



Successful SNF Marketing in a Digital Age

Presented by:
HARMONY UNIVERSITY
The Provider Unit of
Harmony Healthcare International, Inc.
HHI


- ❖ PPS & Case Mix Onsite Chart Audits ❖ MMQ Audits
- ❖ Seminars ❖ Consulting ❖ Program Development
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Successful SNF Marketing in a Digital Age


HARMONY UNIVERSITY
The Provider Unit of
Harmony Healthcare International, Inc. (HHI)
Presented by:
Aaron Mandelbaum, VP of Marketing



Speaker Bio

- Aaron Mandelbaum has been responsible for the demand generation intellectual property that has helped generate more qualified leads while decreasing the cost per lead. In addition, he has authored internal lead generation processes and has pioneered the use of inbound marketing inside the professional services industry. The results produced from this effort have resulted in the placement in the top 10% of professional services marketers for key metrics such as: blog subscription growth, Alexa ranking improvement, landing page conversions, and marketing generated pipeline.


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Objectives

- The learner will be able to understand how Google thinks and how your website might be suffering
- The learner will be able to generate leads using Social Media
- The learner will be able to create Buyer Personas to improve marketing strategies

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Successful SNF Marketing in a Digital Age 


- We live in a world where our decisions are impacted by the results Google displays to us.
- When we need a second opinion we turn to our favorite Social Media outlet.
- You might not think the world I'm describing is impacting the Skilled Nursing Facilities you all run; But it is.
- Learn how the *Best In Class* Skilled Nursing Facilities are using Google and Social Media to position themselves for success in the age of digital marketing.

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Successful SNF Marketing in a Digital Age 

- **3 Key Topics**
 - The evolution of Google and website optimization
 - Social Media to expand your reach
 - The importance of messaging and email marketing - 1 Size Doesn't Fit All Anymore
- **Learner Objectives**
 - Understanding how Google thinks and your website might be suffering
 - Generating leads using Social Media
 - Buyer persona creation to improve your marketing strategies

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Successful SNF Marketing in a Digital Age 

Criteria for Successful Completion

- Complete Sign-in and Sign-Out on Attendance Form
- Attendance for entire session
- Completion and submission of speaker Evaluation Form

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What do these all have in common?

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The Almighty Google

- Google was founded by Larry Page and Sergey Brin while they were Ph.D. students at Stanford University
- They incorporated Google as a privately held company on September 4, 1998
- Google's mission statement from the outset was "to organize the world's information and make it universally accessible and useful"
- Google's unofficial slogan is "[Don't be evil](#)"

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Google's Algorithm


- SERPs
- Reward good behavior
- Penalize bad behavior
- <http://moz.com/google-algorithm-change>

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The Perfect Storm


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It's a great time to be a buyer...

- Decision makers are getting younger
- Information is easily accessible
- Interruptions are avoidable
- Buyers aren't open to engaging until they have educated themselves

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The Marketing Solution is Not: To Buy a List

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Buying a List is Not Marketing

I don't understand why my marketing efforts aren't working?! I bought a list from a very credible supplier; I send out pieces of mail to strangers; I hope the names on the list are correct and that they receive my mailer; Then I hope they will be interested in my services; And then I hope they pick up the phone to call me and schedule an appointment to speak about my services...

Hmm... Have you considered buying a lottery ticket instead?



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The Solution is: Inbound Marketing

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3 Steps of an Inbound Marketing Methodology


1. Get Found
 - a) Create
 - b) Optimize
 - c) Promote
2. Convert
3. Analyze & Repeat

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Inbound Marketing Methodology: Step 1 

Get Found


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Get Found 

Marketing 2.0 has changed the way organizations need to focus their marketing efforts:

1. **Create;** You must create dynamic, remarkable, and easily sharable content that serves the purpose of both educating and displaying expertise
2. **Optimize;** You must optimize your website and content for both "On Page SEO" and "Off Page SEO"
3. **Promote;** You must continuously promote your content and your brand through mediums like Social Media

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Get Found - Create – Buyer Personas 

1. Buyer Personas differ from your Ideal Customer Profile in that an ICP focuses on an aggregate market and a Buyer Persona focuses on an individual.
2. Understanding your Buyer Personas will help us communicate effectively to the individuals and help facilitate their buying process.

