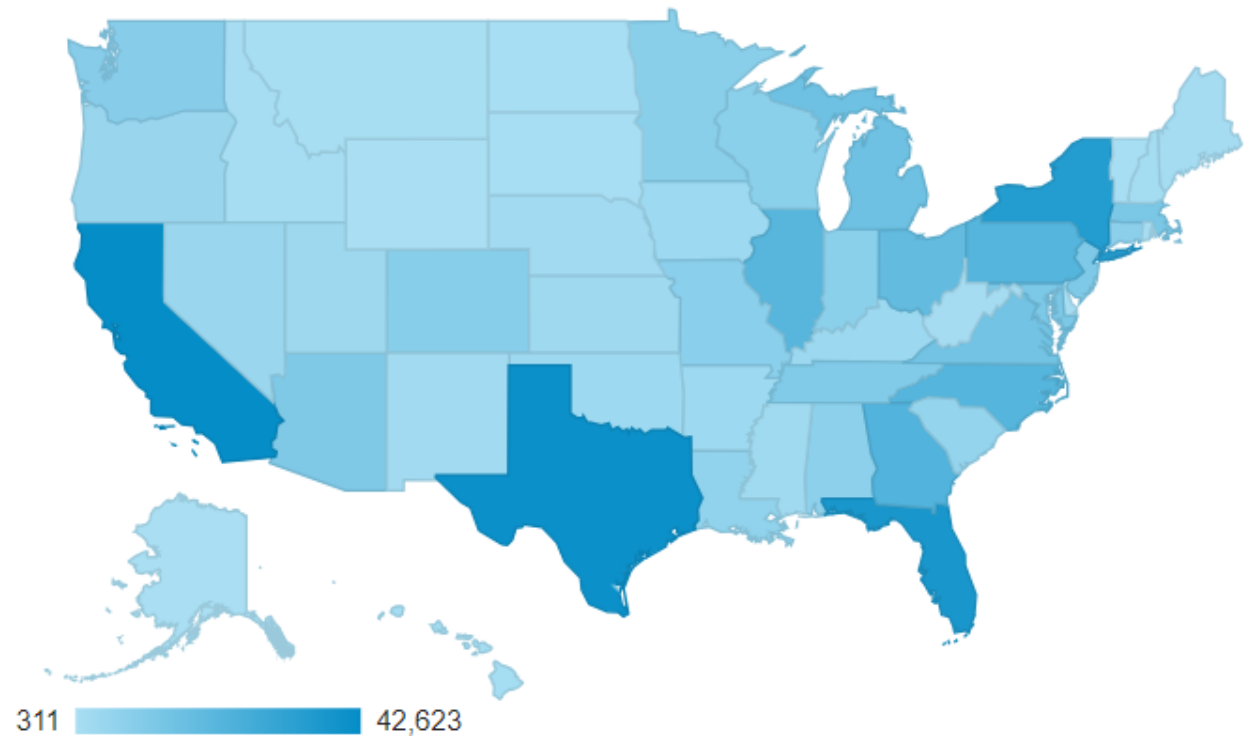
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E-newsletters: Before



ALL NEWS

FIND A DOCTOR

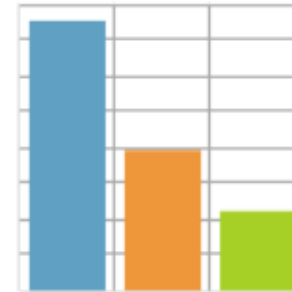
SERVICES



Cancer Survivors Invited to Celebrate Life at the Cancer Institute

We have countless reasons to celebrate Cancer Survivors - and the numbers keep growing. The event, "Celebrate Life!" featuring Shayla Rivera, NASA engineer, comedian, cancer survivor and inspirational speaker, will be held on Saturday, Sep. 17, from noon to 1:15 p.m.

Open Performance



Open Rate: 29.348%

Delivered:	15,057
Total Opens:	7,816
Unique Opens:	<u>4,419</u>



Cardio-Oncology Program Receives Gold Standard Certification

A mere five years after its launch, Hartford HealthCare's Heart & Vascular Institute Cardio-Oncology Program has received a center of excellence certification from the International Cardio-Oncology Society (IC-OS) at the gold level, the highest award the organization can give.



New Therapies Provide High Hopes for Brain Tumor Patients

Although the majority of tumors found in the brain arise elsewhere in the body and then spread to the brain (metastatic brain tumors), about 10% are gliomas - tumors that start in the cells found in the brain and spinal cord.



A Healthier You: Cancer Institute Classes and Support Groups

E-newsletters: After

Hartford HealthCare 

All News

Find a Doctor

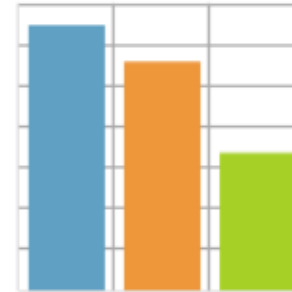
Services



Nutrition Smack Down: Chicken Breasts vs. Chicken Thighs

It's a question almost as old as which came first, the chicken or the egg? But maybe the better question for the health-conscious is, which is healthier - chicken breast or chicken thighs?

Open Performance



Open Rate: 51.776%

Delivered:	64,652
Total Opens:	55,741
Unique Opens:	33,474



Am I Too Old for a Hip or Knee Replacement?

Sometimes, age really is just a number - and not even the most important one. If you've wondered if you're too old to get your knee or hip replaced, you're probably asking the wrong question.



How Medical Weight Loss Can Help You Reach Your Goals

Losing weight is a goal for many - but for some, diets and exercise alone can't get the job done.



Can Wearable Tech Like Smartwatches Actually Detect AFib?

It's one thing to hear from your doctor that you might have a heart condition like AFib. It's quite another to hear it from your jewelry. But more and more, that's the story with wearable technology.

