



HEALTHCARE MARKETING & OUTREACH SERVICE GUIDE

- Elevate Your Population's Health Consciousness
- Bring in a Steady Flow of New Patients
- Retain, Reactivate & Ascend Current Patients



 **Target Continuum**
The heart of healthcare marketing

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Target Continuum



OUR MISSION

TO AFFECT POSITIVE CHANGE IN
POPULATION HEALTH
ONE COMMUNITY AT A TIME.

To accomplish this mission:

We provide our clients effective and fiscally responsible community outreach, patient education, and data-driven marketing strategies to connect your healthcare providers with more patients and ultimately bridge the gap between health education and better population health outcomes.



THE INDUSTRY LEADER IN HEALTHCARE MARKETING

850+

Healthcare Sites

30+

Years of Expertise

100'S OF MILLIONS

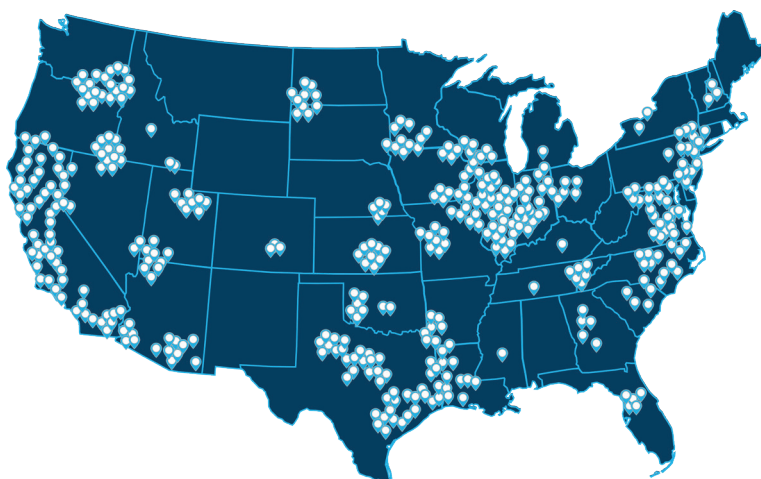
Launched Healthcare Ads

**OVER 6
MILLION**

Patients Engaged

92%

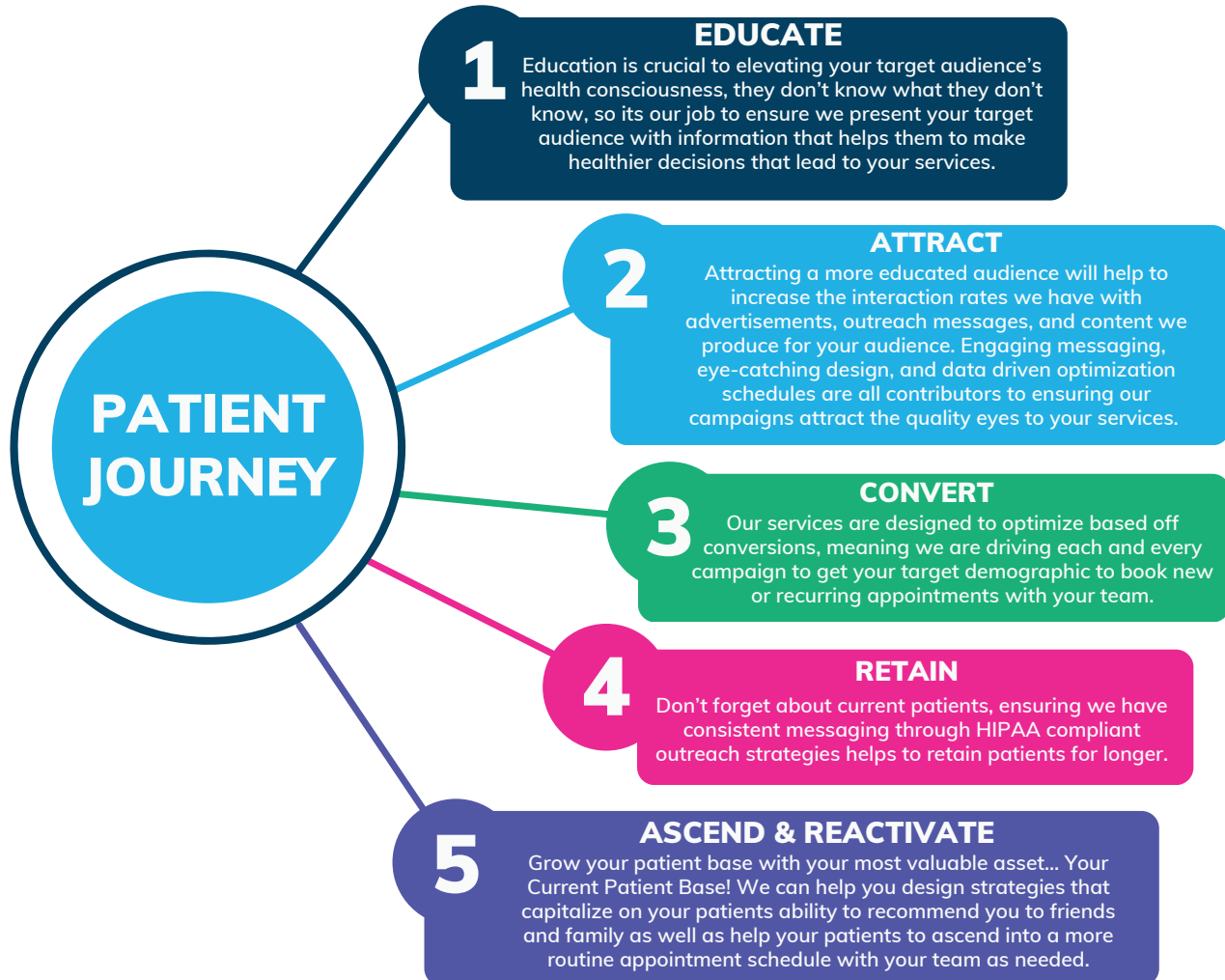
Client Retention Rate



Education & Outreach Strategy

Craft Your Blueprint

Many health organizations overlook their community outreach, education efforts and initiatives which can be a costly oversight. Planning and mapping out a marketing strategy for your health center can be overwhelming. We understand this challenge so we help you break your marketing & outreach strategy down into just four steps. We give you the tools and the blueprint to aid in your patient acquisition, outreach, education, and retention.



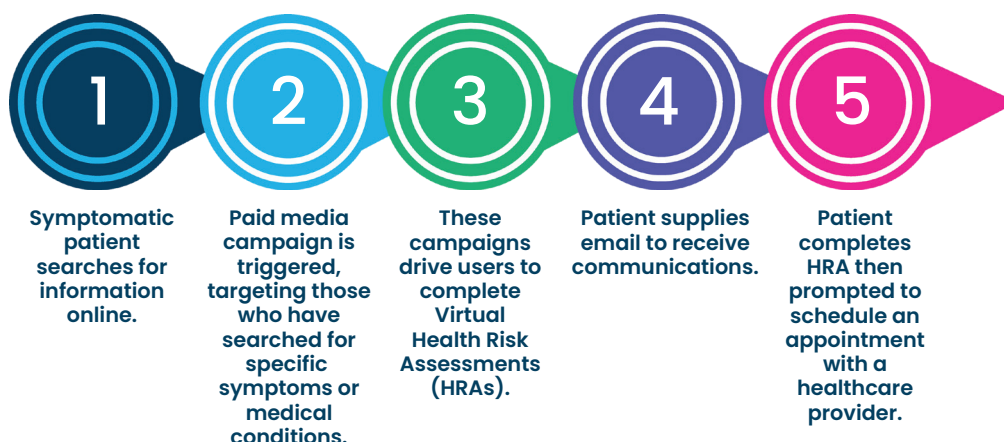
What We Do

- Improve your patients outreach & education
- Lower your patient cost per acquisition
- Better understand your patient
- Increase patient retention
- Better patient outcomes
- Find more patients

Virtual Health Risk Assessments

Help Them Help You