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Persona Group Name:	AWARENESS	CONSIDERATION	PREFERENCE
-Description Bullet 1 -Description Bullet 2 -Description Bullet 3 -Description Bullet 4 -Description Bullet 5 Persona 1 (Most senior person) Responsabilities: Focus: Role in decision:	Buyer -Do I have a problem? -How does this problem relate to achieving my goals? -How painful is the problem? -Who does the problem impact... department, client, vendor, employees, decision makers? -What are my peers doing? I Can't... • I Can't... • I Can't... • I Can't... • I Can't...	Buyer -Can I solve this? -Is there a quick fix? -Can I fix it myself? -Can I need help? -How should I evaluate alternatives? -How will others on my purchasing committee evaluate alternatives? I Want... • I Want... • I Want... • I Want... • I Want...	Buyer -How long will it take to get this fixed? -How much of our time do I need to put towards it? -How do I know this is the work? -How much will it cost? -What impact will it have? -What happens if it doesn't work? Key Marketing Messages • Key Marketing Message... • Key Marketing Message... • Key Marketing Message... • Key Marketing Message...
Persona 2 Responsabilities: Focus: Role in purchase:	I Can't... • I Can't... • I Can't... • I Can't... • I Can't...	I Want... • I Want... • I Want... • I Want... • I Want...	Key Marketing Message... • Key Marketing Message... • Key Marketing Message... • Key Marketing Message...
Persona 3 Responsabilities: Focus: Role in purchase:	I Can't... • I Can't... • I Can't... • I Can't...	I Want... • I Want... • I Want... • I Want...	Key Marketing Message... • Key Marketing Message... • Key Marketing Message... • Key Marketing Message...

Get Found - Create

- By creating different Buyer Personas you will deliver to your audience targeted, relevant messaging
- Create content that educates and nurtures your buyers
- Create content that will be found in Google's SERPs

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Get Found - Create - Content

1. Blog
2. Webinars
3. Newsletter
4. Videos
5. Website Resources


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Get Found - Create 

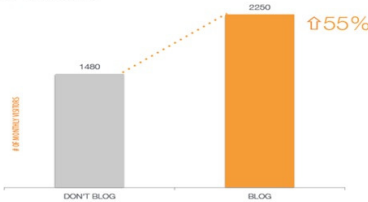
One of the most cost effective and successful ways to generate new leads, educate potential buyers, and enhance your brand recognition is:

Blog


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Get Found - Create 

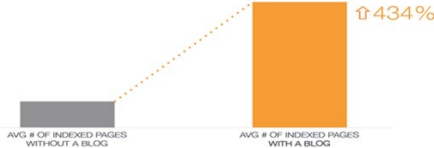
Companies that blog have **55% more** website visitors.



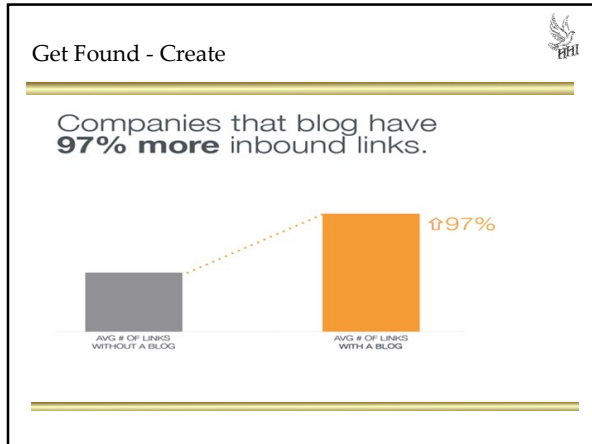
Category	# Website Visitors
DON'T BLOG	1490
BLOG	2250