Paid Social

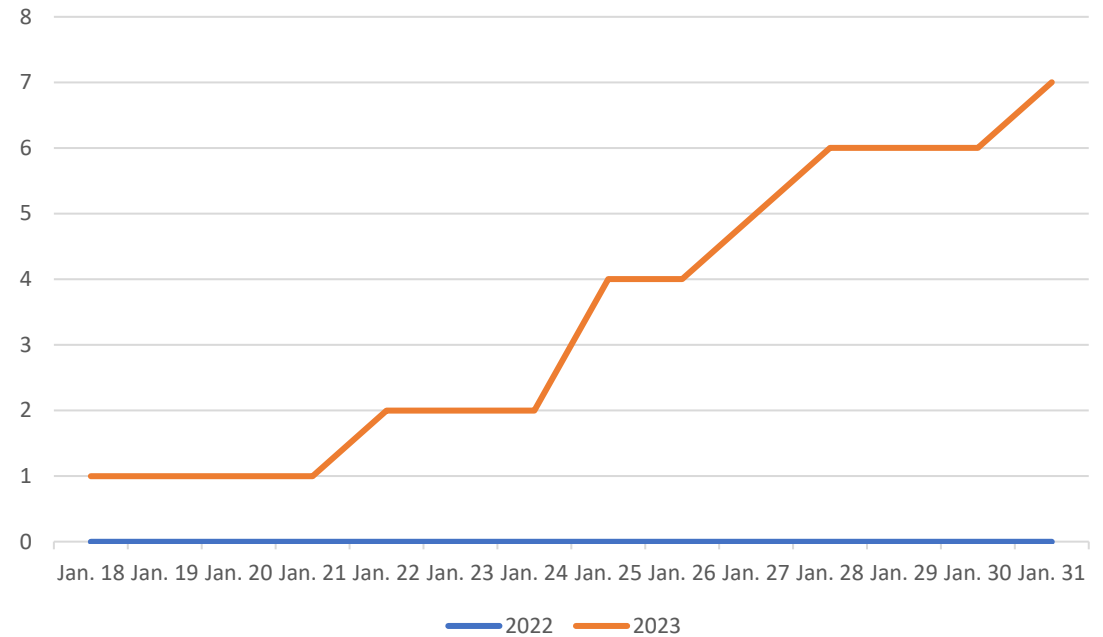
 **Hartford HealthCare** ✓
Jan 6 · 🌐

Have you started your New Year's detox or cleanse? 4 reasons you may want to rethink it, according to a dietitian



healthnewshub.org
4 Reasons to Rethink Your New Year's Cleanse or Detox - Health News Hub

Health News Hub Leads From Social



4 Things You Need to Know Before Launching a Paid Social Campaign¹

1. *Your audience.*

- ✓ Age?
- ✓ Gender?
- ✓ Location?
- ✓ Preferred channels?
- ✓ Interests?

2. *Your goals.*

- ✓ Leads and conversions?
- ✓ Brand awareness?
- ✓ Traffic to websites?
- ✓ Community engagement?
- ✓ Market research?

3. *Your platforms.*

- ✓ Facebook
- ✓ Instagram
- ✓ TikTok
- ✓ YouTube

4. *Your optimal strategies.*

- ✓ A/B testing
- ✓ Tailor creative to different parts of the marketing funnel
- ✓ Optimize for both mobile and desktop

1. hunchad.com



Creating Pathways for Lead Generation



Crafting a Call-to-Action

Getting consumers into the marketing funnel.



Am I eligible for weight loss surgery?

Hartford HealthCare Medical & Surgical Weight Loss takes a uniquely holistic approach to surgical weight loss. One that offers patients thorough care not just from physicians and surgeons, but also from a team of professionals looking out for your nutritional, physical and emotional well-being.

[Take this health risk assessment ▶](#)

[Call 833.238.0683 ▶](#)

Weight-Loss Surgery Assessment

Hartford HealthCare

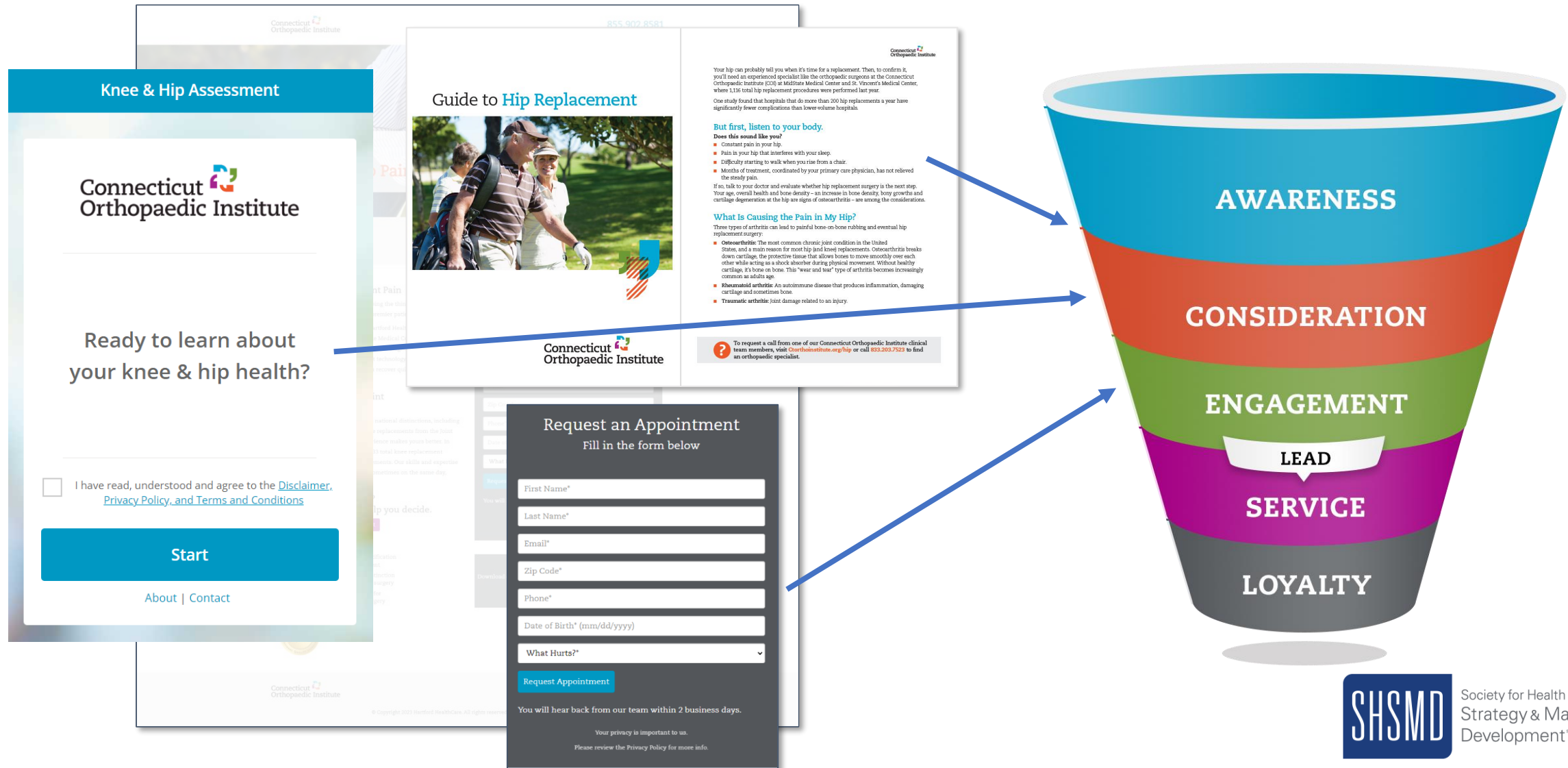
Find out if you're a candidate for weight-loss surgery.

I have read, understood and agree to the [Disclaimer, Privacy Policy, and Terms and Conditions](#)

[Start](#)

[About](#) | [Contact](#)

Pathways to Patient Lead Generation



Crafting a Call-to-Action

Offer many ways to engage.

This Story's Health Experts



Edward Hannoush, MD

Sometimes, you can follow all the weight loss advice in your newsfeed, but the scale still won't budge. Are you the only one struggling to lose weight? Is it something you're eating? What else should you try?

