

HEALTHCARE MARKETING SUMMIT

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OR

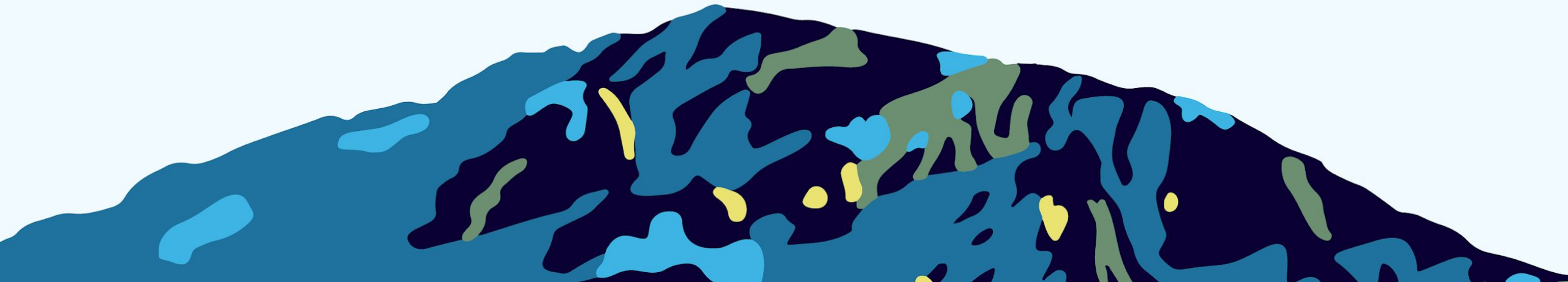


Emerging Tools for Healthcare Marketers



SOCIALCLIMB

HEALTHCARE MARKETING PLATFORM



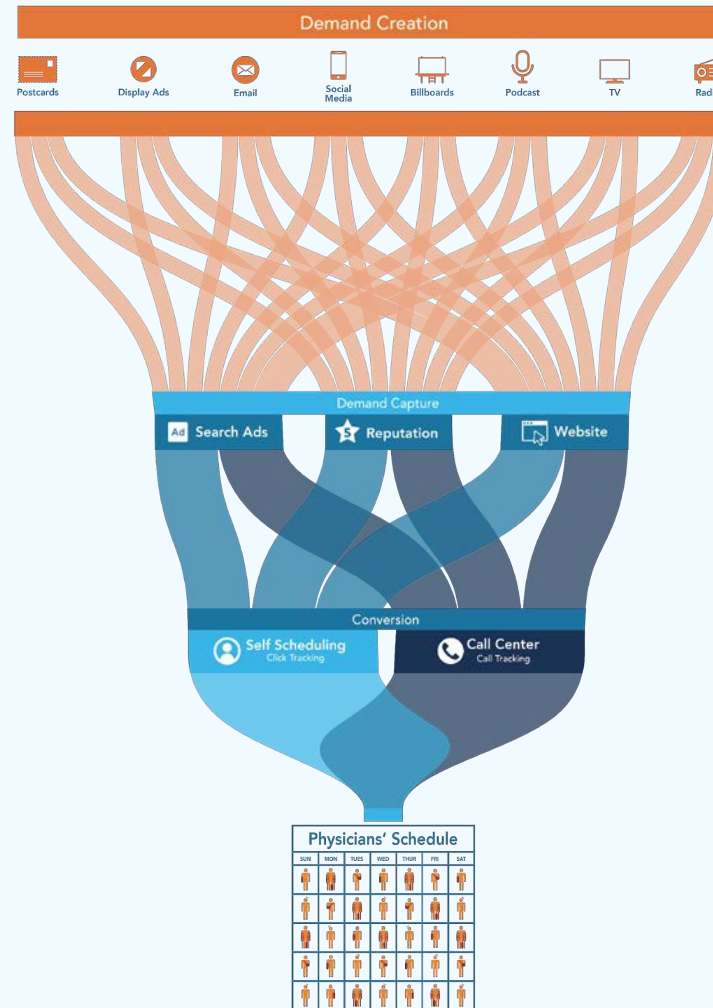
Agenda

- HIPAA Compliance concerns - 3rd Party Tools
 - Google Analytics
 - 3rd Party Cookies
- Patient Targeting
- Marketing Report
- Conversion/Appointment
- Apple Business Connect
- Elevate

