

# Using Tech for Marketing Advantage

---

HOME CARE & HOSPICE

# Table Of Contents

---

3 **Leveraging Technology for Market Advantage**

4 **Why Promote Your Technology?**

5 **Technology Worth Communicating**

## **Best Practices for Communicating Technology**

6 • **Technology is Impersonal, So Messaging Should Be Personal**

• **Utilize Staff As Your Brand Ambassadors**

7 • **Update Your Greatest Asset – Your Website**

8 • **Inform Your Patients, Families & Donors To Spread The Word**

9 • **Use Your Social Platforms To Promote New Technology**

10 • **Educate Your Referral Sources**

12 • **Update Listings And Reviews**

• **Consider Paid Search Advertising**

13 **Summary**

14 **About REGROUP**



# Leveraging Technology for Market Advantage

---

Marketing for hospice, skilled nursing, or home care can be tricky. Patients and their families typically don't look into their options until they have to. When they do begin to investigate, they tend to assume all their options are the same. Since consumer awareness is relatively low, there is marketing potential for your organization to stand out.

By promoting your organization, and your use of the latest technology, you can make a strong, positive impression on patients and their families.





*of home health consumers say responsiveness affects their satisfaction with healthcare providers.*

## Why Promote Your Technology?

---

A Home Healthcare study showed that 97% of home health consumers say responsiveness affects their satisfaction with healthcare providers\*. The use of technology in Home Care and Hospice will create a better experience for patients. By adopting technology that meets patient needs, you show your organization truly cares about its patients and their satisfaction.

Adopting technology can help your organization meet a number of objectives including:

- Elevating the patient experience
- Improving communications with patients/families
- Differentiating your brand from competition
- Building awareness for your organization
- Expanding clinical care capabilities
- Connecting with current and new audiences
- Keeping pace with industry innovation

Source: [\\*Porter Research, Home Healthcare Consumers, August 2021](#)



REGROUP

# Technology Worth Communicating

---

There are constant advancements in healthcare technology and your patients and families will be most interested in what directly eases their experience. Particular technology you'll want to tell your audience about are as follows:

- Video chat and telehealth capabilities
- Real-time messaging
- 24/7 nurse call centers
- Remote monitoring
- Wearables
- Wireless Call Systems
- Hospital at Home programs
- Virtual reality programs

## Best Practices for Communicating Technology

---

Whether your organization has a large or small budget for marketing, many of these communication tips can be implemented easily without a lot of additional resources.

# Technology is Impersonal, Messaging Should Be Personal

---

People respond better to simple messages. Your message should stick to the point: how does this benefit the patient and family. Make sure you use user-friendly language and avoid technical jargon. Doing this will make your message easily comprehensible.

As a learning and marketing tool, videos are more personal and improve comprehension. When possible, use video instead of text.

Real testimonials and reviews improve credibility because they're so personal. Reviews often are the main driving force behind someone's decision to trust your organization. Be sure you include genuine reviews in your marketing.