No. Maybe. And keep reading to find out.

"We're all very different," says Hartford HealthCare's **Edward Hannoush, MD**, a bariatric surgeon who practices across Hartford County. "What works for one person is not necessarily going to work for another."

Am I eligible for weight loss surgery?

[Start here](#)

[Call 855.792.6258](#)



Am I eligible for weight loss surgery?

Hartford HealthCare Medical & Surgical Weight Loss takes a uniquely holistic approach to surgical weight loss. One that offers patients thorough care not just from physicians and surgeons, but also from a team of professionals looking out for your nutritional, physical and emotional well-being.

[Take this health risk assessment](#)

[Call 833.238.0683](#)

Hartford HealthCare

[Subscribe](#) [Q](#) [Menu](#)



Edward Hannoush, MD

Surgical Weight Loss, General Surgery

[Go to Physician Profile](#)

Articles Featuring Edward Hannoush, MD



MEDICAL WEIGHT LOSS, NUTRITION, SURGICAL WEIGHT LOSS

June 15, 2023

3 Things to Know if You're Struggling to Lose Weight

Health Experts: Edward Hannoush

Sometimes, you can follow all the weight loss advice in your newsfeed, but the scale still won't budge. Are you...



ALCOHOL, NUTRITION, SLEEP

March 16, 2023

7 Health Tips for Your 30s

Health Experts: Shebese Chaudry, MD

News Desks

[Medical & Surgical Weight Loss](#)



Society for Health Care
Strategy & Market
Development™

Crafting a Call-to-Action

Use best practices.



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Actionable title

First person language

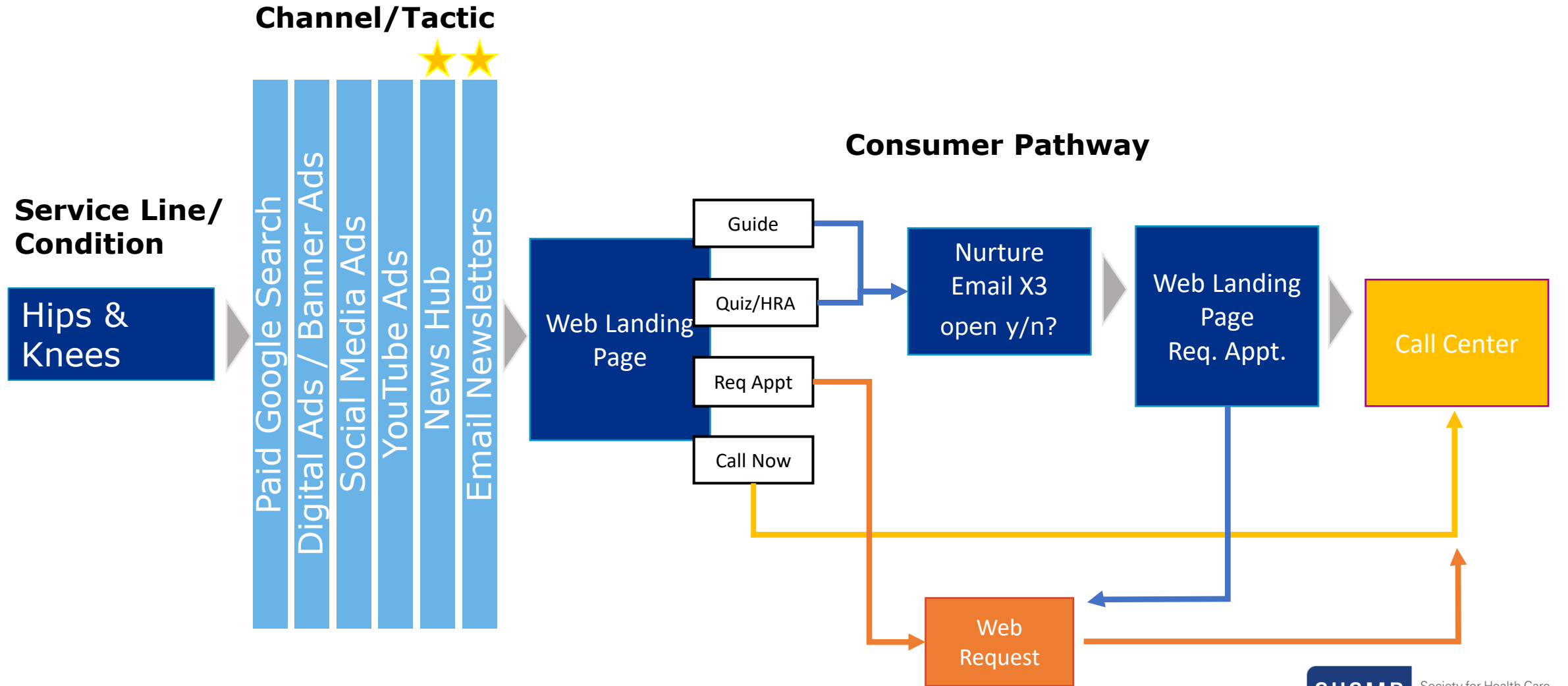
3-5 words

Image

SHSMD

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Development™

After the Click



The Customer Experience We Expect



How to Refinish a Deck



Shop this Project



BEHR PREMIUM 1 gal. White Base Solid Color Waterproofing Exterior Wood Stain and Sealer

★★★★★ (1851)

\$49⁹⁸

Add to Cart

Your Cart (1)

Share

Remove All Items

Pickup

Westerly (1 item) Curbside Available



BEHR PREMIUM 1 gal. White Base Solid Color Waterproofing Exterior Wood Stain and Sealer

\$49.98

Container Size: **1 Gallon**
Textured/Smooth: **Smooth**
Transparency: **Solid**
Number per Package: **1**

Pickup at Westerly

Delivering to 02891

Pickup

Today
21 in stock
FREE

Delivery

Aug 25 - Aug 28
1,000 available
FREE

Need a Painter? [Learn More](#)
Request a painter through Pro Referral

[Save for Later](#) | [Save to Favorites](#) | [Remove](#)

Checkout

— or —

PayPal Checkout



Easy In-Store and Online Returns

[Read our Return Policy](#)

