



Engaging the Millennial Patient: America's Largest Living Generation

NOVEMBER 29TH, 2018 | PRESENTED BY: ADAM PUTTKAMMER



Who are millennials?

Born between 1981 and 1996 (ages 22-37), Millennials are a generation whose life choices, earnings and entrance to adulthood were severely impacted by an economic recession.

- The largest generation in the U.S. labor force
- More educated than previous generations and more racially and ethnically diverse
- First generation who don't know adult life without the internet and personal tech devices

Millennials



Use internet to self-diagnose



Not loyal to practitioner



Research all their options



Desire a more holistic approach



Want a consumer-centric experience



More likely to question treatment plan

VS

Baby Boomers



Wait to be treated by their PCP



Trust and have a personal relationship with practitioner



Follow treatment plans



Baby boomers treating baby boomers

The 'Drive-Thru Generation'

- More likely to use emergency rooms, urgent care clinics, and retail clinics for non-emergency care than older patients
- 93% do not schedule preventive care visits
- They favor quick and convenient care:
 - Same-day service
 - Little-to-no wait times
 - Put off care due to cost





Winning the Millennial Patient

Let's talk about how millennials are finding your practice (or perhaps why they're not) and the best strategies to market to these patients.



How Millennials Find Practitioners



MILLENNIALS ARE DIGITAL CREATURES

They check their phones **150+ times per day**

80% look for a practitioner online, via:

- Search engines like Google, Yahoo, and Bing
- Your practice website
- Social media platforms
- Online reviews featured on websites like Facebook, Yelp, and Google

Search Engine Optimization



Over 79% of all desktop search traffic came from Google in 2017 (followed by Bing at 7.27% & Yahoo at 5.06%).

Your practice must be appear in local search results for queries related to your services in order to succeed online, especially on Google.



GOOGLE MY BUSINESS

How to Set-Up Your Business Profile

1. Create or Claim Your Business

Visit <https://www.google.com/business/> and click 'MANAGE NOW' (make sure you are logged into your Google Account).

2. Enter Your Information

Type in your business name and select an existing listing or create a new one. For new listings, you'll need to provide: your address, business category, phone number, and website URL.

3. Select a Verification Option

Choose 'Mail' and enter the name of the person that should receive the verification postcard.

4. Complete Verification

It may take a few weeks to receive postcard. The postcard will have a unique verification code you" enter into Google My Business.

Search Engine Optimization



Consider online search habits

What is IV therapy



vs.

IV therapy clinic



Search engine rankings

- Focus on relevant keywords with high volume of search related to a location
- Content is main factor



Keywords



Significant length



Captivating



Millennials rely heavily on their own research

- 50% use online reviews to find practitioners and to reaffirm their choice
- Reach them through quality content that includes strong CTAs



SEO

SEO can be expensive; it's important to find a company or specialist with experience in the medical field.

There are 3 standard types of SEO pricing:



Hourly SEO Rates

\$75-\$150/hr
(based on
experience);
most popular



Performance- Based SEO

If you don't
rank, you don't
pay; newer
price model



Monthly Retainers

\$1500-\$3000
per month
(based on
experience)

*Costs courtesy of Rank Pay

Your Practice Website

CONTENT

Diversify your content to include:



Images



Videos



Keywords

FUNCTIONALITY

Deploy a practice website built with responsive technology and create an intuitive layout.

CALLS TO ACTION



Ask your visitors to take an action while on your site, such as filling out a contact form or signing up for your practice newsletter.

