



**HEALTHCARE
MARKETING SUMMIT**

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Top Healthcare Marketing Trends & Tools for 2025

Tyler Calvi



- Built a career in healthcare and medical device marketing
- Director of Marketing & Communications at Proliance Surgeons
 - Physician-led, multi-specialty group in Washington State
 - 160+ board-certified surgeons | 450+ providers
 - 90+ locations
- Areas of expertise:
 - Digital marketing
 - Public relations
 - Communications
 - Reputation management
 - Marketing compliance
 - And more

Ryan Evans



- 10+ Years working in Marketing and Software
 - Social Media Marketing
 - Digital Marketing
 - Healthcare Marketing
- Vice President of Sales at SocialClimb
 - Been with SocialClimb for 6 years
 - Lead the Business Development, Expansion, and Net-New Account Executive teams

What We Will Cover

- Search Engine Optimization (SEO)
- Targeted & Personalized Marketing Campaigns
- Reputation Management

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Search Engine Optimization (SEO)

What is Search Engine Optimization?

WHAT IS IT?

Process of improving a website's visibility in search engine results pages (SERPs). The goal is to help search engines understand a website's content and make it easier for users to find the site.

HOW DOES IT WORK?

Search engines like Google act like librarians, reading and indexing content across the web. When someone searches for something, the search engine uses its index to return the most relevant results. SEO helps a website demonstrate to search engines that it's a relevant result.

WHY IS IT IMPORTANT?

How Do We Improve our SEO?

1. Create and optimize relevant, authoritative content - *Keyword research*
2. Understand the needs and wants of your target audience
3. Follow the Search Essentials outlined by **Google**

<https://developers.google.com/search/docs/fundamentals/seo-starter-guide>



Solutions



SEO Vendor

Take on an external partner to help manage your SEO efforts. This is what marketers who are strapped for time and resources traditionally do.



Leverage New AI Technology

Make AI technology work to your benefit and bring SEO in-house. - **BRIGHTEDGE**

What Can Platforms Like BRIGHTEDGE Do for You?

1. Identify relevant keywords
2. Build an SEO strategy around your competitor and ally sites
3. Leverage advanced AI to generate content for your website in seconds
4. Customizable analytics dashboards
5. Provide you with daily changes to your website to improve SEO
 - Assign tasks
6. Advanced link management
7. Competitor analysis

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Targeted Marketing Campaigns

What is Targeted Marketing



Who does it?



Large Hospitals &
Health Systems



How do you do it in Healthcare?

1. Determine your ideal patient



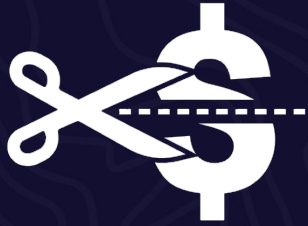
2. Locate these ideal patients (big data platform)



3. Send marketing messages



Challenges We All Face



Can you do more for less?
Can do more with what you have?



Can you prove your ROI?

SocialClimb Postcard Campaigns

Goal: Increase patient appointments



- **We run campaigns to promote**
 - Providers
 - Locations
 - Services / procedures
 - Etc.
- Social Climb allows us to
 - Reach new patients by specialty & subspecialty
 - Refine our search by applying additional filters
 - *Track our ROI to the exact cent!*

3X+ OUR MONEY BACK

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Reputation Management

Why is Reputation Important?

Google
Reviews ★★★★★

75.5% of people consult reviews online reviews when making a purchase



49% of people trust reviews as much as personal recommendations



Products with five reviews are 270% more likely to sell than those with none.

Reputation Strategy is Key!



Puget Sound ENT



Thank you for entrusting our team with your healing journey! Witnessing our patients' health improve is the best reward. However, if you'd like to show your appreciation, a 5-star review on Google would be wonderful. Scan the QR code below to do so. Also, sharing our services with your friends and family would be greatly appreciated. Together, let's enhance the health of our Puget Sound community.

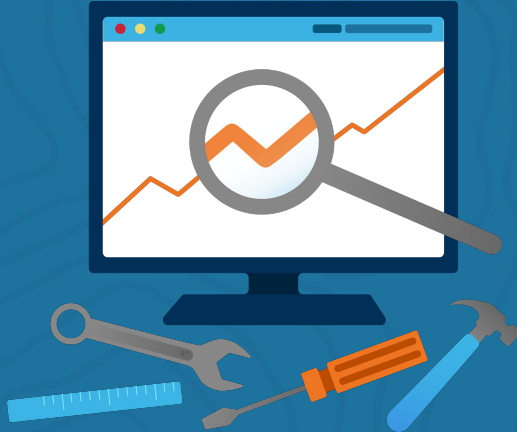
Dr. Daniel Junho Lee

Proliance
SURGEONS
Puget Sound ENT



- **Garnering reviews on your own is possible**
 - Review stands for waiting rooms
 - Provider/location review cards
 - Staff engagement
- **Take on a reputation management partner**
 - Bury your 1- and 2-star reviews
 - Identify holes in your network
 - Identify opportunities to improve your listing quality
 - And more

What to look for in a vendor



- Are they consistently innovating? 2025 Trends*
 - Apple
 - Consolidation
 - What else can they do?
 - Can they do it well?
 - Patient Feedback driving Patient Experience
- What does the reporting stack look like?
 - Can you easily tell your story to your board, boss, docs, etc.?
 - Is the data you're getting actionable?
- Does the vendor make us more or less efficient?

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Thank You!
Questions?