Lead Generation

Strategy and Tactics
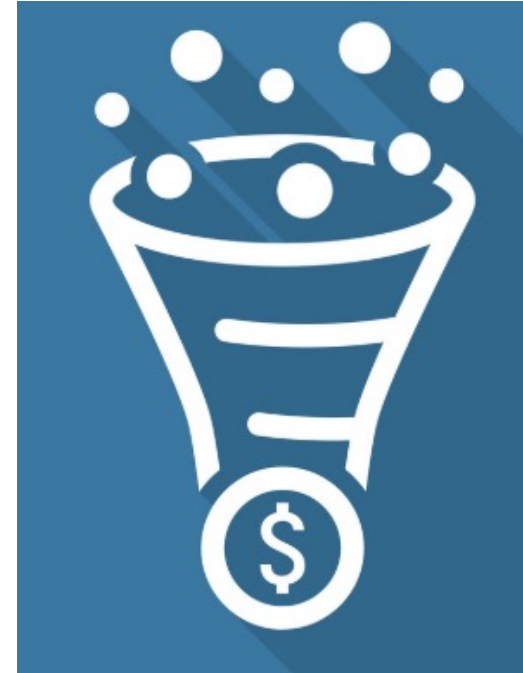
July 18, 2018

Lead Generation Approach
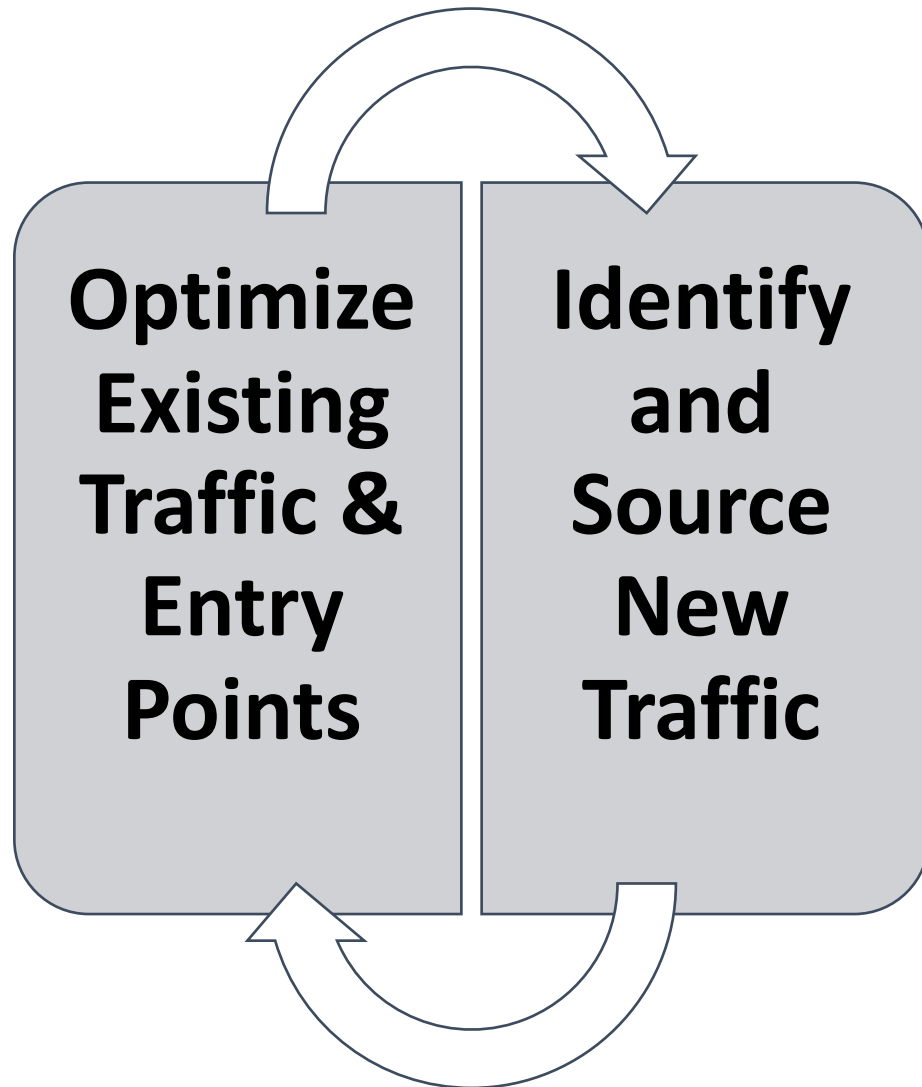
Optimize Existing Traffic & Entry Points   **Identify and Source New Traffic**   =   **Conversions**