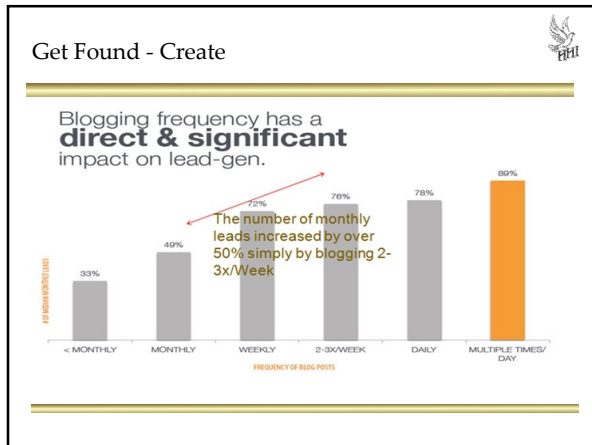
Get Found - Create 

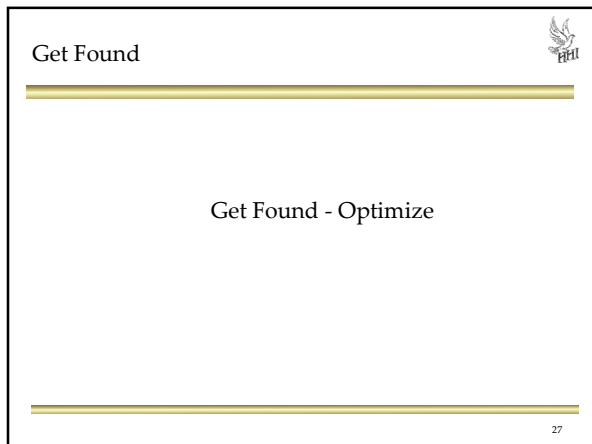
Companies that blog have **434% more** indexed pages.




Category	Avg # of Indexed Pages
AVG # OF INDEXED PAGES WITHOUT A BLOG	(Low)
AVG # OF INDEXED PAGES WITH A BLOG	(High)








Get Found - Optimize 

Optimizing your dynamic content through targeted **On Page** and **Off Page SEO** practices across all platforms, is essential to comply with Google's always changing demands


1. **On Page SEO:** Is the continual process of placing targeted keywords strategically on your web pages in order to signal to search engines the meaning of your content and improve the way you are displayed on results pages.
2. **Off Page SEO:** The number of inbound links to your website is one of the most important factors that search engines use to determine the quality of your content and display your website pages in the Search Engine Results Pages (SERPS)
 - a) Google's algorithm ranks sites and content higher based on endorsements indicated by the social community
 - b) Endorsements are indicated by signals like "+1's" on Google+ and social sharing of content

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Get Found - Optimize 

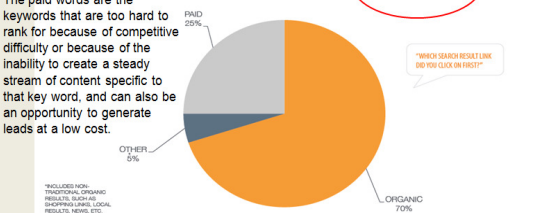
Dynamic, Remarkable Content

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Get Found - Optimize 


70% of the links search users click on are **organic** — not paid.

The paid words are the keywords that are too hard to rank for because of competitive difficulty or because of the inability to create a steady stream of content specific to that key word, and can also be an opportunity to generate leads at a low cost.




Category	Percentage
Organic	70%
Paid	25%
Other	5%


*INCLUDES: NON-TRANSACTIONAL ORGANIC RESULTS, LOCAL, SHOPPING, LOCAL, RESULTS, NEWS, ETC.

Get Found – Optimize 

60% of all organic clicks go to the **top three** organic search results.