Demand Creation

Demand Capture

Conversion to Patient

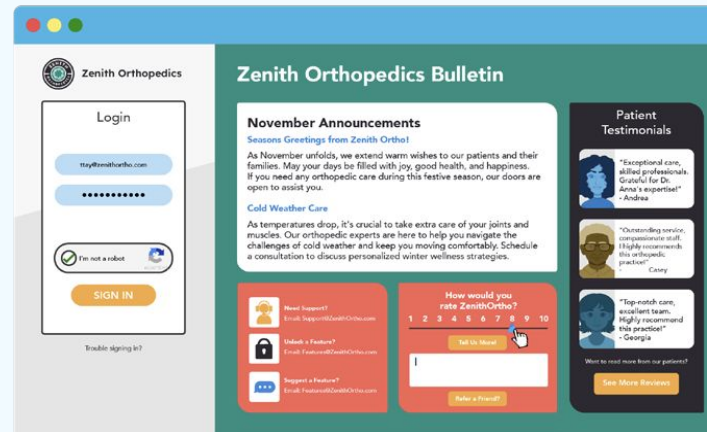
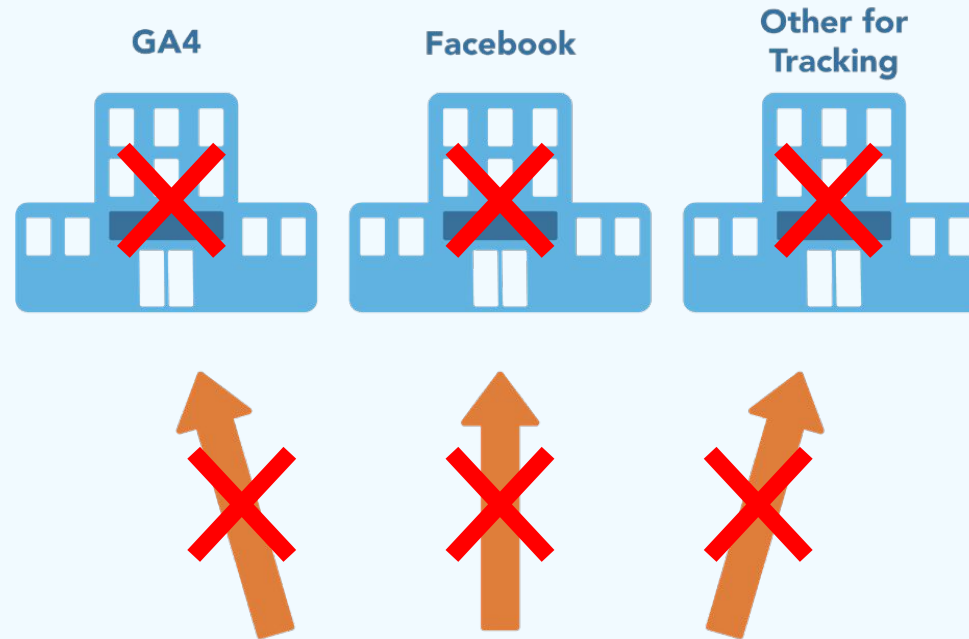


■ Patient Targeting

■ Apple Business Connect

■ Marketing Report
■ Conversions/Appointments

PHI Can't Be Sent or Stored Without a BAA



**HEALTHCARE
MARKETING SUMMIT**

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Solution #1 – Web Analytics

- Marketer's Need - Track website traffic analytics
 - Can't send PHI to Google Analytics (GA4)
- Solution - Confide
 - Install Google's Tag Manager into your website
 - Configure Tag Manager to route tracking data to Confide
 - Configure data fields you want to allow to GA4

Pricing

\$498 Monthly

Or \$5,378 Paid Annually, 10% Discount

- ✓ Business Associate Agreement (BAA)
- ✓ Unlimited Customer Support
- ✓ HIPAA Compliant
- ✓ Up to 5 seats

Reach out:

jacen@confidedata.com

*Billing based on usage. Entry level pricing covers most sites.