EVALUATE YOUR WEBSITE Healthy Website Checklist



- ☒ Organization
- ☒ Content
- ☒ Readability
- ☒ Style
- ☒ Calls to Action
- ☒ Search Engine Optimization
- ☒ Responsiveness

Social Media by the Numbers

 Facebook	<p>MONTHLY ACTIVE USERS: 2.13 Billion</p> <p>PHOTOS UPLOADED DAILY: 300 Billion</p>	<p>DAILY ACTIVE USERS: 1.4 Billion</p> <p>VIDEO VIEWS DAILY: 8 Billion</p>	 YouTube	<p>MONTHLY ACTIVE USERS: 1.5 Billion</p> <p>VIDEO VIEWS DAILY: 5 Billion</p>	<p>DAILY ACTIVE USERS: 30 Million</p> <p>AVERAGE VISIT LENGTH: 40 min.</p>
 Twitter	<p>MONTHLY ACTIVE USERS: 330 Million</p> <p>TWEETS PUBLISHED DAILY: 140 Million</p>	<p>DAILY ACTIVE USERS: 100 Million</p> <p>NEW ACCOUNTS DAILY: 460,000</p>	 Instagram	<p>MONTHLY ACTIVE USERS: 800 Million</p> <p>VIDEO VIEWS DAILY: 95 Million</p>	<p>DAILY ACTIVE USERS: 500 Million</p> <p>STORIES DAILY: 250 Million</p>

The Power of Videos



YouTube is the second-most popular mobile app



Video drives a **157% increase** in organic traffic



Social video **generates 1200% more shares** than text and images combined



Landing pages with videos are **53% more likely** to appear on the first search engine results page



It is predicted that video will make up **82% of global web traffic** by 2021

The Power of Facebook

YOUR PRACTICE PAGE

You want your page to represent your brand. Review and, if necessary, update all information about your practice, including your location, phone number and hours.



Add a Call to Action button to your page, as well. This could be to sign up for a newsletter or contact the practice.



Utilize Facebook for patient reviews. This will help draw more patients to your practice and improve your local SEO.

BE ENGAGING

Keep text short for posts and link back to your website for long-form content.

Utilize photos and videos when creating content for your page.

Types of posts that perform well:

1. Highlights of community involvement/events
2. Facts about your practice
3. Spotlights on your practitioners
4. Patient Testimonials

WHAT IS A SHARE WORTH?

Creating shareable content will not only help your posts get more impressions, but it can help to increase your followers and potentially grow your patient list.



Reviews & Testimonials

ONLINE REVIEWS

- Easy to find on Google and social
- Word-of-mouth marketing
- Improve local search engine rankings

TESTIMONIALS

- Utilize on website and to create content for social

! REMEMBER

Millennials constantly share their opinions and look for opinions of others online. They are more trusting of online reviews than previous generations.



REMEMBER:

- Millennials look for immediate information online and quickly form opinions
- You have one shot to connect
 - Make it easy to connect with your practice
 - Utilize social media
 - Monitor your online information
- If you make it hard to find the information they want, they will move on
- Consider finding a digital marketing expert to help with social, email, pay-per-click and remarketing ads, as well as an SEO expert.



The Office Visit

You've won the first visit—now what? Let's talk about how to create the ideal experience for your millennials patients.

Expectations of the Millennial Patient

Millennials have no interest in building personal relationships with their healthcare providers. They look for the retail clinic experience.





Expectations of the Millennial Patient

Millennials are most likely walking into the patient visit with previous research. They're looking for practitioners to verify their research or offer alternative solutions.



Build trust by providing verbal and written information, including outside resources that match recommendations.

They want the patient visit to encompass:

- Discussions of wellness, including diet and exercise
- Electronic charting

Retaining the Millennial Patient



A focus on **technology**, **affordability**, and **accessibility** are key to ensure your millennial patients stay members of your practice.