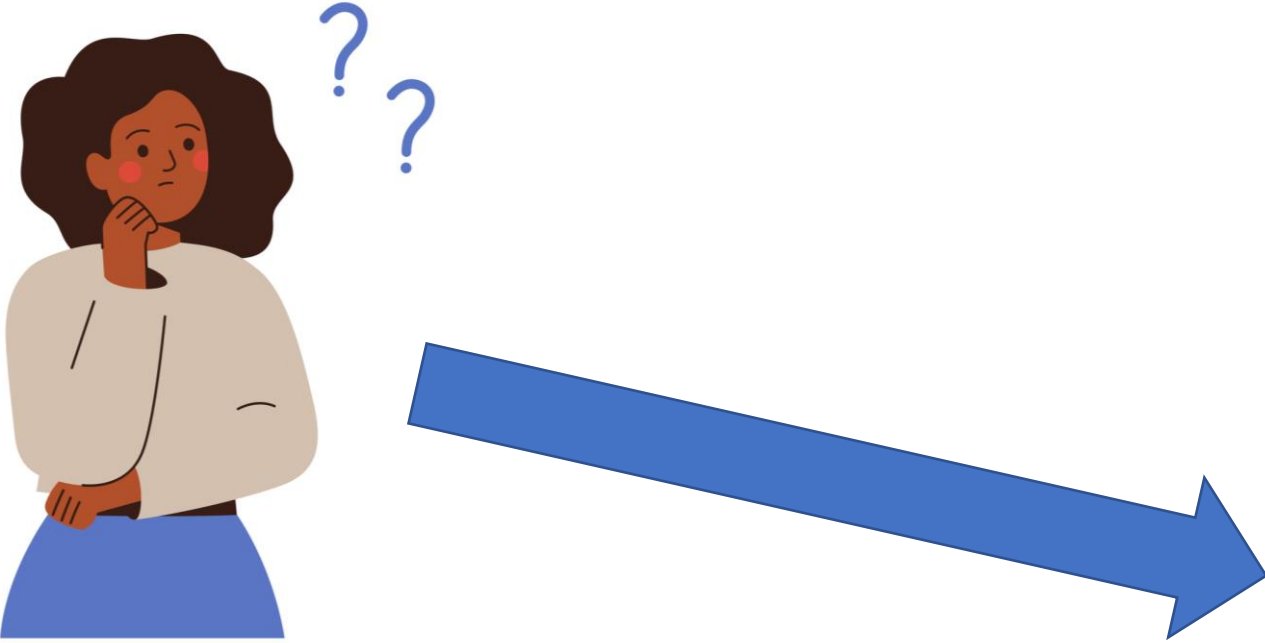


Society for Health Care
Strategy & Market
Development™

The Customer Experience in Healthcare



The Customer Experience in Healthcare



Assessing Your Capabilities (and Limitations)

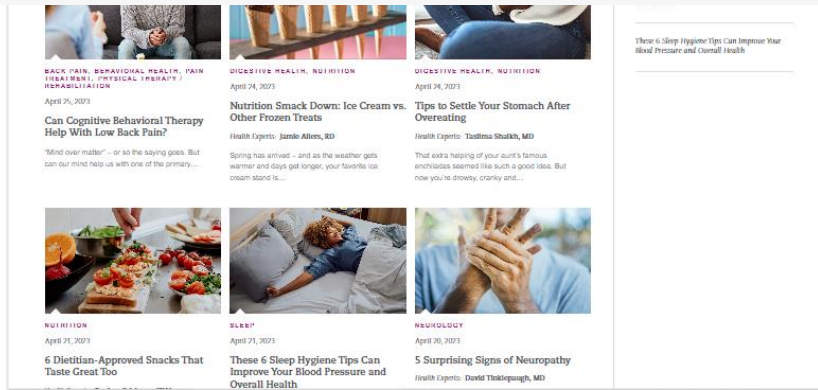


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[Take this health risk assessment >](#)

[Call 833.238.0683 >](#)



Call to Action Support

“Soft”
CTAs

“Hard”
CTAs

Technology/CRM Platform

Data collection

Encounter/billing data

Tracking

SHSMO

Society for Health Care
Strategy & Market
Development™

Getting operations ready






Measuring Success in Conversions, Not Clicks

Using Metrics to Share Your Success

The Week Ahead Schedule
Department Huddle

Reports
Comms Team Meetings

The Week Ahead



HealthNewsHub (Next 7 days)			Text Alert (Next 7 days)			
Primary	Topic	Assigned to	Primary	Topic	Assigned to	Service Line
Date: 05/22/23			Date: 05/22/23			
Rachel Knoll	Common signs of insulin resistance	Maggie Werner	Rachel Knoll	Common signs of insulin resistance	Maggie Werner	Medical Gro
Craig Floch	5 signs that weight loss surgery might be right for you	Susan McDonald	Date: 05/23/23			
Date: 05/23/23			Allers	Smack down: Pizza toppings	elissa.bass@hhchealth.c	Digestive He
Allers	Smack down: Pizza toppings	elissa.bass@hhchealth.c	Date: 05/24/23			
Seidel	Benefits of swimming	Elizabeth Marino	TBD	Keto/paleo diets aren't helping your heart	kate.carey-trull@hhcheal	Heart & Vas
Date: 05/24/23			Shekman	What happens during a hip replacement	Laura Benys	Bone & Join
TBD	Keto/paleo diets aren't helping your heart	kate.carey-trull@hhchea	Date: 05/25/23			
Gwynnee Shin	FDA approved hot flash pill	Susan McDonald	TBD	It's never too late to improve your bone health	Susan McDonald	CT Orthopa
Shekman	What happens during a hip replacement	Laura Benys	Date: 05/26/23			
Date: 05/25/23			Steven Thau	Are you in sleep debt? How to know, and what to	Laura Benys	
Imran Siddiqui	How skin cancer forms	brian.spyros@hhchealth.	Date: 05/29/23			
James Yue	New treatment offers pain relief for lower back pain	brian.spyros@hhchealth.	Kennon	Why my knees hurt in the morning	brian.spyros@hhchealth.	CT Orthopa
Holly Scoville	Vestibular therapy for people with balance/dizziness	brian.spyros@hhchealth.				