Lead Generation Strategy

Vision

Generate qualified leads that are funneled to easy online scheduling and/or to share their contact information for engagement – which ever is relevant and appropriate.

Approach

1 Leverage local search

2 Optimize traffic on locations and services pages

3 Optimize other high traffic pages

4 Engage 3rd Party Partners

Optimize Existing Traffic & Entry Points

Optimize Existing Traffic

- **Merchandise lead gen assets on targeted, high performing page types and entry points.**

- **Make it easy for consumers to schedule and request online appointments.**

- Create dedicated landing pages and nurture programs by acquisition source and service line.

- Initiate testing
  — Determine content, messaging and form type
  — Email request form on page location (currently below fold), format (e.g. , pop up vs static) and value proposition

- Add cross sell/ up-sell opportunities:
  — Using behavioral data and 3rd party, move existing patients into new service lines onsite
  — Add lead gen forms within MyChart for service line opportunities

- Grow our contactable universe: Run email append to capture email where we have a postal address, but no email

- Incorporate more lead-generating CTAs on blogs (e.g. HRAs, Appointment forms, etc.)

- Enable progressive profiling to enable faster checkout for booking online

① Leverage Local Search
Represents Single Largest Opportunity
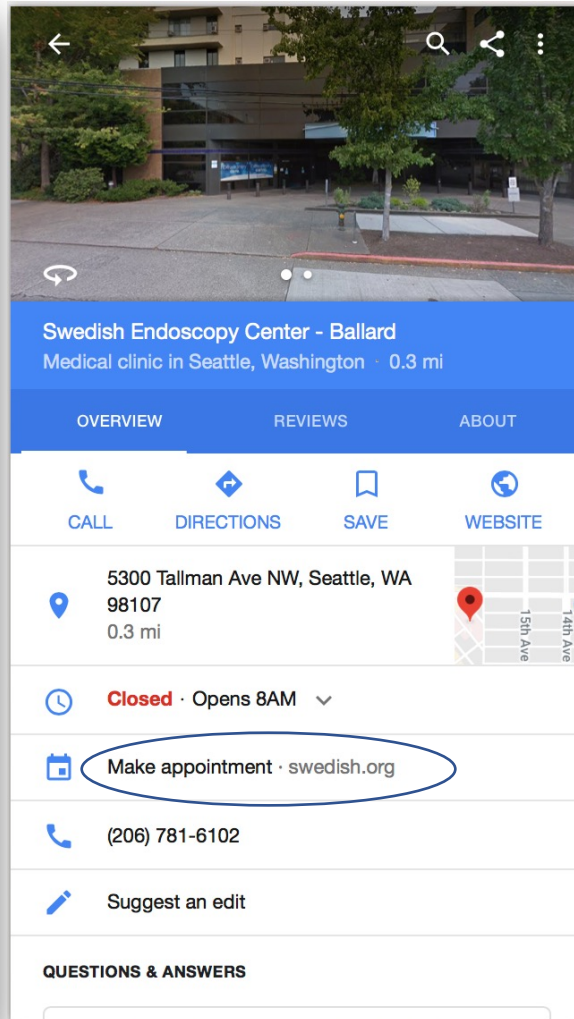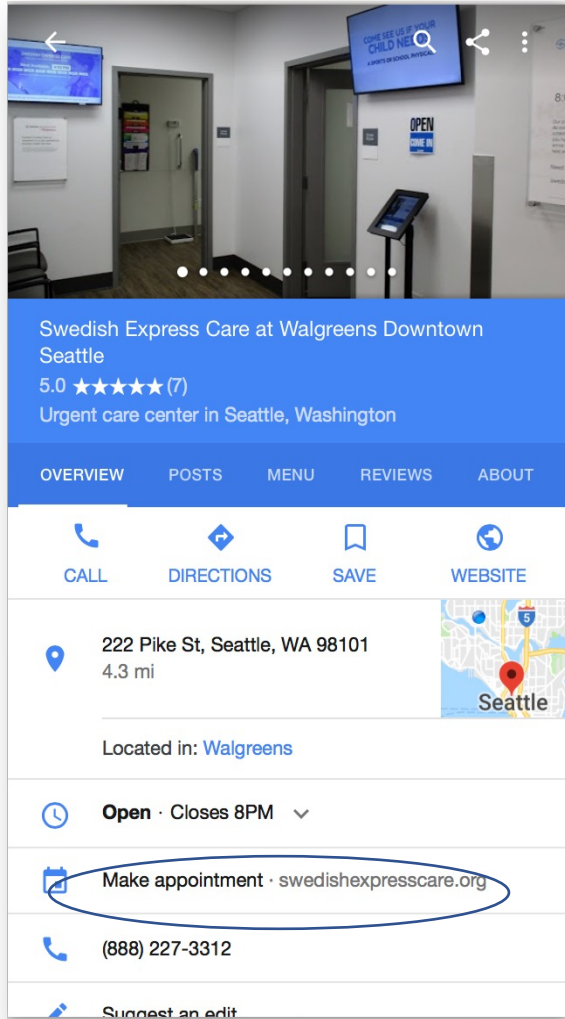
- 5x More KEAs than consumer websites
- 9x more views than organic web traffic
- 400k monthly local KEAs in 2018 (60k web)
- ECR supports direct links to conversion form concept