Get in touch

Scan to share your contact info

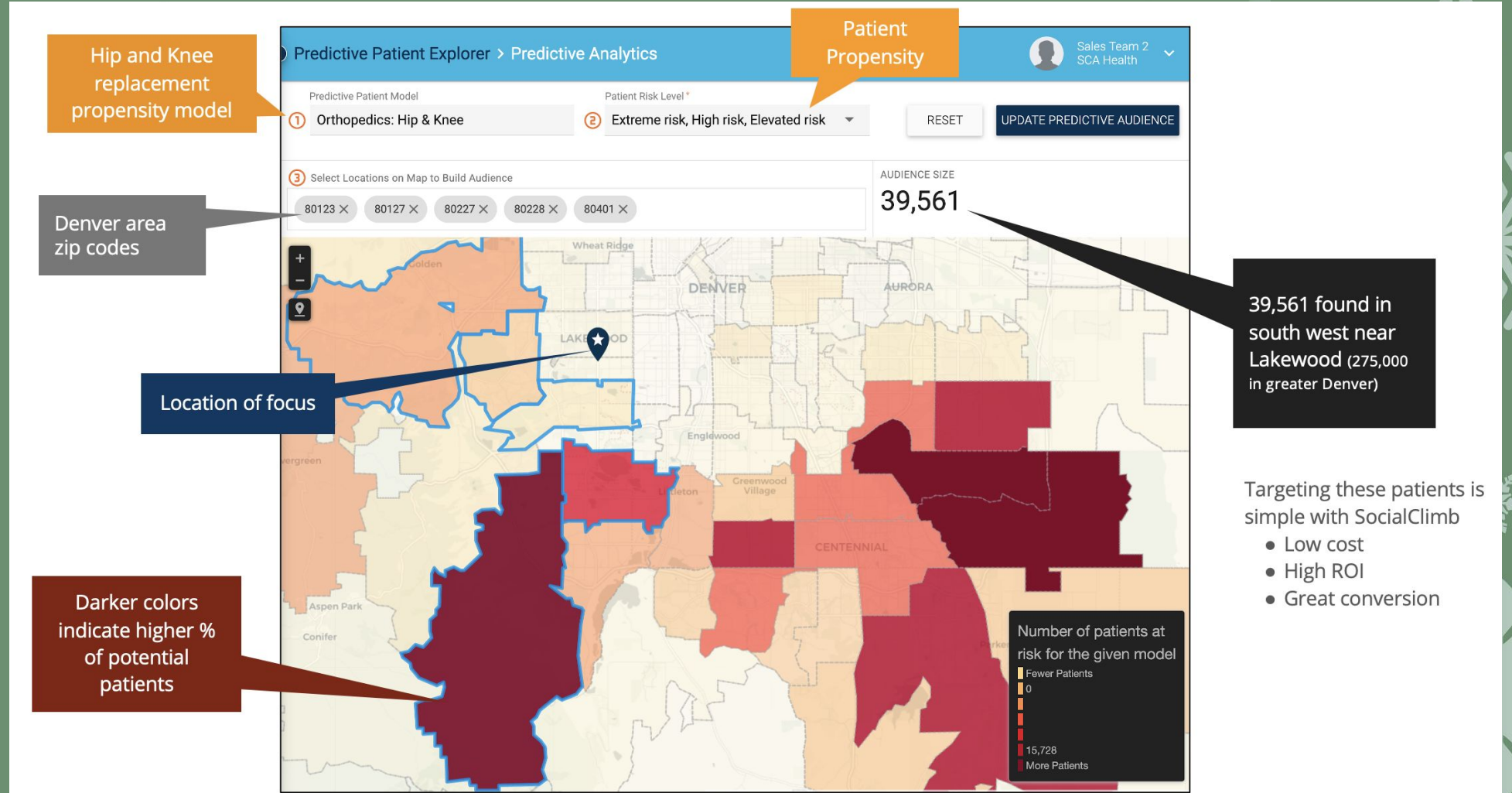


*We'll reach out within the next week

Solution #2 – Audience Building

- Marketer's Need – Audience building for targeted marketing
 - Use of patient data for marketing must be done in 3rd party systems where BAA is signed
 - Use of Meta (Facebook & Instagram) retargeting tools no longer an option
- Solution
 - Predictive Patient Targeting
 - Personalized Postcard delivery and tracking
 - Custom audiences at Meta (Facebook & Instagram) for display ad delivery
 - Targeted lists are not PHI and not HIPAA restricted

Patient Targeting



Solution #3 – ROI Tracking

- Marketer's Need – ROI Tracking via use of 'meta data' to estimate value created in patient conversions
 - Patient conversion data unavailable without GA4 + Facebook + etc. being used
 - Not accurate/Not trusted by decision makers
- Solution
 - Click & Call Tracking
 - Marketing Report
 - Conversion Report

Marketing Report

Dimension: Channel

Attribution: Last Touch

01/01/23

12/31/23

FUNNEL PERFORMANCE