Text Alert Results

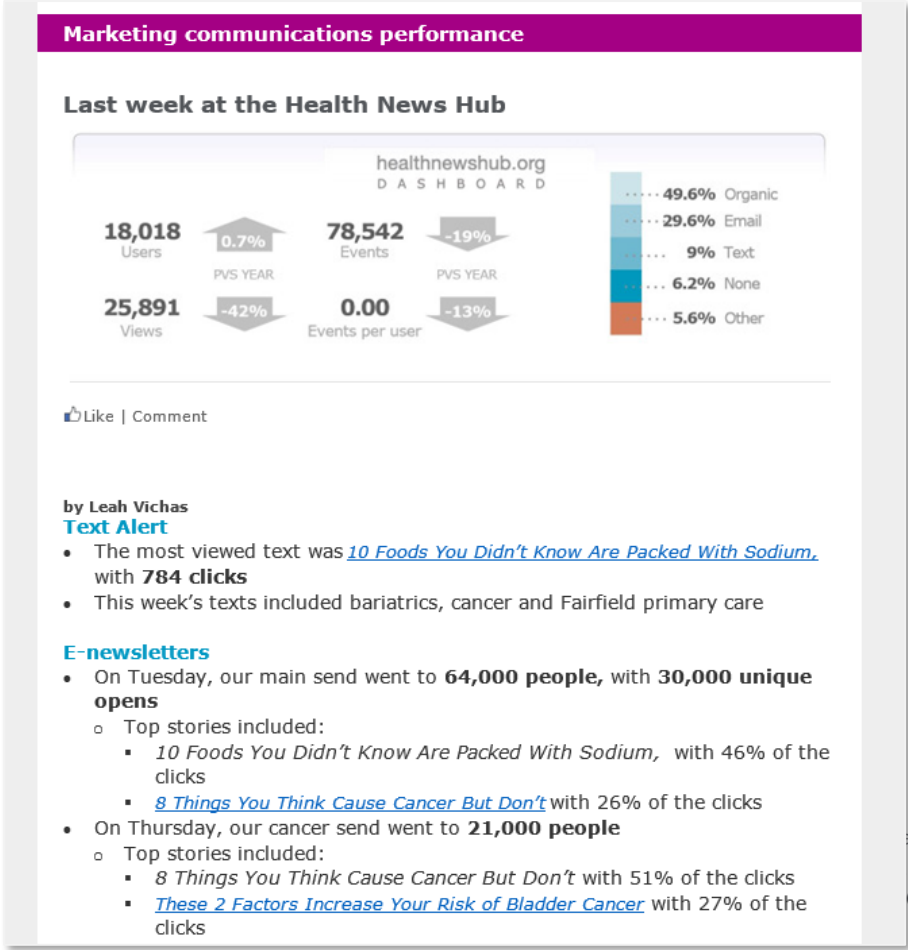
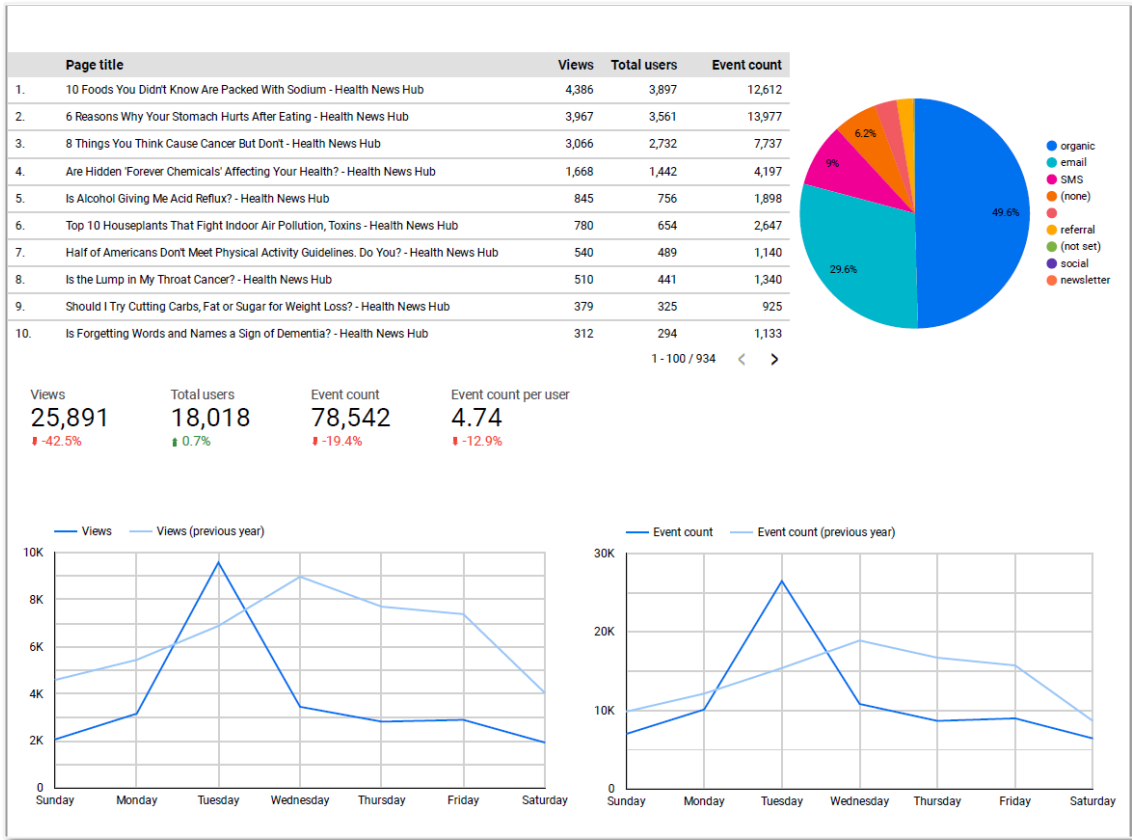
Grid View | 1 Sheet | 12 Columns | 2 Filters | Group | Summarize | 1 Sort

Date	Topic	Clicks #	Total texts	Clicks %	CTA clicks	Link	Assigned to
04/24/23	6 Dietitian-Approved Snacks That Taste Great Tr	758	6159	12.31%	9	https://healthnewshub.o	LV Leah Vichas
04/21/23	Is Plant-Based Protein as Good as Meat for Buil	559	6162	9.07%	2	https://healthnewshub.o	SM Susan McDonald
04/20/23	Don't Miss These 6 Early Signs of Mouth Cance	472	6163	7.66%	2	https://healthnewshub.o	SM Susan McDonald
04/19/23	This Sweetener May Help Lower Blood Sugar at	700	6165	11.35%	2	https://healthnewshub.o	MW Maggie Werner
04/18/23	4 Myths About ADHD in Adults	443	6168	7.18%	8	https://healthnewshub.o	LB Laura Benys
04/17/23	Am I Too Young to Get My Knee or Hip Replacem	378	6174	6.12%	5	https://healthnewshub.o	LB Laura Benys
04/14/23	3 Signs Your Back Pain Is Actually a Herniated L	394	6175	6.38%	4	https://healthnewshub.o	SM Susan McDonald
04/13/23	Can I Still Benefit From Probiotics If I'm Health	456	6175	7.38%	4	https://healthnewshub.o	E elissa.bass@hhche
04/12/23	These Foods May Increase Your Risk of Colorec	549	6174	8.89%	3	https://healthnewshub.o	E elissa.bass@hhche
04/11/23	This Common Ingredient Could Be Causing You	925	6173	14.98%	1	https://healthnewshub.o	MW Maggie Werner
04/10/23	What Causes Heart Palpitations, and When Sho	570	6172	9.24%	19	https://healthnewshub.o	LB Laura Benys
04/07/23	Have a Desk Job? Don't Ignore These Signs of I	512	6173	8.29%	10	https://healthnewshub.o	LB Laura Benys
04/06/23	Are Late Night Meals and Snacks Bad for Your	450	6175	7.29%	10	https://healthnewshub.o	KC Kate Carey-Trull
04/05/23	Shaq Had a Hip Replacement – Will I Need One	203	6177	3.29%	5	https://healthnewshub.o	SM Susan McDonald
04/04/23	These 3 Drinks Help Keep Your Blood Sugar Ba	636	6178	10.29%	2	https://healthnewshub.o	MW Maggie Werner
04/03/23	Can Charcoal Pills Ease My Upset Stomach?	375	6178	6.07%	1	https://healthnewshub.o	LB Laura Benys
03/31/23	How to Know When Back Pain Requires Surger	396	6179	6.41%	16	https://healthnewshub.o	RS Robin Stanley
03/30/23	What Your Heart Rate Says About Your Health	569	6179	9.21%	14	https://healthnewshub.o	K kate.carey-trull@hf
03/29/23	Why We Can't Stop Eating Junk Foods Once W	442	6186	7.15%	5	https://healthnewshub.o	SM Susan McDonald
03/28/23	What Is the Best Diet for Diabetes?	397	6191	6.41%	7	https://healthnewshub.o	MW Maggie Werner

