

"I continue to feel that physicians have a moral obligation to fill Google's servers with quality content to drown out the commercialized nonsense that exists online today. But for those of you in search of bringing patients in your door, the message is clear. It works, and it's happening."

- HOWARD LUKS, MD

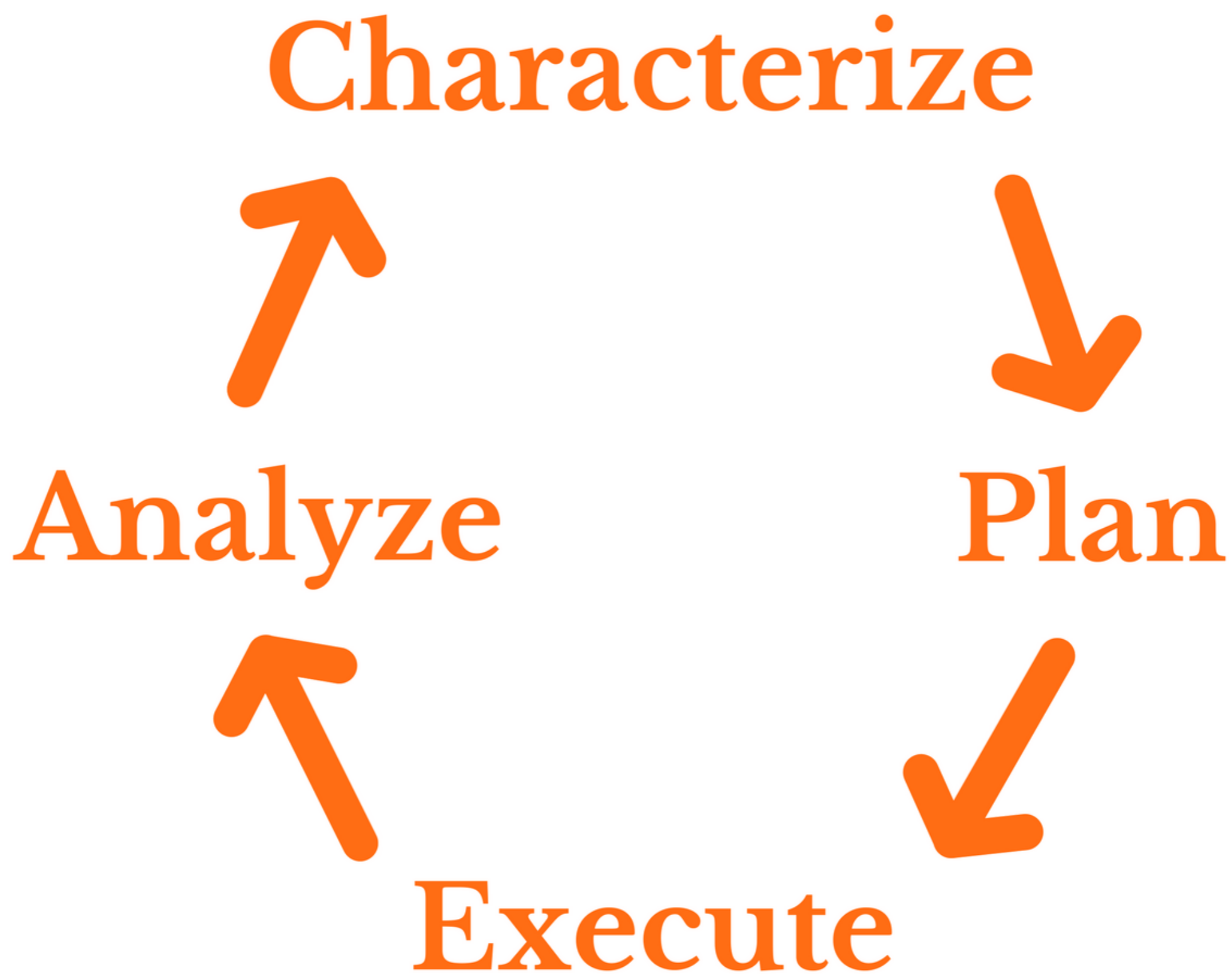


GETTING STARTED WITH MEDICAL CONTENT MARKETING

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Introduction

The framework for creating effective medical content is made up of 4 processes - characterizing, planning, executing, and analyzing. Each process contributes the next in a continuous loop.



The best medical content incorporates expertise from medicine, communications, and behavioral science. Unfortunately, creating this kind of high quality content is time consuming.

To increase efficiency, consider the entire framework before getting started. Understanding how specific aspects of the framework inform other parts of the content life cycle will enable you to gather more meaningful data and capture critical insights.

For more guidance on medical communications, please visit CureComms.com or reach out to us at (202) 380-9710 or info@curecomms.com.

Defining Objectives

Consider what you hope to achieve through your medical content, and fill in the blanks below.

My overall goals for creating content are:

The people I want to reach are: Because I want them to:

1. _____	_____
2. _____	_____
3. _____	_____
4. _____	_____
5. _____	_____
6. _____	_____
7. _____	_____

Characterize

Answer the questions associated with each audience you're interested in targeting.

