

# Digital Patient Acquisition

Reality today: Patients want to communicate with their healthcare providers the same way they communicate with everyone else in their lives. And if you're able to meet them where they are, your practice stands to reap their allegiance.

Accustomed to click and spend, click and deliver, they're ready for click and care. Savvy healthcare leaders know that their growth planning strategy must focus on driving patient volume by reaching them where they are - which is likely in front of a screen. The challenge is how to capture them.

## We can help.

Informed by your unique business goals, we develop a custom patient/prospect communication platform to help you reach people on their terms, in ways that fit their lifestyle. Within 60 days of starting with our due diligence, we generate an assessment report and roadmap for digital patient acquisition. From there, we can execute elements of the plan as needed.



## Let's Get to Work



**14 Days:** Through our due diligence, we learn about your volume goals, new patient capacity, ideal patient, practice profile, market share, differentiators, competitors, current marketing efforts, resources and online reputation.



**14 Days:** We develop an executive summary with key findings, competitive comparison and KPI identification. The roadmap follows, featuring key targets, approach to targeting, playbook, calls to action, lead conversion strategy and operational plan, plus metrics.



**30-60 Days:** After plan delivery, we can assist as desired with plan implementation and measurement. Services include media buying with partners, creative design, social media execution and ongoing optimization monitoring.

Trusted strategic communications consulting  
devoted to healthcare providers.

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# Our Patient Acquisition Approach

Digital health risk assessments (HRAs) are an important element of a strong digital patient acquisition. Organizations can promote HRAs on platforms including Facebook, Twitter, Google Ads and their own websites. Ideal patients can also be cross-promoted through direct mail, email marketing and digital advertising.

HRAs generally work this way:



**1. Interaction with ad or post** - Each ad or social media post is designed to attract patients who have specific healthcare needs.



**2. Completion of HRA** - Patients fill out the online assessment to learn more about their health risk for a particular condition and options.



**3. Call to action** - Patients respond to certain health needs available at your organization and are directed to specific physicians or contacts.



**4. Remarketing and analysis** - Hospital marketers can use data to follow up with patients.



**5. Education** - Patients gain insight and are motivated to discuss their health issue with a physician or care provider at your organization.

## Examples of Focus:

**Weight loss surgery** - Weight loss surgery profiler calculates BMI to determine a recommendation for such surgery.

**Knee/Hip replacement** - Assessment evaluates joint function and quality of life.

**Diabetes** - Evidence-based diabetes HRA calculates eight-year risk for developing Type2 diabetes and metabolic syndrome.

**Heart health** - Assessment determines 10- and 30-year risks of developing cardiovascular disease as well as heart age of the user versus norms for their peer cohort.

## About Us

Jarrard Phillips Cate & Hancock, Inc. is a strategic communications consulting firm devoted to helping healthcare providers navigate change, challenge and opportunity. Ranked a top-10 firm nationally, Jarrard Inc. has guided leaders at more than 500 healthcare organizations across the country through high-stakes moments, including M&A, crisis, significant growth, and systemic internal change. Our team of former journalists, political operatives and healthcare executives is built to serve the unique needs and challenges of national health systems and academic medical centers, regional and community health systems, and health services companies.

Interested in learning more?

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