Ranking on Search Results Page	Percentage
1	37%
2	20%
3	13%
4	10%
5	9%
6	7%
7	5%
8	3%
9	4%
10	3%

Get Found – Optimize 

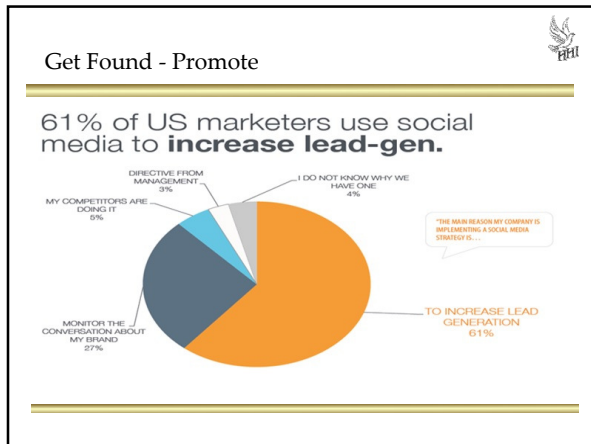
1. Using your Buyer Personas, script out the questions your buyers are thinking and would type into Google
2. Create content targeted the answers to those questions
3. Create new, TARGETED website pages using those words that you want people searching Google to find you for
4. Long tail keyword phrases

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Get Found 

Get Found – Promote – Social Media

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Social Media

Is it right for you?


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Get Found – Promote 

- Grow Your Social Networks
- Add Social Sharing Buttons to All Web Content
- Participate in Social Forums
- Create Social Relationships with Evangelists
- Share Great Content

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Inbound Marketing Methodology: Step 2 

Convert

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Convert 

- Generate qualified leads by delivering targeted, relevant & valuable messaging and offers:
- Create offers geared toward personas and decision making process
- Grow your opt in database
- Segment your database and marketing initiatives
- Optimize your website for Google and for humans

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Home Page
www.harmony-healthcare.com

1 Home Page 2 About Us 3 Our Approach 4 How We Do It 5 Blog 6 Resources 7 Courses

8 About Us 9 Our Approach 10 How We Do It 11 Blog 12 Resources 13 Courses

Click Here to Contact a HHI Specialist!

Do Your Medical Records Support **Skilled Care?**

Click Here to Find Out!

Provide Quality Care in an Age of Compliance

Identify Your Needs
Ensure That Your Medical Records Support Skilled Care
14 LEARN MORE

Evaluate Your Options
Improve the Quality of Care in an Age of Compliance
15 LEARN MORE

Resolve Your Concerns
Implement a Customized Plan Without Any Disruption
16 LEARN MORE

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What We Do –
www.harmony-healthcare.com/what-we-do

Harmony Healthcare International provides consulting, education and support. You should Care Units (CUs) and the latest expertise to successfully change the clinical, operational and compliance components of **Medicare/Medicaid** or **Rehabilitation Programs**. All recommendations are based on patient-specific, clinically-related services, outlined with the supporting documentation.

Our team of experienced clinicians partner with all levels of the related nursing facility interdisciplinary team to assist in their ongoing working to improve quality care and ensure compliance.

Learn More About:

- Compliance Assessments
- Denial Claims Development
- Regulatory Readiness
- Denial Prevention Education and Training
- Medical Program & Development
- Certification & Compliance Courses

A COMPLETE GUIDE TO **Successfully Avoiding Denied Claims**

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www.harmony-healthcare.com/regulatory-preparedness

Regulatory Preparedness

Overview

Preparing for the Commission Survey, Commission on Accreditation of Rehabilitation Facilities (CARF) or Regulatory State Survey is a challenging process for any healthcare provider. As a minimum, a facility must have a strong regulatory, accreditation, compliance and regulatory expertise in place to ensure readiness for the survey process. The survey process is a multi-step process that is designed to ensure that the facility is prepared to meet federal regulations.

Our team of experienced clinicians partner with all levels of the related nursing facility interdisciplinary team to assist in their ongoing working to improve quality care and ensure compliance.

