

REACHING TELEHEALTH PATIENTS WITH VIDEO ADVERTISING



The past year brought telehealth services to the forefront as a must-have for patients and healthcare providers alike. The widespread use of telemedicine is a win-win for your practice: when properly set up, telehealth services provide a safe and convenient care option for your patients while allowing you to increase your appointment volume.¹ In a world where **83% of patients say they would be likely to use telemedicine even after COVID-19**, don't get left in the dust.² Instead, reach patients looking for convenient, quality care and show them what your practice is doing to keep them safe and healthy with telemedicine.

Here are a few tips for promoting your telehealth services that can help you keep your current patients as well as reach new prospective patients.





Tip 1

Get to Know Your Target Audience

To make sure you're reaching the right people, you first have to clearly define who it is you're looking to reach. For starters, identify potential patients' geographies, demographics, and interactions with media to better define their needs:



LOCATION. With the power of telehealth, your prospective patients don't necessarily have to be in your backyard (depending upon regional regulations, of course). Broadening your search radius can open your practice up to new patients who you would not have otherwise found.



DEMOGRAPHICS. When you make a point of opening up your search to diverse age ranges and people of all backgrounds, you can find previously underserved populations that need your care. Whether they be a young mother with a quick question about her child's cough or an older man with limited access to transportation, your potential patients could all benefit from hearing about the telehealth services you offer.



MEDIA HABITS. Everyone watches video content differently - different shows, different devices, different times of day. With a video marketing strategy, you can target different audiences with your message, and have your campaign reach them wherever, whenever, and however they watch TV. Targeting the right audience can also help you reach potential patients with specific concerns, increase interest in your practice, and drive visits to your website.

Tip 2

Be Authentic With Your Creative Message

The more you align your practice and brand with what your prospective patients are looking for, the more likely you are to capture their attention. The engaging power of video only serves to amplify this connection. When developing your creative, think about:



YOUR BRAND. Use video as an opportunity to build your brand and differentiate it from your competitors. Your time on-air is yours, and the vibrant visuals, music, and narration you add to your message can strengthen the connection prospective patients feel to your brand and organization.



YOUR VALUES. Your video ad is a chance for you to demonstrate the values your practice holds, and to share that with your prospective patients as they consider you and your competitors. Patients want to be able to trust their providers, but simply trusting their clinician on a personal level is not enough to ensure loyalty. For long-term experiences such as healthcare, **brand satisfaction is the single most important predictor of patient loyalty.**³ Brand satisfaction is a combination of several factors, including how clear your communications are, how effective your advertising is, and what the patient thinks of your organization's broader activities.



A SPECIFIC CALL TO ACTION. Video lends a unique opportunity to show potential patients how effortless it can be to receive excellent care with your telehealth solution. At the end of your ad, make sure you give them the chance to further interact with your brand. A simple call to action such as asking viewers to visit your website if they want to learn more about scheduling an appointment can be a powerful way to build multi-channel connections with prospective patients, driving web searches and traffic to your site.





Tip 3

Measure Your Results

It's not enough to simply target your audience and fine-tune your creative; a successful campaign is built upon performance analysis and consistent iteration. Continuing to monitor your campaign's reach together with your website traffic can help you maximize ROI and ensure that your message is resonating with viewers. When analyzing, check to make sure you're building a full-funnel solution:



AWARENESS (top of the funnel). Make sure that potential patients are aware of your services by checking if the number of total sessions on your website has gone up and if there has been an increase in new users.



CONSIDERATION (middle of the funnel). How do you know that potential patients are considering you as a provider? Take a look at the number of direct sessions on your site, meaning the number of users that directly typed in your URL or searched for your site in a search engine.



INTENT (bottom of the funnel). Perhaps the most obvious, checking on potential patients' intent can be as simple as seeing how many more appointments have been booked during and after your campaign. If you send users to a specific landing page unique to your campaign, every view of that landing page can be directly attributed to your marketing efforts!

Tip 4

Choose the Right Partner

Once you're ready to get started with video advertising, you need to pick the right media partner to help you reach your goals. Look for experts that not only understand the importance of reaching targeted audiences, but also understand the unique needs of healthcare advertisers. Make sure they can provide you with a holistic method of reaching those audiences across different platforms, and check that you'll have access to performance metrics for your campaign so you can continue to adjust along the way. If you would like assistance in developing your creative message and crafting the video itself, it can be well worth the investment to find a team with extensive creative experience, as well.

The opportunity available to you (and your competitors) in this new environment makes it crucial to get the word out about your services and position your practice as a leader in your community. A whopping **57% of patients say communication on the availability of telemedicine services would help them decide to make an appointment.**² Now more than ever, it's time to focus your marketing efforts on reaching prospective patients with your telehealth services message.





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For more information on how to reach more potential patients, visit us at [Effectv.com](https://www.effectv.com)

Sources:

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3. NRC Health. "Are These Three Patient-Loyalty Myths Holding Your Organization Back?" Accessed March 9, 2021.