Using Metrics to Share Your Success

Automated Email Reports
Comms Team Meetings

Weekly Metrics Update
Up2Date Email Newsletter



Using Metrics to Share Your Success

Consumer Activation Report
Marketing/Institute Leadership

Consumer Activation Report (CAR) Marketing and Communications

Distributed August 2023
Marketing Data through July 2023

Confidential and Proprietary Information

August 2023

| HHC Consumer Activation Report



Consumer Activation Metrics

- CRM Leads
- Marketing Call Center Volume
- Internal Call Center Volume
- Marketing Call Center Provider Referrals
- Website Contact Form Submissions
- Social Media Audience Growth
- Social Media Engagement
- Website Visits
- E-newsletter Opens

Confidential and Proprietary Information

August 2023

| HHC Consumer Activation Report



But Not All Metrics are Created Equal

Vanity metrics:

- Make you look good to others – but lack guidance for subsequent initiatives
- Can inform preliminary optimizations
- They are not:
 - Controllable
 - Repeatable
- **Any metric can be a vanity metric**

2.15M
Emails
Delivered*

1M
Unique Email
Opens

1.6M
Total Email
Opens

45.8%
Email Open Rate

Value metrics:

- Inform optimizations and future strategies
- Help make decisions to support your business in growing and reaching its goals



Vanity Metrics

- Pageviews
- Total users
- Total subscribers
- Total downloads or leads
- All-time revenue



Value Metrics

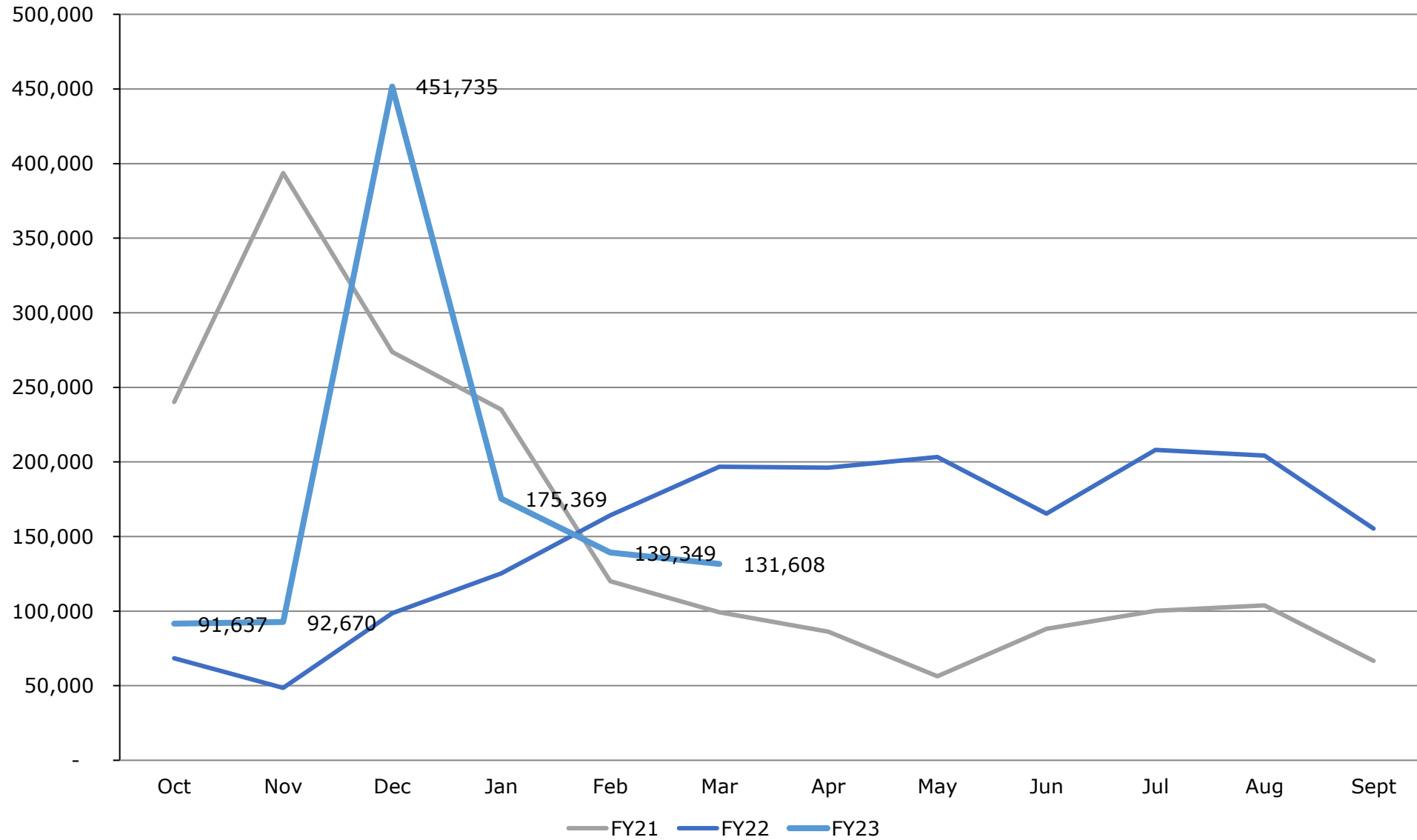
- Ratio of new vs. existing patients
- Patient conversions
- Conversion rate
- Revenue growth over time – compare to a previous time frame