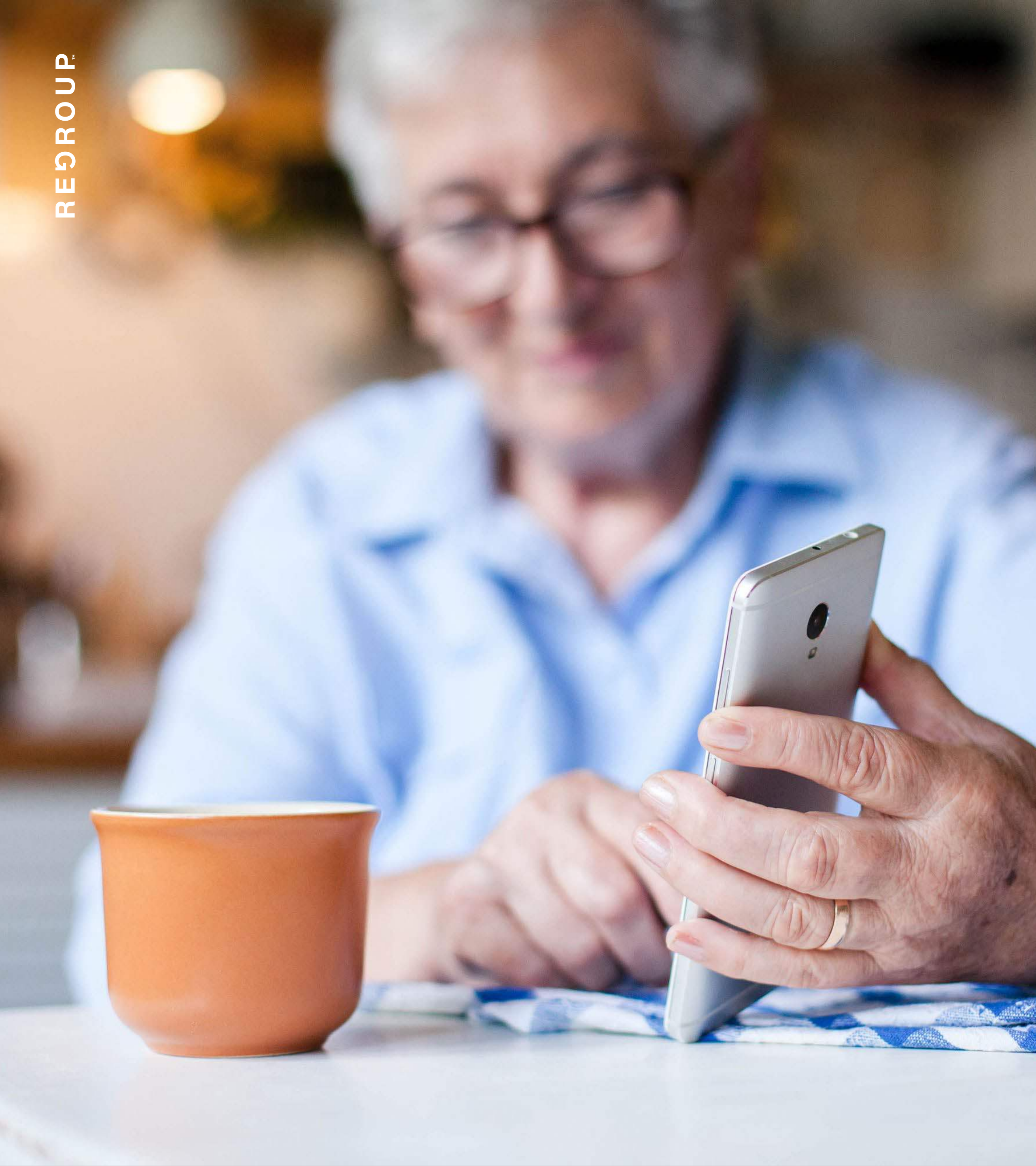
# Utilize Staff As Your Brand Ambassadors

---

Trained staff make for good brand ambassadors and are ideally suited to train patients and family members. Make sure your staff is regularly educated on the new technology your organization is adopting. Educated staff will help a patient feel more confident in your organization and its technology.

Many people learn better with more interactive educational methods like videos. Consider developing a patient/family training video that can be used to refresh learning or teach a new caregiver.





# Update Your Greatest Asset – Your Website

---

When patients, families, and/or referral sources search for information about your organization, your website is the first place they will go. If your website fails to quickly meet their needs, they won't stay long.

Home page announcement videos or slider images are great opportunities to communicate your technology immediately. Remember, people tend to prefer video information to text. Be sure to demonstrate on your home page why your organization is different from others. This is a good place to include any products or services that are new and differentiate your organization.

Follow up your home page with more information about your technology in the interior content pages of your website. Interior content pages are the perfect place for blog articles or FAQs. Text content should still be simple to understand, but this is the spot to go more in-depth about your services.

SEO (or, search engine optimization) is key for gaining clicks to your site. Search engines will identify your technology services if you update your meta tag descriptions on any new or updated pages.

# Inform Your Patients, Families & Donors To Spread The Word

---

Your current audiences can help you build awareness and credibility for your technology services. Patients, families and staff who are first users of new technology can let you know how the technology benefits them. Their accounts can help you refine your training and ensure the user experience is satisfactory for staff and patients.

If users enjoy their experiences with your technology, they will likely give positive word-of-mouth recommendations to others. This is ideal for marketing. So are email announcements, direct mail postcards, newsletters, patient portals and on-hold phone announcements.





REGROUP<sup>®</sup>

# Use Your Social Platforms To Promote New Technology

---

Social media is a very important tool in marketing. It is one of the quickest ways to reach your target effectively. Organic social media posts will reach your current followers. However, if you want to expand your target reach, you will need to invest in paid social media. With paid social, you pay to boost your posts and target your ideal prospect profile outside of your followers. Facebook, Instagram, and YouTube all allow you to target broader audiences to expand your reach.

For additional brand exposure, consider “Live” and “Story” Facebook and Instagram placement opportunities. Live posts are real-time streaming videos that can promote an event, webinar or demonstration to invited followers. Unlike regular Facebook posts, “stories” appear on people’s news feeds at the top of the Facebook app. This is prime real estate to catch your audience’s attention. Story posts use photos or video, and are only posted for 24 hours.