83,904 Conversions

11%

8,821 Appointments

32%

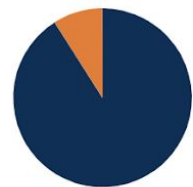
2,859 New Patients

CONVERSIONS
83,904

ASSISTS
17,053

APPOINTMENTS
8,821

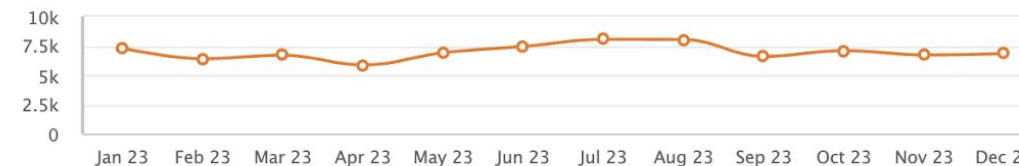
NEW PATIENTS
2,859



● Organic Search ● Paid Search ● Print

Conversions: Jan 1, 2023 - Dec 31, 2023

Daily Weekly Monthly



All Channels



New Filter

CREATE NEW

CHANNEL	CONVERSIONS	ASSISTS	APPOINTMENTS	NEW PATIENTS	COST	COST/CONVERSION	COST/ASSIST	COST/APPT	COST/PATIENT	ESTIMATED REVENUE	ROAS
Organic Search	76,347	15,384 (20%)	7,598 (10%)	2,468 (32%)	\$18,722.00	\$0.25	\$1.22	\$2.46	\$7.59	\$9,117,600.00	48,700%
Paid Search	7,523	1,628 (22%)	953 (13%)	249 (26%)	\$122,756.85	\$16.32	\$75.40	\$128.81	\$493.00	\$2,859,000.00	2,329%
Print	34	41 (121%)	270 (794%)	142 (53%)	\$37,000.00	\$1,088.24	\$902.44	\$137.04	\$260.56	\$1,188,000.00	3,211%
Total	83,904	17,053	8,821	2,859	\$178,478.85	\$2.13	\$10.47	\$20.23	\$62.43	\$13,164,600.00	7,376%

Conversion & Appointment Report

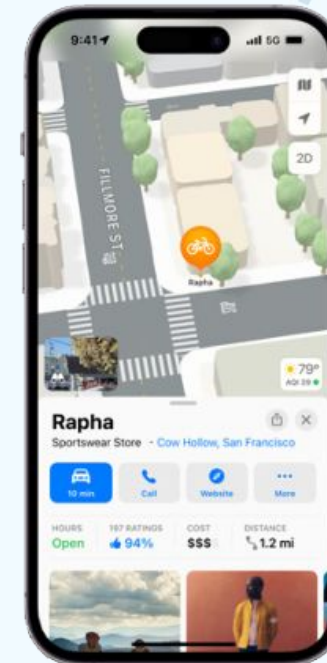
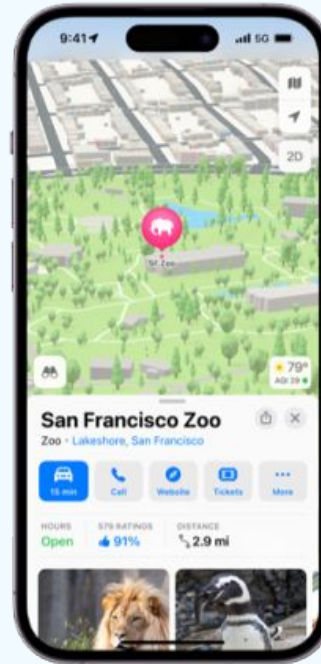
[Live Demo](#)