When to Use Vanity Metrics

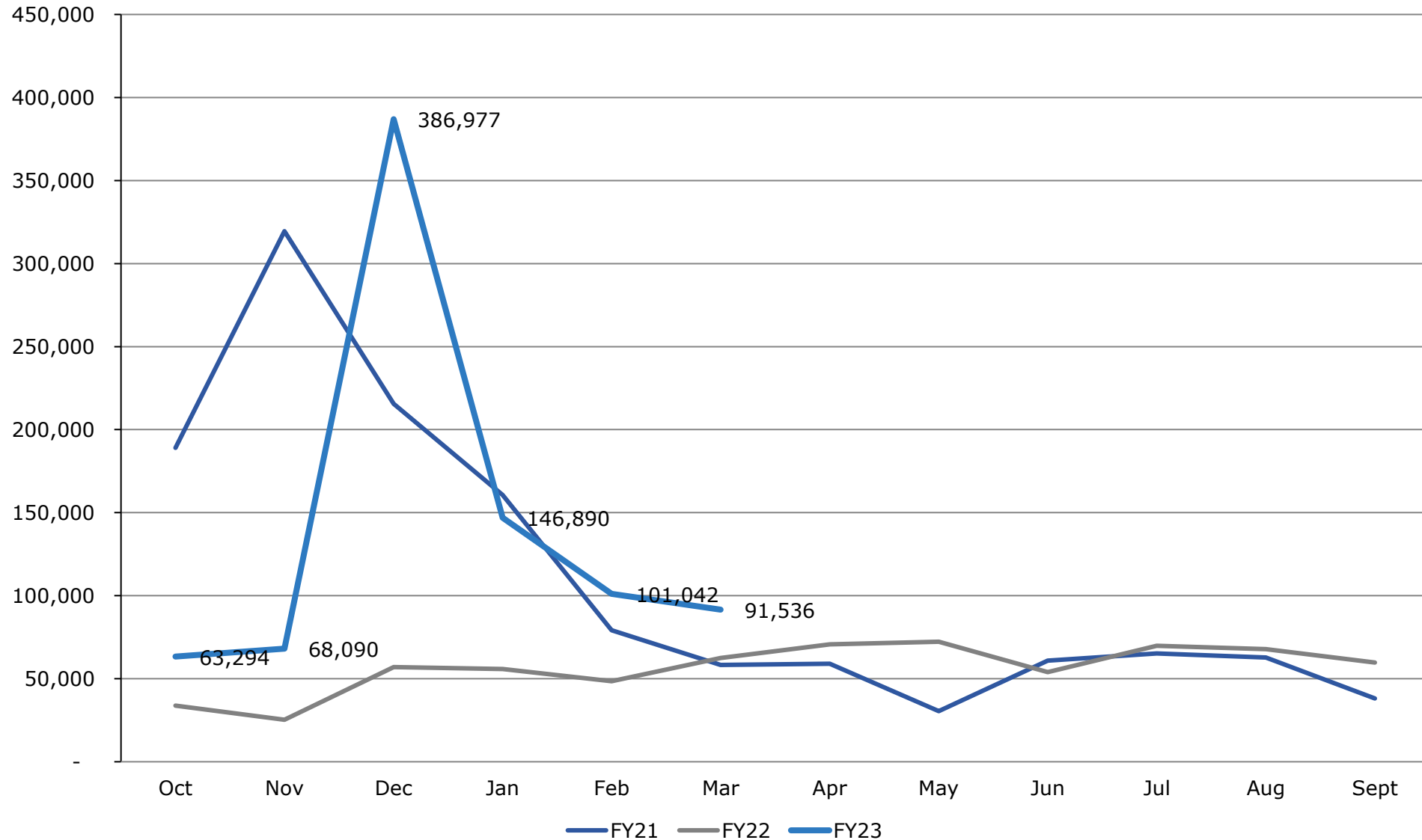
- Don't *rely* on **vanity metrics** to show success
- Raw numbers seldom tell the whole story
 - Instead, compare cumulative metrics to a previous time period: month-over-month or year-over-year
- Use vanity metrics to:
 1. **Demonstrate** trends in marketing performance
 2. **Make** preliminary optimizations
 3. **Benchmark** against yourself