Video is the preferred platform for social media. When possible, post videos to tell your story.

YouTube is the second most popular social media platform after Facebook. One billion hours of YouTube videos are watched daily. One hundred twenty-two million people visit YouTube daily, spending an average of 16.5 minutes on it\*. By using YouTube to host your organization’s ads and organic videos, you can tap into the major audience that is already there.

Source: [\\*backlinko.com](https://backlinko.com)

# Educate Your Referral Sources

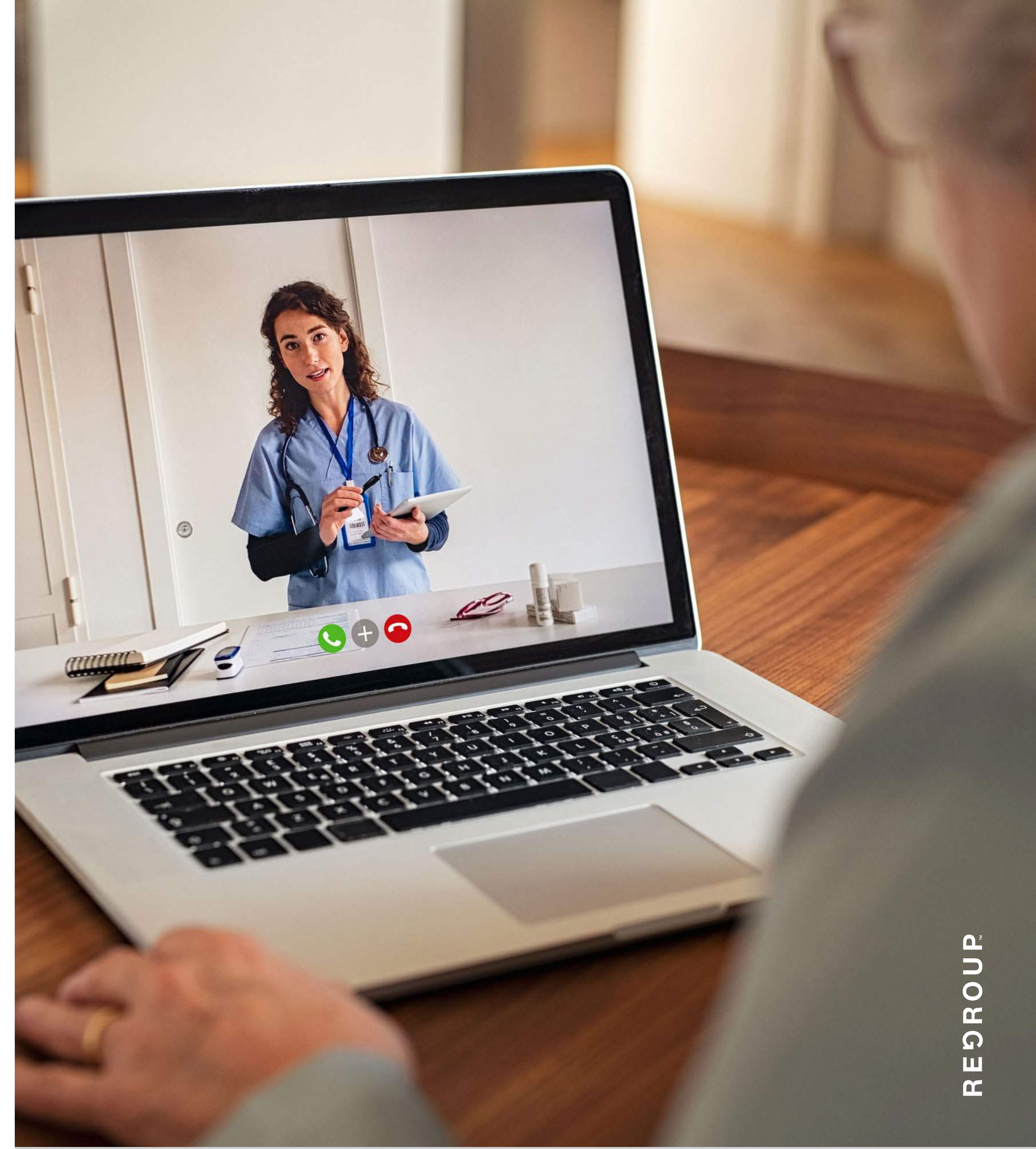
---

Thirty-two percent of consumers seek out physicians' advice when a family member has a terminal illness.<sup>1</sup> However, 72% of surveyed physicians saw little to no differentiation in hospice, home health, and palliative care providers.<sup>2</sup> That's why it's so important that your organization and services stand out to physicians and other referral sources.