Learn More About:

- Compliance Assessments
- Denial Claims Development
- Regulatory Readiness
- Denial Prevention Education and Training
- Medical Program & Development
- Certification & Compliance Courses

A COMPLETE GUIDE TO **Successfully Avoiding Denied Claims**

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HHI Blog
www.harmony-healthcare.com/blog



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12 Questions When Screening for Falls & Balance Problems in Your DNF


Most Popular Posts

Medicare & Medicaid Integrity Issues: Who is Auditing Us Now?

Stay connected!

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Resources Library
www.harmony-healthcare.com/resources



Browse by Category

Medicare & Medicaid Free Resources

MDR 3.0 - A Guide to Coding Accuracy

Download the MDR 3.0

Skilled Rehabilitation Services: Avoiding Denied Claims



Download the Skilled Rehabilitation Services

A Complete Guide to Successfully Avoiding Denied Claims

Download the Complete Guide to Successfully Avoiding Denied Claims

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Resources Library Download Landing Page

A Complete Guide to Successfully Avoiding Denied Claims

Denials Grader

Get the Latest HHI Download Now!

First Name *

Last Name *

Email *

What is the biggest challenge you face in being right now?

Check Here to Subscribe to the HHI Blog

Submit

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Pay Per Click Google Advertising

The screenshot shows a Google search for "aanac courses". The search bar contains the text "aanac courses" and a red arrow points to it. Below the search bar, there are tabs for "Web", "Images", "Maps", "Shopping", and "More". The search results show "About 7,970 results (0.22 seconds)". The first result is "Welcome to AANAC" with the URL "www.aanac.org". Below it, there is a link "Find AANAC Events" with the URL "www.aanac.org/events-and-webinars/workshop-search".

Pay Per Click Google Advertising

The screenshot shows "Ads related to aanac courses". The first ad is for "AANAC MDS 3.0 RAC-CT" with the URL "www.mds30accertification.com/". Below the URL, it says "Harmony Healthcare International Platinum Business Partner of AANAC". A red arrow points to this ad. Below it, there is another ad for "AANAC Certification" with the URL "www.ask.com/AANAC+Certification".

Pay Per Click Google Advertising

The screenshot shows a Google search for "medicare part a". The search bar contains the text "medicare part a" and a red arrow points to it. Below the search bar, there are tabs for "Web", "Images", "Maps", "Shopping", "News", and "More". The search results show "About 75,000,000 results (0.21 seconds)". The first result is "Medicare Part A and B - Over 100 Million Visitors - Ask.com" with the URL "www.ask.com/medicare-part-a/aid-1". Below it, there is a link "What to Medicare Part A - medicare-WebCrawler.Com" with the URL "www.getting.com/medicare-supplement".

Pay Per Click Google Advertising

Jump to Part A Hospital insurance - (edit source | edit) Part A covers inpatient hospital stays (at least overnight), including semiprivate room, food, and ...

Are related to medicare part a @

Medicare Reimbursement
www.harmonyhealthcare.com

Harmony Healthcare International Compliance Reimbursement Consulting

UnitedHealthcare Medicare - insured by UnitedHealthcare
www.ihmedicare.com/insured-by/Medicare

Plans can # 31 show Part I premiums

Zip Code View Plans New

Searches related to **medicare part a**

what does medicare part a cover medicare part a cost
 medicare part a enrollment medicare part d
 medicare part a definition medicare part a deductible
 medicare part a eligibility medicare

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Inbound Marketing Methodology: Step 3

Analyze & Repeat

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Website Analytics - Pageviews & Bounce Rate

Pageviews and Bounce Rate by Month of Year

Month of Year	Pageviews	Bounce Rate
201301	16,438	65.34%
201302	13,940	65.04%
201303	13,878	67.27%
201304	14,901	66.19%
201305	13,557	67.88%
201306	12,791	65.80%
201307	16,497	62.10%
201308	20,860	61.14%
201309	27,167	36.22%
201310	31,179	20.16%

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Weekly Sales & Marketing Reporting