HEALTHCARE
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Apple Business Connect


Put your business on the map.



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Elevate Assistant

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Send Invite

Dashboard

Executive Report

Marketing Insights

Marketing Report

Appointments

Conversions

Ad Campaign Insights

Business Profile Insights

Reviews

Business Profiles

Patient Targeting

Surveys

Reports

Settings

Business Profile Insights

Théoden King of Rohan
Rohan Village Healthcare

New Filter

10/01/23
12/31/23

TOTAL VIEWS
4,267

INTERACTIONS
461

CONVERSIONS
0

ASSISTS
0

APPOINTMENTS
0

NEW PATIENTS
0

Elevate Tip

Enable Conversion Tracking for Advanced Reporting

Conversion tracking allows you to see how your profiles (and all your marketing efforts) bring in new patients

SETUP CONVERSION TRACKING

All Profiles

Insight Reporting

PROFILE	TYPE	VIEWS	WEBSITE INTERACTIONS	WEBSITE INT. RATE	CALL INTERAC
Rohan Village Healthcare - Village Center	G	2,689	214	8%	111
Rohan Village Healthcare - Helms Deep	G	1,578	64	4%	72
All Totals For Period		4,267	278	7%	183

Version: 8.0.0+fc683c68

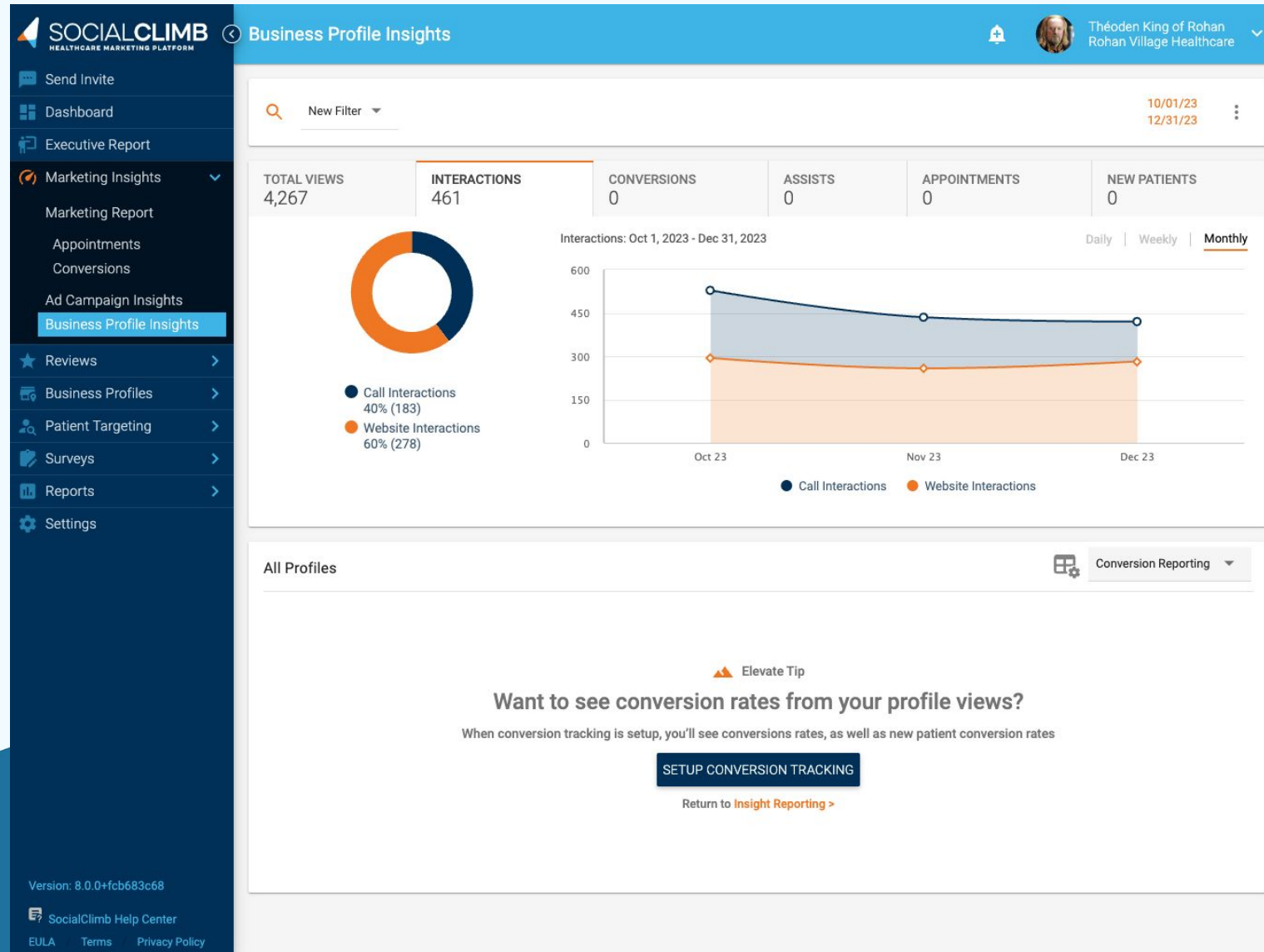
SocialClimb Help Center

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SocialClimb Help Center

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Business Profiles > Rohan Village Healthcare

Théoden King of Rohan
Rohan Village Healthcare

Edit Business Profile 

3/13/2024, 7:35:11 PM


CLOSE

 **Elevate Tip:** Profiles with **Saddle Sore & Orc Wounds** categories show up 30% more

ADD CATEGORY

Cover photo