- **6k existing monthly clicks (w/o ECR)**

Location Pages = Opportunity

Representing an average of 65.2% of landing pages, location pages are prime real estate for lead gen assets

OR Top 500 Results		
Page Type	Sessions	% total
Locations	118,506	96.2%
Doctors	1,636	1.3%
Services	1,528	1.2%
Total	123,203	

Swedish Top 500 Results		
Page Type	Sessions	% total
Locations	88,436	83.7%
Doctors	12,693	12.0%
Services	2,547	2.4%
Total	105,627	

WA Top 500 Results		
Page Type	Sessions	% total
Locations	60,538	48.8%
Doctors	207	0.2%
Services	46,337	37.3%
Total	124,179	

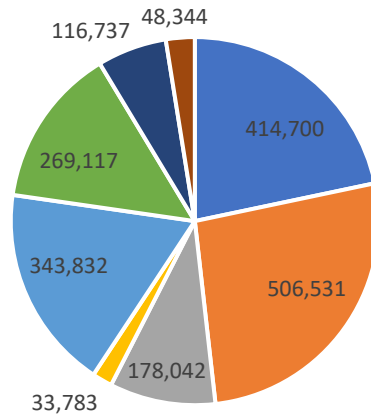| CA Top 500 Results		
Page Type	Sessions	% total
Ministry Main	41,673	64.6%
Locations	20,650	32.0%
Doctors	159	0.2%
Services	1,599	2.5%
Total	64,505	

*Note: Included CA ministry pages as location pages are not truly delineated in CA

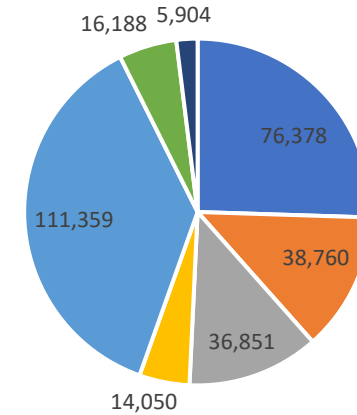Date range: Jan 1 – Jun 28, 2018

Location Pages and Beyond

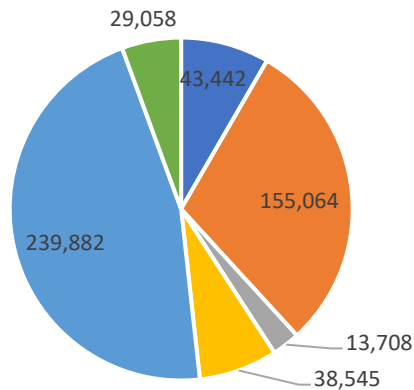Top Landing Page Type by Total Sessions

Swedish

Locations: 414,700
Services: 506,531
About: 178,042
Contact: 33,783
Doctors: 343,832
Blogs: 269,117
Patient-Visitors: 116,737
Classes: 48,344

