

Webinar

COVID-19: Healthcare Marketing During a Crisis and the New Normal



Introductions



Aaron Clifford

Senior Vice President of Marketing

Binary Fountain



Reed Smith

VP of Digital Services

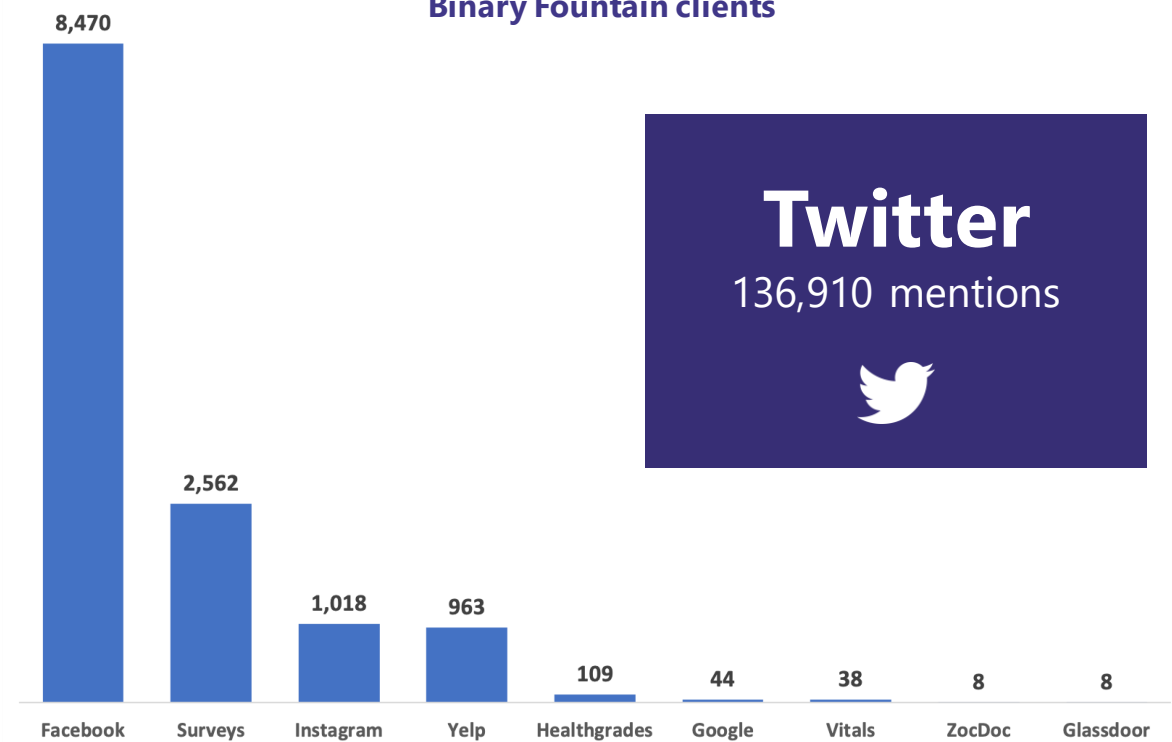
Jarrard Phillips Cate & Hancock

Agenda

- Tracking the online conversation around COVID-19 and updates to third-party listings
- Communications strategies in this new environment and how to tailor your marketing framework
- What the coronavirus outbreak means for the future of healthcare marketing
- Audience Q&A