PATIENT AUDIENCE

What do my patients have in common?

Which questions do I hear most frequently from patients?

What information do I wish my patients had?

What do I wish I could better impress upon my patients?

Which myths or misconceptions do many of my patients have?

Characterize

PATIENT AUDIENCE

Which pieces of information do my patients often misremember or forget entirely?

What information could be useful or interesting to my patients, but time constraints have prevented me from sharing it with them?

What information do I wish my patients could access on-demand?

Where do my patients search for or receive their medical information?

What are the defining traits of patients I don't currently serve but would like to?

Characterize

PATIENT AUDIENCE

What do my patients appreciate about my practice?

What complaints do patients make about my practice?

What's the average education level of my patients?

COLLEAGUE AUDIENCE

What questions do I frequently hear from colleagues?

What information do I have that could help my colleagues become better physicians?

Characterize

COLLEAGUE AUDIENCE

How can I demonstrate that I'm up-to-date on the latest research relevant to my practice?

How can I demonstrate that I take an evidence-based approach to my clinical decision making?

What do I do better than others in my specialty?

What do others in my specialty do better than me?

Who are my competitors?

Characterize

COLLEAGUE AUDIENCE

What reasons do other providers cite when they refer patients to me?

What reasons do other providers cite when they refer patients to my competitors?

How can I demonstrate my clinical skills to other physicians?

How can I demonstrate my patients' satisfaction to other physicians?

What makes me refer patients to other physicians?

Characterize

COLLEAGUE AUDIENCE

What do referring physicians value in my specialty?

How could I help to improve my colleagues' quality of life?

What resources could I share to facilitate my colleagues' professional development?

MEDIA AUDIENCE

What issues in healthcare am I particularly well-positioned to address?

What unique perspective does my medical experience bring to the discussion?

Characterize

MEDIA AUDIENCE

Who agrees with my perspective, and why?

Who disagrees with my perspective, and why?

What about my experience makes me better-suited than other physicians to address these issues?

With whom could I collaborate to make more significant contributions to healthcare discussions?

What do people value in physicians in my specialty?

Plan

Based on the information you gathered above, come up with at least 3 topics or themes for each audience you're interested in reaching.

PATIENT AUDIENCE

1. _____
2. _____
3. _____

COLLEAGUE AUDIENCE

1. _____
2. _____
3. _____

MEDIA AUDIENCE

1. _____
2. _____
3. _____

Plan

For each topic or theme you identified, define what specific effect you'd like to have on your audience.

AUDIENCE

TOPIC/THEME

IMPACT

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Plan

Practice your style and tone by writing a paragraph on the basics of a disease you regularly treat.

List the resources you'll use if you think your style and/or tone need improvement.

STYLE RESOURCES

tone RESOURCES

Execute

RESEARCH

Choose the piece you feel most prepared to write.
For this 1st piece, list the issues you want to research and what sources you'll use.

ISSUE

SOURCE(S)

Execute

RESEARCH

Begin the research you described above. Note the information you want to include in your piece and the sources or links you can cite. Number each piece of information.

INFORMATION

SOURCE(S)

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Execute

WRITE

Use the space below to outline the initial piece. When relevant, note the number associated with the information you're covering.

Execute

WRITE

Now use this outline and your information/source pairs to draft your 1st piece.

ADD VISUALS

Use the space below to jot notes about what types of visuals would add value to your piece.

Now find or create images, and add them to your piece. Be sure to pay attention to licensing restrictions associated with images you find online. If you don't know where to start, go to [Canva.com](https://www.canva.com).

OPTIMIZE

Substance

Keep re-reading your piece until you can answer "yes" to each of the following:

1. Each sentence follows logically from the previous sentence.
2. Every sentence in each paragraph supports the main point of the paragraph.
3. There are no spelling or grammatical errors.

Presentation for Reader

Keep re-reading your piece until you can answer "yes" to each of the following:

1. Fewer than 1/5 of the paragraphs contain more than 5 sentences.
2. The piece is broken up with headings that are followed by no more than 400 words.
3. The majority of the piece is written in an active voice.
4. Groups of items or concepts are described with lists or bullets.

OPTIMIZE

Presentation for Search Engines

Keep re-reading your piece until you can answer "yes" to each of the following:

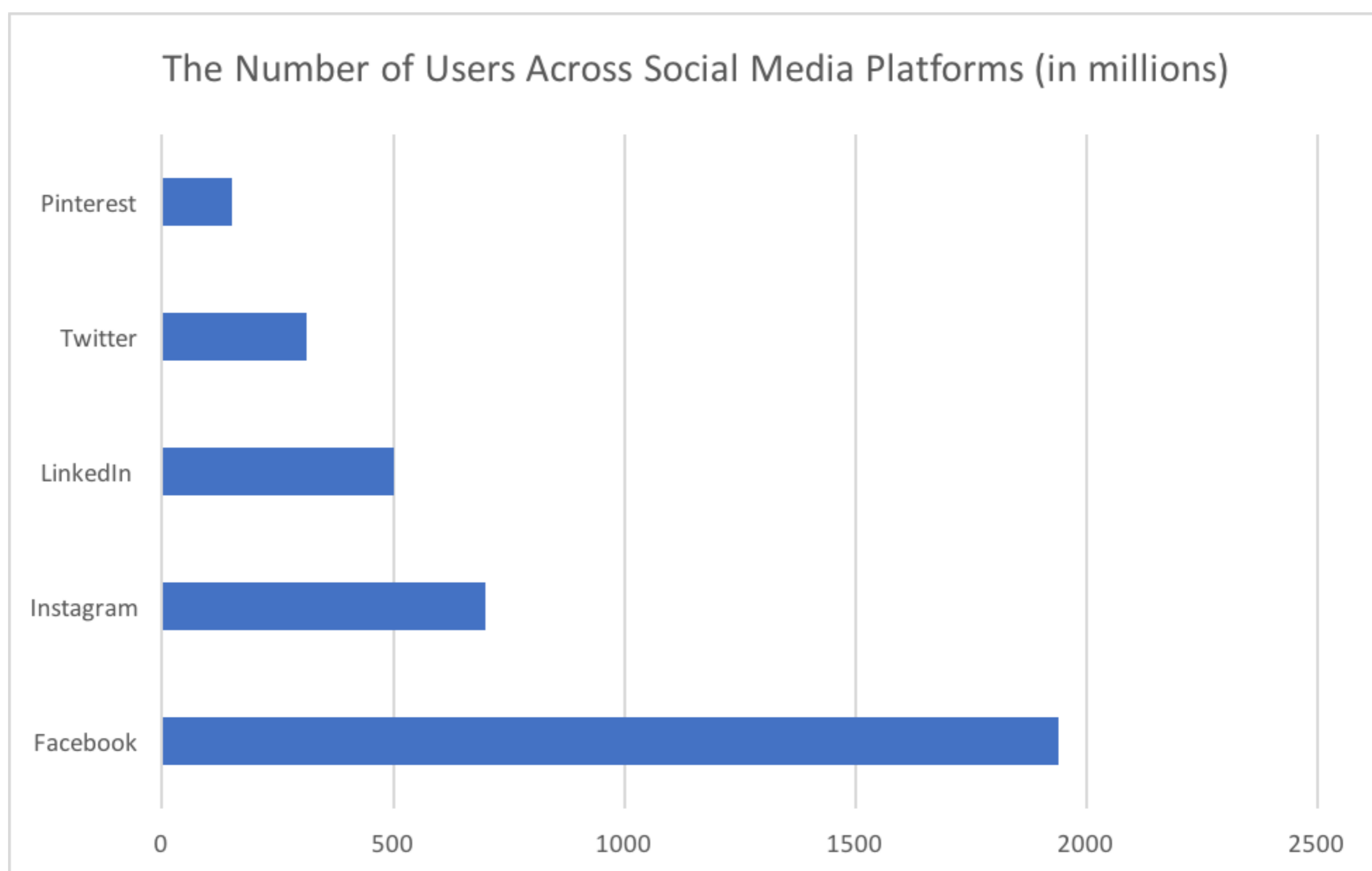
1. The piece includes links to external pieces.
2. There is at least one internal link to somewhere else in your website (you can skip this for your very 1st piece(s), but as you compile more content, you should link to relevant pieces within your site).
3. The piece is over 300 words long.
4. You've added "alt tags" to the images you've included, and these alt tags describe the images in plain English.
5. You've included a metadescription.
6. You've included an SEO title.
7. You've created a URL that contains keywords associated with the piece.

For more information on how to optimize your presentation for search engines or to clarify the meaning of any items in this list, see Yoast.com or the [Quick Sprout Advanced Guide to SEO website](#).

DISTRIBUTE

There will be other workbooks to help with your digital marketing strategy.

For now, consider the user volume on each platform and peruse the following online resources. Keep in mind that these resources provide general information for using these platforms for business, so not every piece of advice will be appropriate or advantageous for healthcare providers.



Execute

DISTRIBUTE



The Do's and Don'ts of How to Use Facebook for Business by Hubspot



The Definitive Guide to Marketing Your Business on LinkedIn by Forbes



How to Use Instagram for Business: A Beginner's Guide by Hootsuite



How to Use Twitter for Business and Marketing by Social Media Examiner

Based on the above, choose the 2 platforms you think would be most beneficial for achieving your goals, and fill in the following:

Platform

Audience

Specific Goal

Analyze

To evaluate the extent to which each piece of your content is helping you achieve your goals, start by identifying the measurable outcome you want to achieve.

Desired measurable outcome:

After publishing and distributing your piece, use Google Analytics to fill out the following:

Platform	# Who Took Desired Action	# Who Engaged
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Based on your analysis, make some notes about what you've learned about the following and how you can update your characterizations and plans for the next piece.

Your audience(s):

Your webpages:

Your social media activity:

Cure Comms

A graphic of a stethoscope is integrated into the text. The top part of the stethoscope, including the two earpieces and the top curve of the chest piece, is white. The bottom part, including the lower curve of the chest piece and the tubing, is orange. The stethoscope is positioned behind the word 'Cure' and extends down to the word 'Comms'.

CureComms.com