Legend: Locations · Services · About · Contact · Doctors · Blogs · Patient-Visitors · Classes

California

Locations: 76,378
Services: 38,760
About: 36,851
Contact: 14,050
Doctors: 111,359
Patient-Visitors: 16,188
Events: 5,904

Legend: Locations · Services · About · Contact · Doctors · Patient-Visitors · Events

Washington

Locations (Directory): 43,442
Services: 155,064
About: 13,708
Contact: 38,545
Clinics: 239,882
Senior Care: 29,058

Legend: Locations (Directory) · Services · About · Contact · Clinics · Senior Care

Oregon

Locations: 484,585
Services: 445,426
About: 2,762
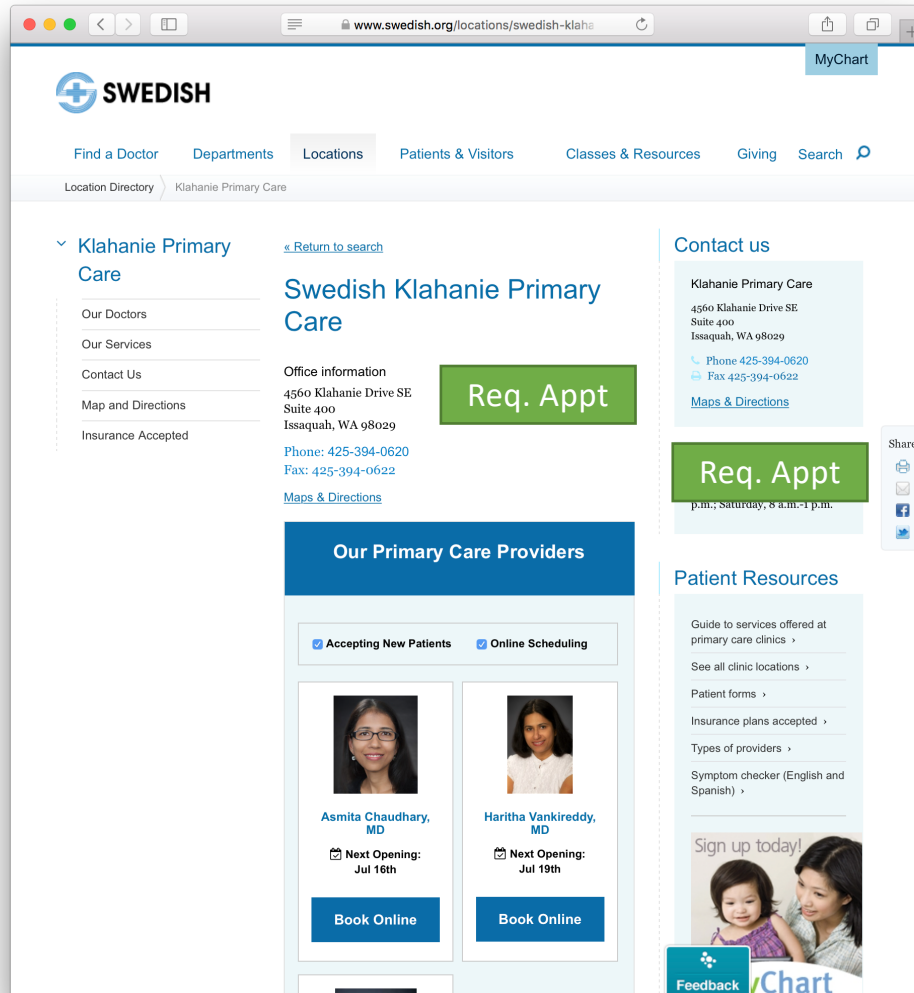Contact: 30,362
Forms & Info: 122,522
Billing: 25,588
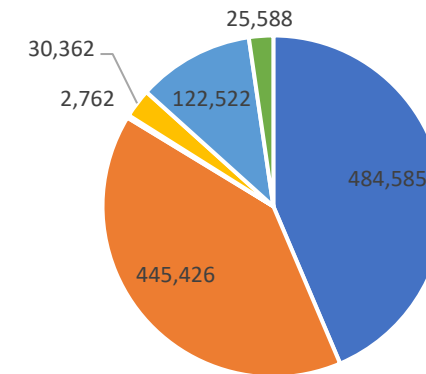
Legend: Locations · Services · About · Contact · Forms & Info · Billing