Physicians and other referrals will want to know what your technology does to improve clinical care and how it helps keep patients from returning to the hospital. Make sure your organization is prepared to respond to them with your plan.

It's critical that your organization utilizes technology that quickly and accurately transfers medical records, orders and other data electronically. These days, electronic medical record and data transfers are considered an industry standard.

It's often difficult to arrange in-person meetings with physicians and referral sources. On the next page you will find some alternative tactics to meeting in person that you can consider implementing.



Footnotes: [1-2: Transcend Strategy Group, "End the Losing Battle for Self-Referrals"](#)

# Educate Your Referral Sources

---

- **Physician/Professional Portals:** Use the home page of referral portals to list advantages and relevant content. Highlight any new services or innovations.
- **In-service or Zoom Demonstrations:** If an in-service meeting can't be arranged, online meetings are standard for healthcare providers. Zoom meetings can easily be made more personal and interactive. For example, you could send them lunch to enjoy while they attend your Zoom meeting.
- **CEU Webinars:** Facilitate or sponsor a webinar with CEU credits to encourage physicians and professionals to attend. Select a speaker and topic that is new to them to increase their chance of attending.
- **Speaking Opportunities:** Identify conferences in your area where your organization can present information about a relevant topic. Panel discussions are a great way to present with non-competitive colleagues and can add credibility to the discussion.
- **White Papers:** If you have a topic that you want to educate others about, a white paper can demonstrate your expertise and create awareness among new provider audiences. The industry trade publications are always looking for content from professionals. Be sure to post your white paper to your own site and distribute it to your list of referral sources.





## Update Listings & Reviews

---

It's easy to forget about your business listings or on third-party sites like A Place for Mom, Caring.com, and Yelp once they are listed. Your listings should be checked every six months and updated when any of your information changes. You can now add Covid-19 and telehealth information to your Google My Business. With the changing regulations in healthcare, keeping your Covid-19 information up to date is a must.

Reviews are vital to patient referrals. The more positive reviews you have, the better. When possible, ask patients/families to write reviews about their experience with your organization and its technology. Consider providing families with an information sheet on how and where to post reviews. Help them with tips and advice if they are unfamiliar with online reviews. If a patient is especially satisfied, you could ask them for a video testimonial.

## Consider Paid Search Advertising

---

Paid search advertising allows you to display your website at the top of search results when someone searches for related keywords. There are a variety of paid search formats you can use that allow you to test different messages and content.

One popular paid search format is Google Ads. Google Ads lets you track the number of views, clicks and contact forms your website receives. Pricing is based on the volume of key search words and how popular the search words are. The lower the demand for a search word, the lower the cost. Google Ads gives you daily budgets and you only pay when your ad is selected. This is an especially great tool if your organization has low brand name awareness.



## Summary

---

In any industry, setting yourself apart from competition is important. Your organization can stand out in the hospice, skilled nursing and home care industry by utilizing technology to its fullest. By marketing your organization as informed and technologically advanced, you will be notable to consumers and referrals alike.

With how fast technology moves in the 21st century, it can be confusing to stay up on the latest marketing and industry technologies. However, the benefits of doing so are limitless. Adopt both new technologies and social media for your organization. The new technologies will improve user experience, while social media can promote your organization to a large, relevant audience.

Remember, there are things you can do organically to promote new technology in your organization. Making staff into brand ambassadors who introduce the technology to patients and families is an organic way to increase technological awareness. Having patients and families leave reviews in their own words is another organic method to increase awareness and boost your organization.

Make sure your organization stands out from the industry by utilizing technology to improve patient experience in a way everyone understands and benefits from.

# About REGROUP

---

**WE ARE A FULL SERVICE, INDEPENDENT, WOMAN-OWNED  
BRAND TRANSFORMATION AGENCY IN MICHIGAN**

REGROUP helps brands solve complex customer experience challenges through deep research and innovative marketing strategy. Our teams collaborate to realign systems, processes and brand experiences around a unified and well-defined purpose.

We have worked with hospice and home care facilities for many years, helping them increase brand awareness and market share. From brand development to integrated media campaign execution, REGROUP is the perfect partner for hospice or home care marketing efforts.

Are you ready to REGROUP?

CONNECT

**ANDRE MELLO**

Director, Marketing & Growth  
andre.mello@regroup.us  
734.327.6637

