

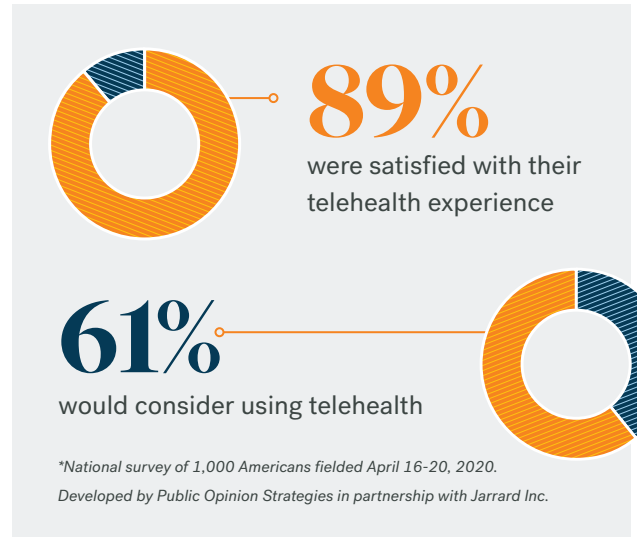
Digital Smarts for Patient Acquisition

Intense acceleration. The COVID-19 pandemic has triggered the rapid digitization of healthcare, spiking widespread adoption of telehealth and traffic to websites, social media and review platforms that impact your business.

Getting it right means jumpstarting patient acquisition. Miss the mark and you risk reputational damage and consumers looking elsewhere for care. Owning your online narrative requires vigilant monitoring and management. Taming the content infodemic requires assessing your current state of digital, then developing a model of cadenced community-building.

We can help.

Our team analyzes how digital conversations are impacting your organization's online reputation, provides guidance for reigniting workforces via online engagement and develops patient acquisition strategy for this new era.



Your Roadmap

Within 30-45 days, we will build a custom digital marketing roadmap tailored to your unique goals to restore and grow patient volume.



Recommendations will be designed to:

- » Construct your organization's audience personas
- » Eliminate any gaps in existing strategy
- » Increase platform engagement
- » Increase patient acquisition
- » Adapt to the COVID-19-disrupted digital space
- » Improve your organization's online reputation
- » Help manage online feedback, reviews and comments
- » Foster workforce engagement in the pandemic environment



We start by immediately evaluating:

- » Industry trends and the "shift" to digital
- » Digital adoption by your audiences
- » Your digital landscape (volume, influencers, competitors)
- » Organization mentions
- » Your organization's digital strategy
- » Social media channel performance
- » Website performance
- » Digital advertising performance
- » Online reputation

Let's Get Started

To learn more about how we can help you build a digital marketing roadmap that's tailored to your organization's goals, please contact Reed Smith at rsmith@jarrardinc.com.

About Us



Reed Smith

Vice President, Digital Strategy

A nationally recognized digital transformation expert, Reed Smith's work lies at the intersection of change management, patient experience and consumer behavior in healthcare. At Jarrard Inc. Smith leads a team who help clients answer the question, "How do people want to connect with us?" and then builds strategic plans using digital tools to make those connections.

Prior to joining the firm, Smith spent 15+ years in healthcare marketing as a hospital marketing director, a product development chief for the Texas Hospital Association and an independent strategist to large healthcare brands.

He is a founding advisory board member for both the Mayo Clinic Social Media Network and the health & wellness track at the SXSW® Interactive Festival, and founder of the Social Health Institute.

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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