The Results – Views

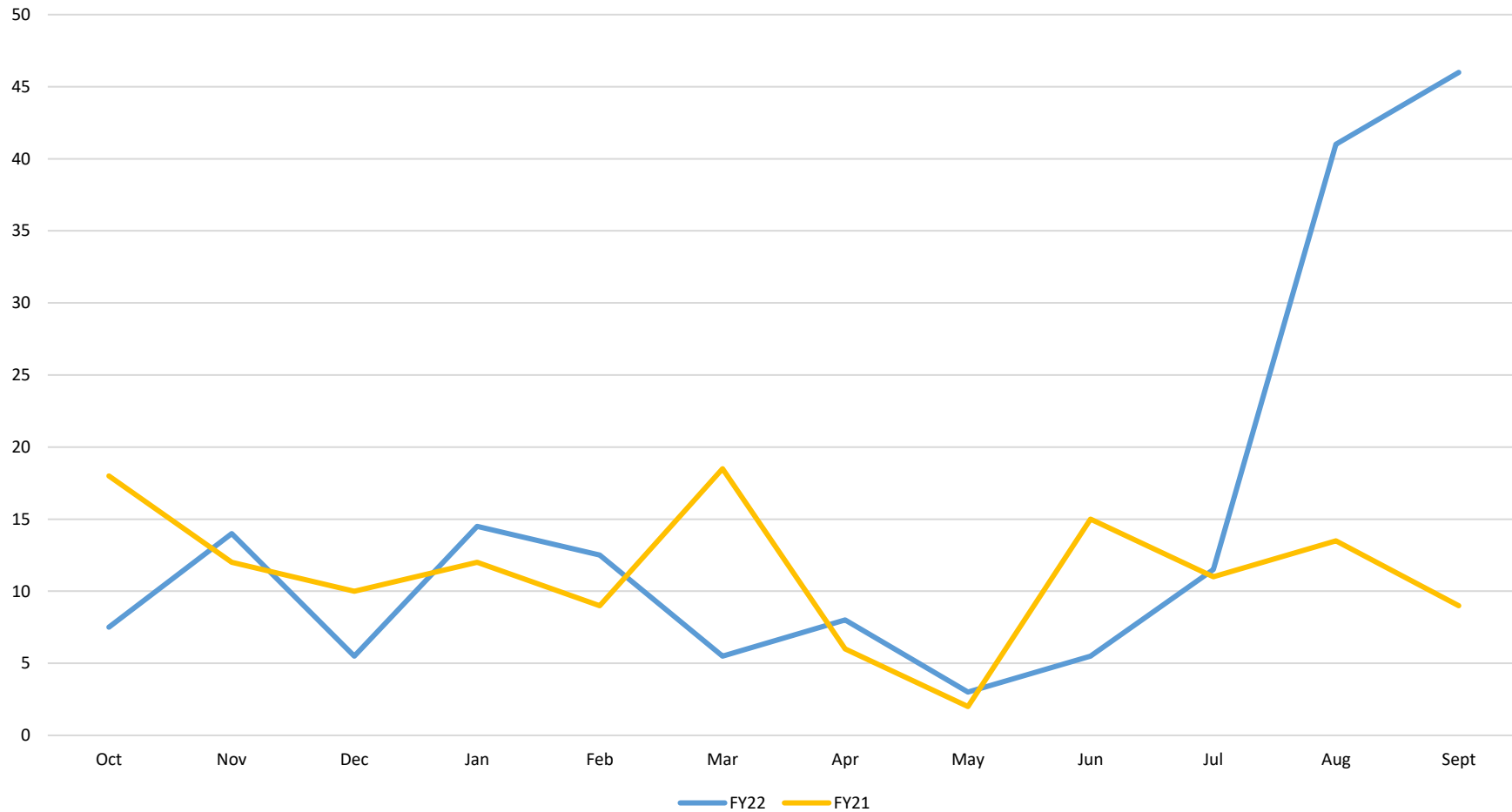


The Results – Total Users



Health News Hub CRM Lead Volume

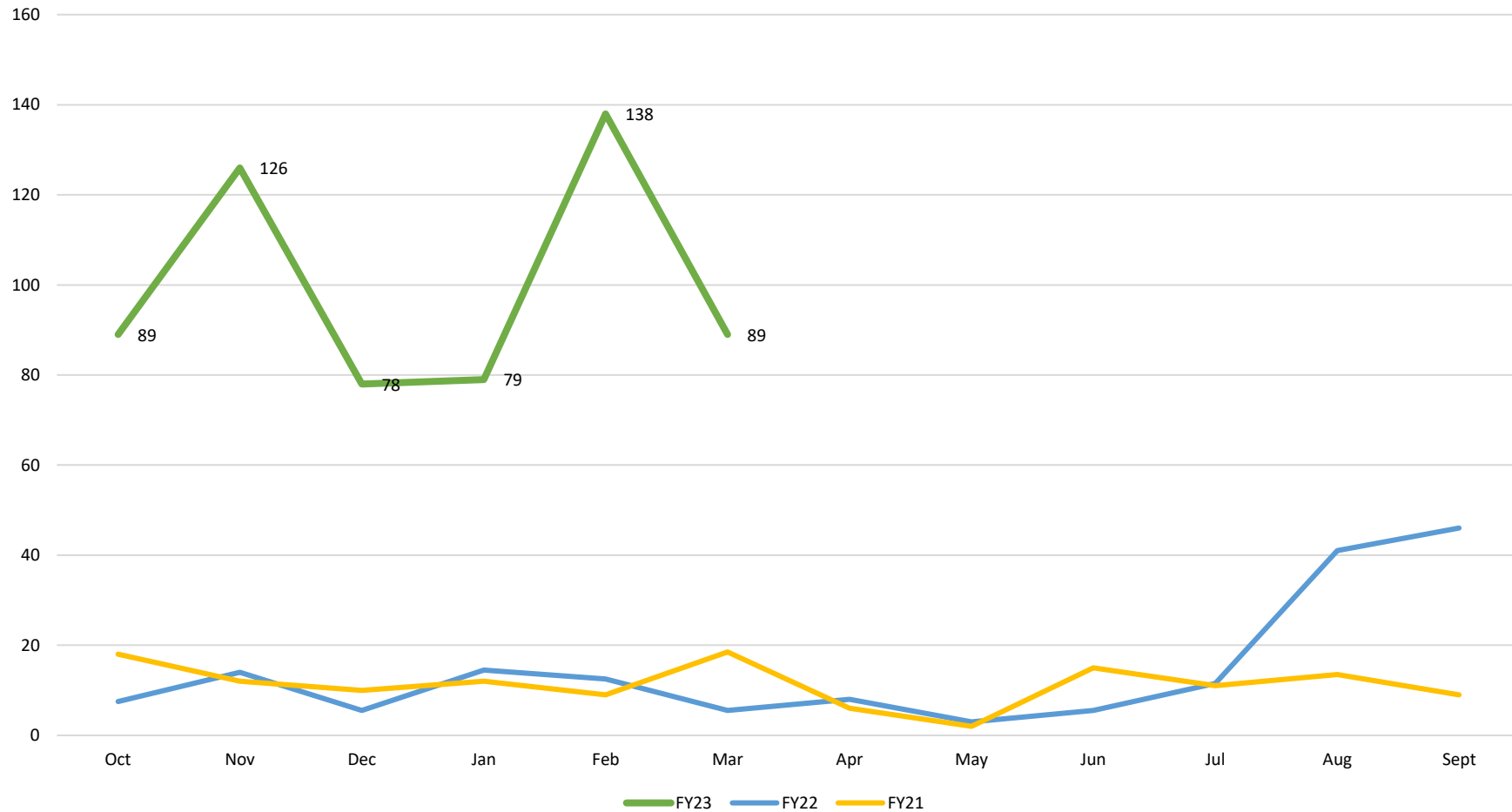
FY22 Over FY21



- **FY22 Over FY21: 28%** growth in lead volume garnered via strategic health news hub content

Health News Hub CRM Lead Volume

FY23 Over FY21-22



- **FY23 to date:** we have surpassed FY22 leads by **248%**

When to Use Value Metrics

- Value metrics can help you...
 1. **Adjust** your marketing strategy
 2. **Shape** upcoming campaign initiatives
 3. **Make** informed decisions that impact campaign operations
 4. **Evaluate** in conjunction with vanity metrics
 - What appears to be working vs. what is actually working



Applied: Measure success in patient conversions

Apr '21 – Mar '22

14,280
CRM Leads

2,301
Unique Patient
Conversions

16%
Conversion Rate

+34%

+54%

+2%

Apr '22 – Mar '23

19,184
CRM Leads

3,539
Unique Patient
Conversions

18%
Conversion Rate

Applied Scenario:

When analyzing campaign performance, rather than focus on total number of leads alone, consider unique patient conversions and conversion rate

Interactive Activity

Three Key Take-Aways

1. **Own** the customer experience – from the story topic and headline, to the content you provide, all the way to hand-off.
2. Great content marketing is a **team effort** – get your stakeholders, leadership, writers and digital marketers on the same page.
3. Use **best practices** to make your content stand out and reach the widest audience possible – the benefits don't stop at page views.



Questions?

Please be sure to complete the session evaluation!





Amanda Nappi

*Director of Marketing and
Communications Operations,
Hartford HealthCare*

✉ Amanda.Nappi@hhchealth.org

[in linkedin.com/in/amanda.nappi](https://www.linkedin.com/in/amanda.nappi)

Amanda has spent the last decade in healthcare marketing and communications, with a focus on optimizing processes and workflows. As director of marketing and communications operations, she provides strategy and oversight for the Health News Hub, consumer e-newsletters and daily text alert, community education, and marketing and communications operations.



Leah Vichas

*Digital Communications Specialist
Hartford HealthCare*

✉ Leah.Vichas@hhchealth.org

[linkedin.com/in/leah-vichas](https://www.linkedin.com/in/leah-vichas)

Leah specializes in digital communications for Hartford HealthCare — planning, creating and optimizing tools and processes to keep the communications team on target. A former volleyball coach, she is also a driving force behind the popular Writer’s Workshop series, bringing her love for coaching into the world of content strategy.



Nicole Spagnoletti

*Director of Digital Marketing
Hartford HealthCare*

✉ Nicole.Spagnoletti@hhchealth.org

[linkedin.com/in/nicolespagnoletti](https://www.linkedin.com/in/nicolespagnoletti)

As the Director of Digital Marketing at Hartford HealthCare, Nicole brings over a decade of expertise to the industry. It is her goal is to empower individuals by connecting them with top-tier healthcare services through a seamless digital journey. Bringing an engaging perspective to the healthcare digital marketing field, her insights and strategic success help drive meaningful impact for her organization.



Alicia Beadle

*Digital Marketing Analyst
Hartford HealthCare*

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Alicia became a valued member of the Hartford HealthCare team as a Digital Marketing Analyst in February of last year. With a commendable track record of five years in healthcare marketing, Alicia brings her expertise to the forefront, focusing on the strategic planning, efficient management, and insightful analysis of various digital marketing endeavors. Her particular proficiency lies in overseeing customer relationship management campaigns, ensuring a holistic approach to nurturing and engaging with the target audience.

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