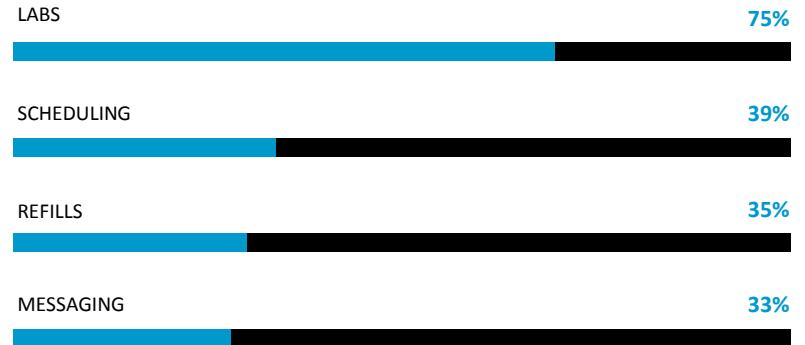
74% are interested in
telehealth

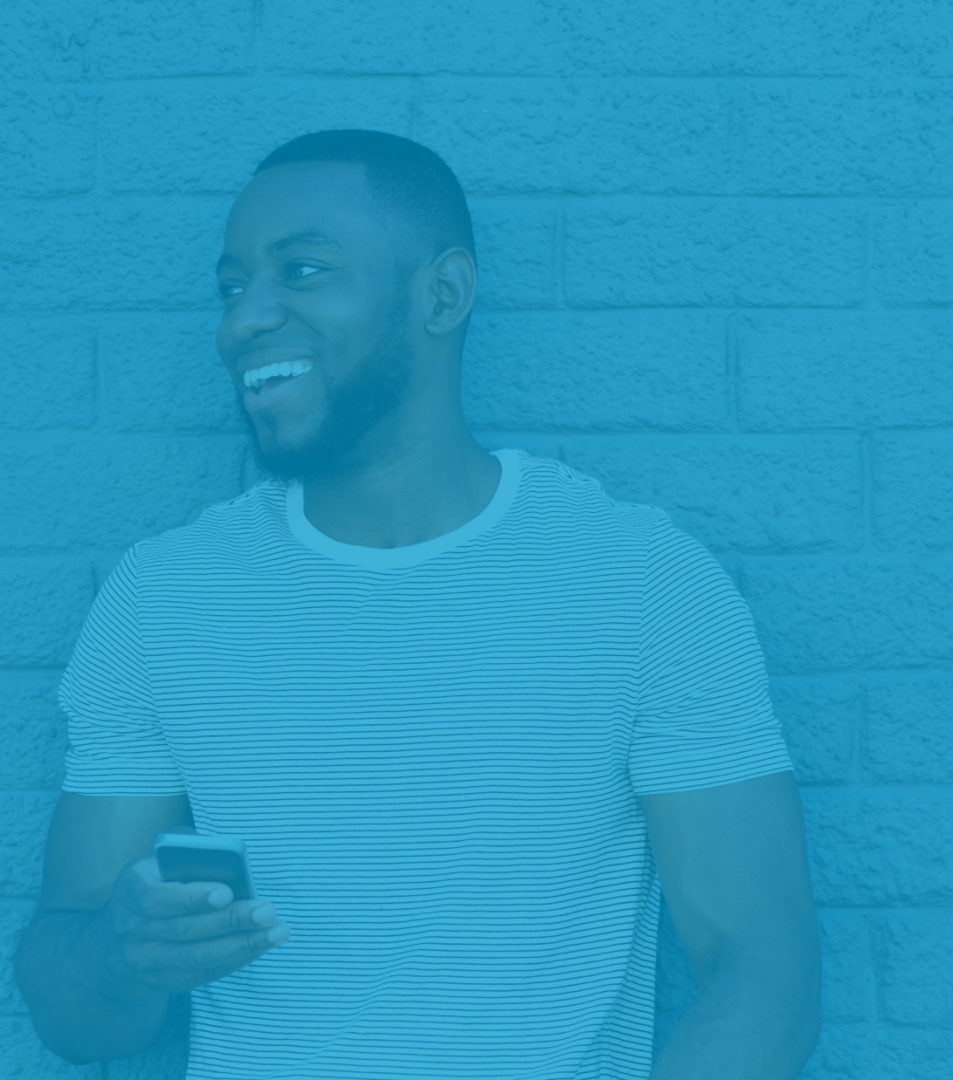




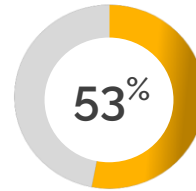
Connected Healthcare

Millennials look for access to their information and resources through an online portal. They want the ability to pay bills, make and manage appointments, and communicate with the office online, rather than over the phone.