Tracking the Online Conversation

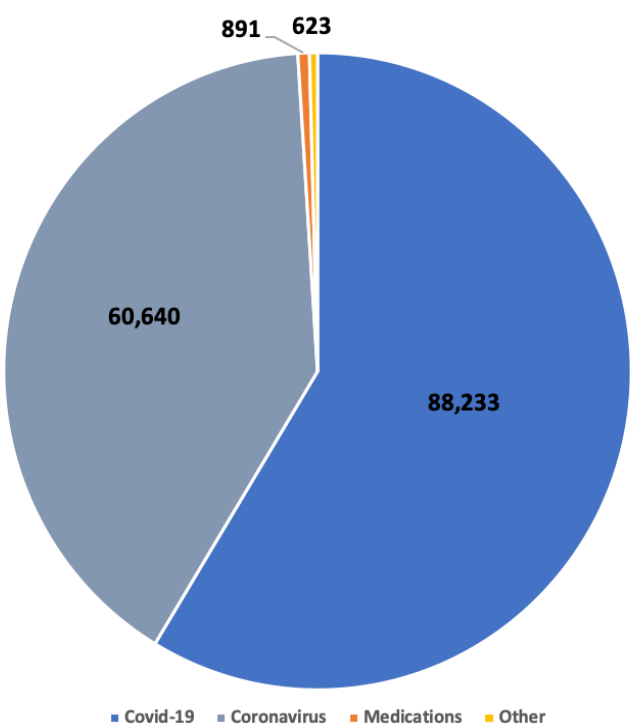
Coronavirus-related mentions of Binary Fountain clients



Keywords: Corona Outbreak, Corona Virus, Coronavirus, Covid-19, SARS-Cov, Wuhan

Source: Binary Fountain platform as of April 13, 2020

Terms used in comments and reviews mentioning Binary Fountain clients



Changes for Third-Party Listings

Submit a COVID-19 announcement for your site

This is a beta version. We're currently developing support for COVID-19 announcements in Google Search right away.

Authority websites, such as government agencies, official health authority, and schools, can use this tool to submit a COVID-19 announcement on their site, particularly if they are unable to use structured data. This includes the closing and new availability of medical facilities (for example, testing centers). Google Search uses this information on your web page and show the important announcement to relevant people.
Note: This tool doesn't support news articles.

COVID-19 Testing Facility

Select Search Console property
* Required

Select the announcement start date
(Maximum 14 days from today)

Select the announcement end date
(Maximum 30 days from today)

Enter a short title for the announcement

Enter a summary of the announcement

Region or specific location for the announcement

COVID-19 info link

Add URL

Telehealth info link

Add URL

Google

coronavirus

All

About 88,800,000 results (0.48 seconds)

www.cdc.gov > coronavirus > 2019-ncov > prepare > faq

COVID-19: FAQs for Individuals and Families | CDC

Mar 8, 2020 - What should I do if there is an outbreak in my community?

www.example.gov > Regions > updates

Updates on COVID-19 - CA

Updates for California residents on the latest information and directives related to the COVID-19 pandemic

2 hours ago - Shelter-in-place for 3 California counties

Executive Order 123 requires residents to shelter-in-place through April 30. Additional disease prevention and quarantine guidelines are also available.
[Disease Prevention Info](#)
[Quarantine Guidelines](#)

Two days ago - New information regarding worker benefits during COVID-19

3 days ago - Updates on key federal changes to make food and health care more accessible

4 days ago - FAQ for Executive Order 122

Score Physical Therapy > COVID-19 Update

Score Physical Therapy - COVID-19 Update

In order to protect the health & safety of our community and do our part to stop exposure to COVID-19, we are offering two online options for those who wish to stay at their homes:

- Telehealth video visits: Meet with your physical therapist via video chat from your home. These appointments are billable to all insurances, except Medicare. Medicare patients can opt for a similar e-visit or pay cash for the full telehealth appointment. Call our front desk at (831) 706-2085 to schedule an appointment and get more details!
- Self-care PT with Everflex Health: Take a short online PT assessment for FREE to see if you fall into a Recovery Plan. Recovery Plans include exercise instructions and professional video demonstrations. If you fall into a Recovery Plan, get 3 months of access for \$25. Sign up at everflexhealth.com

Search

Bay Area Adult ADHD

★★★★★ 6

See All 14

COVID-19 Update:

A message from this business

We are continuing to provide services during the COVID-19 Shelter in place. We have expanded our tele-therapy services...