Showcase your page's personality. Adding a cover photo automatically sets it as your Profile's preferred photo. This action doesn't guarantee it populates as the first image for your business, but it does tell Google you prefer to display this photo.



UPLOAD

Logo photo

Help your customers recognize your business on Google when replying to reviews. Your logo can help customers identify the look and feel of your business when it appears alongside other photos associated with your location.



UPLOAD

Profile Information

BUSINESS STATUS:

Open

BUSINESS NAME

Rohan Village Healthcare

BUSINESS ADDRESS

1 Wall Road, Helms Deep, Rohirrium

PHONE NUMBER

7 Long Horns

ADD CALL TRACKING NUMBER

WEBSITE OR WEBPAGE

http://rohanhealth.com/?utm_source=GMBSocialClimb&utm_medium...

HOURS

Sunday	Closed
Monday	8:00 AM - 5:00 PM
Tuesday	8:00 AM - 5:00 PM
Wednesday	8:00 AM - 5:00 PM
Thursday	8:00 AM - 5:00 PM


SocialClimb Scorecard


7


0


10

SocialClimb runs all Google Business Profiles through our innovative algorithm to let you know how each one scores. Each Profile is scored based on a scale of 0-10 and the breakdown can be reviewed below. The higher your score is here, the more favorable your Profile will be when potential customers use Google for their searches.


 Upload Cover Photo & Logo Image

 Add Basic Profile Information


 Phone Number

 Website


For providers, link to the specific provider on your website. For locations, link to the specific location on your website. If you don't have specific pages, link to your homepage

 Hours


Verify that you have correct hours of operation for this Profile

 Add Categories

Selecting a sub-specialty along with a generic category is recommended

 Add Services

Add services to help this Profile stand out.

 Publish Posts

Scheduling a post for this location will

Elevate Assistant