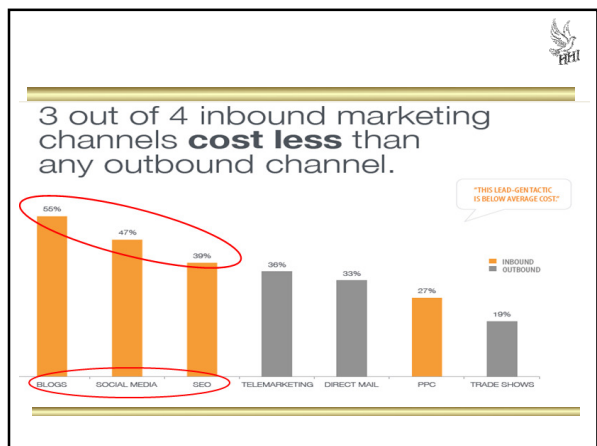



Department	Offer	8/25/13	9/1/13	9/8/14	9/15/12	9/22/12	2013 Total	2013 Goal	2013 Actual To Goal	2013 Average
1	HPI Education						4	25	-80%	1
2	BD - Free PLGA Analysis	2	1	0	0	0	3	25	-88%	1
3	BD - Billing/Former Audit Review Request	0	0	0	0	0	0	25	-100%	0
4	BD - 100% Cash On Delivery Meeting Req Request	0	0	0	0	0	0	25	-100%	0
5	BD - Complementary Facility Analysis - Trade Show	0	0	0	0	0	0	25	-100%	0
6	BD - Complementary Facility Analysis - PPC	0	0	0	0	0	0	25	-100%	0
7	BD - JACO Audit - Complementary Facility Analysis	0	0	0	0	0	0	25	-100%	0
8	BD - Increase Medicare Revenue - Complementary Facility Analysis	0	0	0	0	0	0	25	-100%	0
9	BD - Increase Medicare Revenue with the Holiday Party - Let us Show About The Free Facility Analysis							25	-100%	0
10	BD - Increase Medicare Revenue with the Holiday Party - Let us Show About The Free Facility Analysis							25	-100%	0
11	BD - MDG BLGA - Complementary Facility Analysis - PPC	0	0	0	0	0	0	25	-100%	0
12	BD - 2013 Federal Rates Update Download	0	0	0	0	0	0	25	-100%	0
13	BD - Thank you for your interest in 2013 Federal Rates							25	-100%	0
14	BD - Request for Proposal	0	1	0	0	0	1	25	-96%	1
15	BD - Owners & Operators - PPC	0	0	0	0	0	0	25	-100%	0
16	BD - Owners & Operators - PPC	0	0	0	0	0	0	25	-100%	0
17	BD - Owners & Operators - SEO	0	0	0	0	0	0	25	-100%	0
18	BD - Medical Record Review Request Web Information	0	0	0	0	0	0	25	-100%	0
19	Marketing Development Weekly Trade	2	2	1	1	0	7	24	-71%	2
20	Marketing Development Weekly Cost	3	3	3	3	3	15	40	-63%	3
21	Marketing Development Weekly Actual To Goal	1	1	0	2	3	7	23	-70%	2
22	Marketing Development Weekly	0	0	0	0	0	0	25	-100%	0

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Final Thoughts...


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Inbound marketing costs **62% less**
per lead than traditional, outbound marketing.

OUTBOUND:
AVG COST/LEAD: \$373



INBOUND:
AVG COST/LEAD: \$143





Questions/Answers



- Harmony Healthcare International
- 1 (800) 530 – 4413
- www.Harmony-Healthcare.com
- amandelbaum@harmony-healthcare.com

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Harmony Healthcare International

Have you Considered a Customized Complimentary
**HARMONY(HHI) MEDICARE PROGRAM
EVALUATION**
or
CASE MIX ANALYSIS
for your Facility?

Perhaps your facility has potential for additional revenue
Assess your facility against key indicators and national norms
Email us at for more information
RUGS@harmony-healthcare.com
Analysis is cost & obligation free

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