

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

Strong online calls to action are important elements of a digital patient acquisition program. Organizations can promote CTAs 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.

Patient acquisitions programs 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. Call to action

Patients respond to certain health needs available at your organization and are directed to specific physicians, contacts or resources.



3. Remarketing and analysis

Hospital marketers can use data to follow up with patients.



4. 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

With offices in the healthcare hubs of Nashville and Chicago, Jarrard Phillips Cate & Hancock, Inc. is a U.S. top 10 strategic communications consulting firm for the nation's leading healthcare providers experiencing significant change, challenge or opportunity. Founded in 2006, the firm has worked with more than 500 clients in 45 states and specializes in M&A, change management, issue navigation and strategic positioning.

The firm's digital capabilities include the development of enterprise websites, digital strategy development, managing online reputation, technology selection, social media management, data visualization and online consumer research. In 2020, the firm expanded its capabilities by joining as a division of The Chartis Group, one of the nation's leading healthcare advisory and analytics firm. For more information, visit jarrardinc.com.