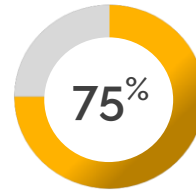




Texting



Prefer to communicate via text message vs. phone call



Find text reminders for appointments, payments, promotions, and surveys helpful

Your practice can utilize texting for appointment confirmations, rescheduling, notifications and updates, and to request online reviews.



The Cost of Healthcare



EVERY PENNY COUNTS!

41% of millennials ask about costs prior to receiving medical services

COSTS

They want practitioners who are willing to sit down with them and discuss costs.

54% have put off care due to affordability.

DISCOUNTS

Compared to the general population, they are most likely to ask for a discount, cheaper treatment option, request a price check, or appeal an insurance decision.



Intuitive Technology for Thriving Practices

Functional and integrative practices face the burden of meeting patient expectations, providing exceptional care, and growing their profits—often without technology designed for their needs.

Meet Power2Practice

MAXIMIZE YOUR TIME



P2P Core, our EMR and practice management platform, provides streamlined services and tools that let you spend more time doing what matters most: caring for your patients.

GROW YOUR PRACTICE

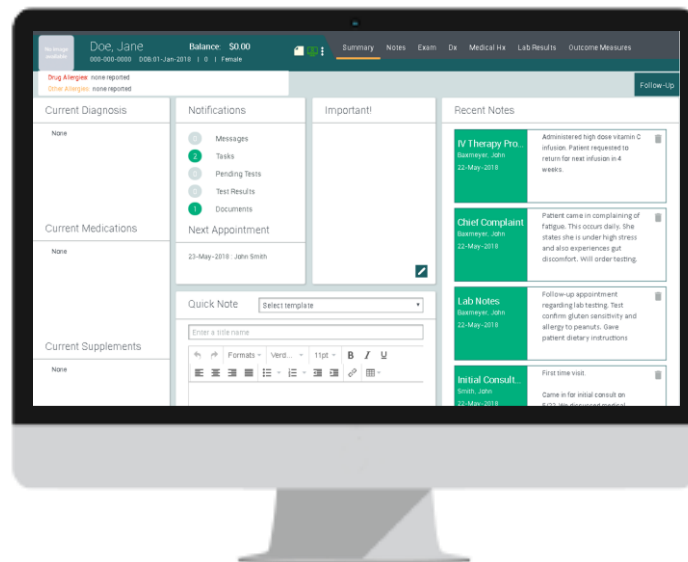


Reach more patients, reduce overhead, and increase your profits—all while improving patient satisfaction.

DELIGHT YOUR PATIENTS



Empower your patients to stay connected and engaged with a lifestyle-based patient portal and services that inspire loyalty.



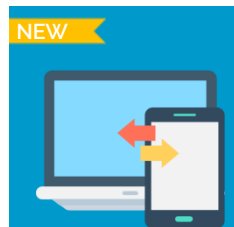
COMING DEC 2018!

The P2P Patient Portal

A NEW PATIENT EXPERIENCE

The Power2Practice patient portal helps your patients stay connected and engaged outside of their office visits.

Coming December 2018 are new features designed with millennials in mind, including online appointment scheduling and responsive technology.



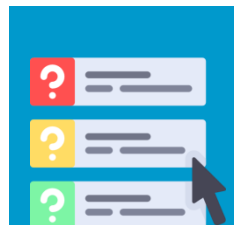
MOBILE-FRIENDLY



APPOINTMENTS



NUTRACEUTICALS



QUESTIONNAIRE



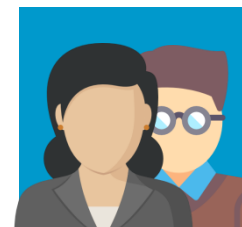
E-SIGN



LAB RESULTS



MESSAGING



NEW PATIENT
FORMS



REFILLS

| Thank you



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