See details

Image via Yelp

binaryfountain

JARRARD
PHILLIPS CATE & HANCOCK

© 2020 Binary Fountain. - Proprietary and Confidential Information

5

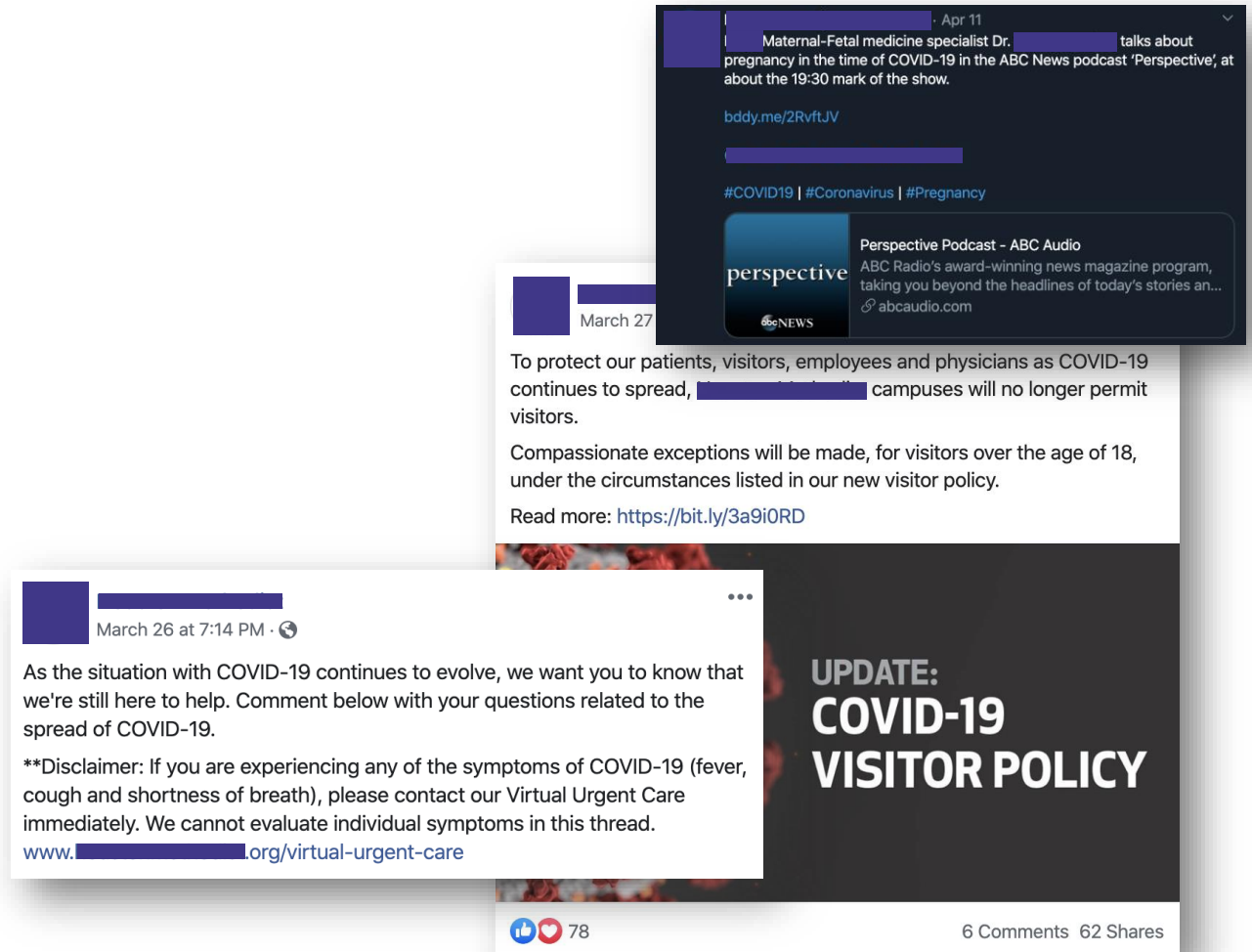
Q&A: Responding to the Crisis

- What healthcare marketing strategies will best prepare me to manage crises now and in the future?
- What are some remarkable feats you've seen in the healthcare marketing space?