Date range: Jan 1 – Jun 28, 2018

Location Pages Recommendation
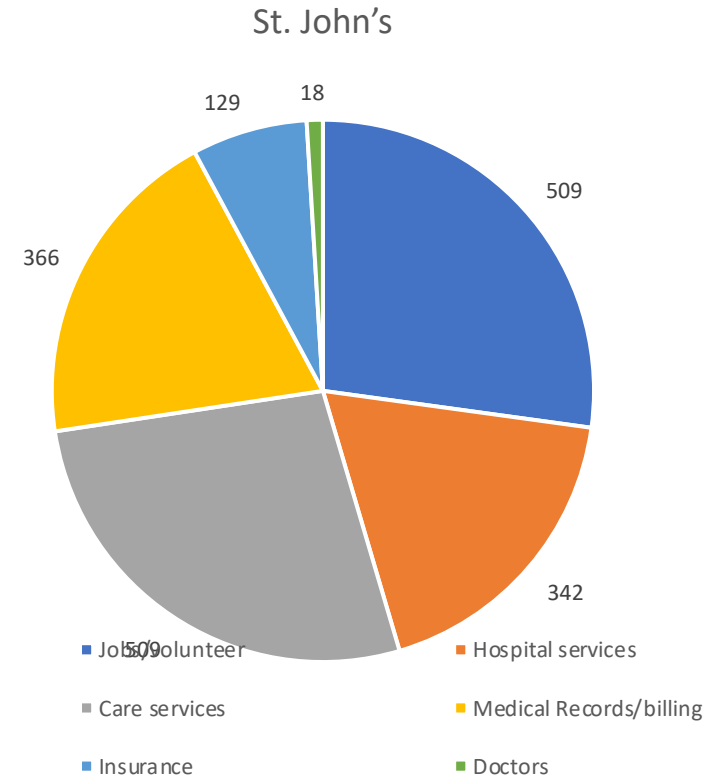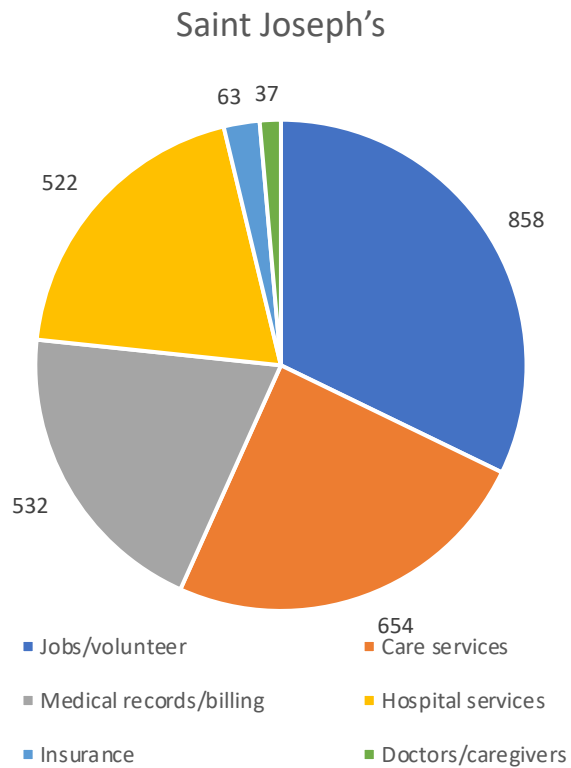## Add Scheduling CTA & Lead Gen Forms

Every Listing with a schedule CTA has a corresponding page supporting.