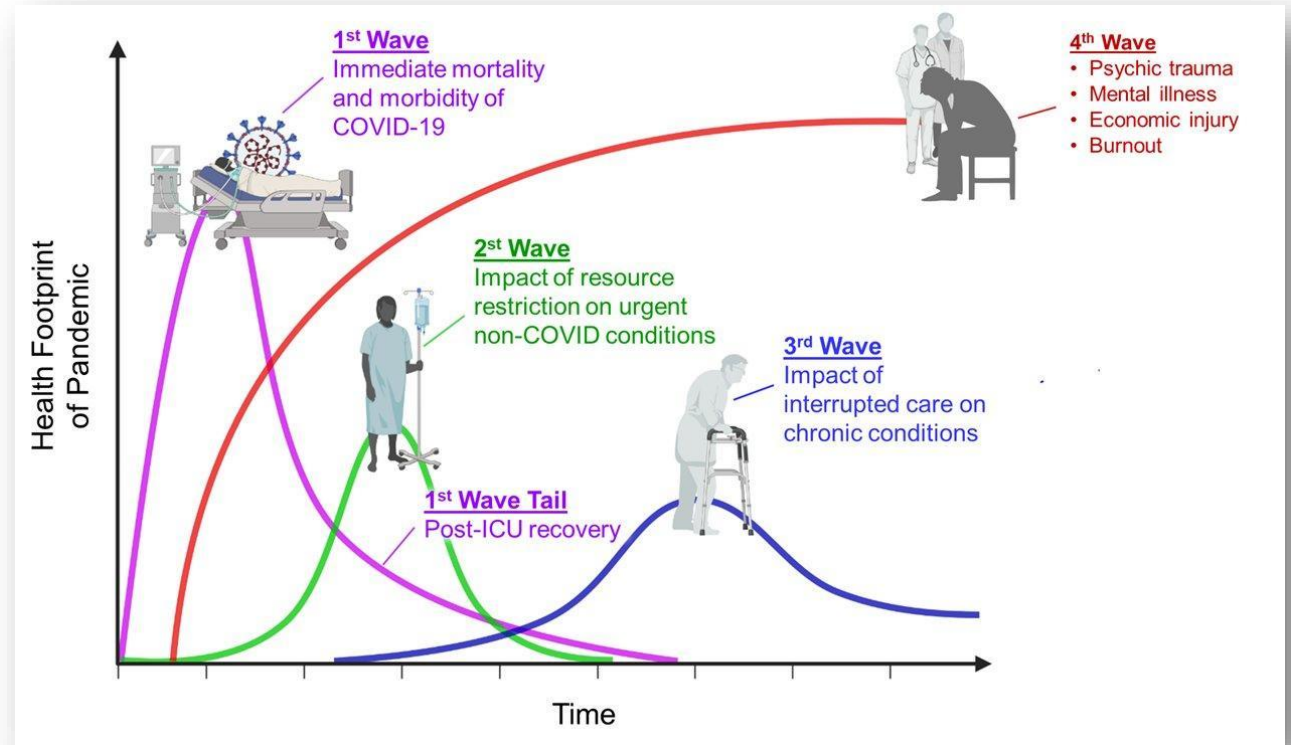
Q&A: Keys to Crisis Communications

- How do I build long-term trust with patients, employees and the public on social channels?
- How should we communicate about difficult staffing changes?



Q&A: Future of Marketing Post-Coronavirus

- Beyond COVID, what should marketers start planning for 60, 90, and 120 days from now?
- What are the big changes coming to healthcare after this crisis?



Credit: Viktor Tseng, [Twitter](#)

Questions?



Aaron Clifford

aclifford@binaryfountain.com



Reed Smith

rsmith@jarrardinc.com

Thank You

JARRARD | PHILLIPS
CATE &
HANCOCK

binaryfountain