Sitecore modules to extend odd all "contact" info.

3 **Additional Optimization**
Jobs, Billing, Insurance, My Chart Present Opportunity

Saint Joseph's

63   37
522
858
532
654

- Jobs/volunteer
- Care services
- Medical records/billing
- Hospital services
- Insurance
- Doctors/caregivers

St. John's

129   18
366
509
509
342

- Jobs/volunteer
- Hospital services
- Care services
- Medical Records/billing
- Insurance
- Doctors

Note: SoCal search data is representative of what's happening system-wide

Date range: Jan 1 – May 31, 2018
Sample: Top 100 site search queries

Identify and Source New Traffic

(4) Identify and Source New Traffic
Engage 3rd Party Partners

- Build and market high-value lead magnets across acquisition channels
    - HRAs (build more)
    - Videos
    - Informational white papers/guides

- Targeted lists for marketing on social channels (Privacy HIPPA limitations)

- 3rd Party list rental

- Focus and optimize existing media efforts to drive web traffic to lead capture

- Grow usage of Instant My Chart Activation (via SMS expansion)

- Continue to optimize existing SEM for new customer acquisition

- Providence presence on 3rd party sites
    - Test Syndicated Content Model
    - Engage with 3rd party health sites

Lead Gen Form Components

Follow Pacific Medical Center Example
Form elements will vary based upon source

Appointment Request   1. Your Info   2. Choose Provider   3. Your Appointment   4. Confirm

Step 1 - Your Information

This form is for appointment requests only. If you have a medical or pharmacy question, please contact your provider or pharmac

For assistance please give us a call at 1-877-722-6330 (Mon. – Thur. 7:00 am – 6:00 pm | Fri. 7:00 am – 5:00 pm | Sat. 8:00 am –

All fields required unless marked optional.

👤 **Patient Information**

Are you a new patient to Pacific Medical Centers?   ○ No   ● Yes

Appointment is for | Self   ▾ |

First name | |

Middle initial (optional) | |

Last name | |

Date of birth | mm/dd/yyyy |

👤➕ **New Patient Details**

Form Types:
- ✓ Schedule appointment
- ✓ Request information/give feedback
- ✓ Subscription
- ✓ Class sign up

Functionality:
- ✓ Stepped approach with progressive profiling
- ✓ Chat Now feature enablement
- ✓ Data validation & real time error messaging

Data Captured:
- ✓ Current vs New Patient
- ✓ Name
- ✓ DOB
- ✓ Postal Address
- ✓ Email
- ✓ Cell Phone
- ✓ Service Line interest
- ✓ Insurance

Low hanging fruit

From
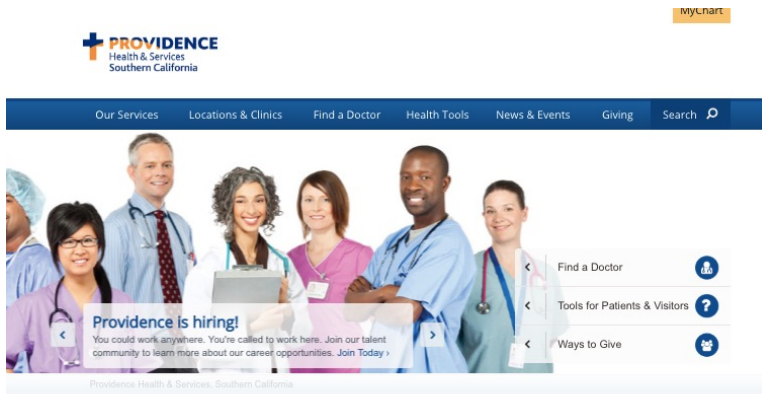
To
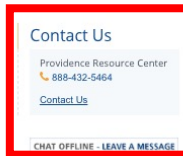
Buried blue link to get to form

No option to schedule appointment

Prominent form CTA

Option to schedule appointment