Put your patients first and increase new inquiries into your organization with access to a full suite of virtual health quizzes, questionnaires, and risk assessments. These quizzes allow your first interaction with potential patients to be a “Value-First” touch point. Patients are looking for virtual resources that can help them in their moment of need. Offering value-first virtual health assessment tools you can ensure patients & providers get the information they need to make a decision regarding their care. These tools fuel more appointments and more clarity in the patient’s care plan.



Even if patient doesn't schedule an appointment right away, we have a potential patient who:

- Has been established as a qualified lead.
- Has taken the first step in their health journey.
- Has opted in to receive communications from your organization.
- Far more likely to schedule an appointment than a cold lead.

Online Depression Test

This test is designed to help mental health professionals assess the mood, symptoms, and behaviors of people who are depressed. It is not a medical diagnosis, but it can give you an idea of symptoms and present you with an option to speak to a professional.

Trouble falling or staying asleep, or sleeping too much?

☐ Not at all
☐ Several days
☐ More than half the days
☐ Nearly every day

Feeling tired or having little energy?

☐ Not at all
☐ Several days
☐ More than half the days
☐ Nearly every day

Feeling down, depressed, or hopeless?

☐ Not at all
☐ Several days
☐ More than half the days
☐ Nearly every day

12/27
Moderate

Thank you for completing the quiz!

Depression Severity: Moderate
Score: 12/27

In terms of symptomatic severity, **moderate depression** is the next level up from mild cases. Moderate and mild depression share similar symptoms. Additionally, moderate depression may cause:

- problems with self-esteem
- reduced productivity
- feelings of worthlessness
- increased sensitivities
- excessive worrying

The greatest difference is that the symptoms of moderate depression are severe enough to cause problems at home and work. You may also find significant difficulties in your social life. Moderate depression is easier to diagnose than mild cases because the symptoms significantly impact your daily life. The key to a diagnosis, though, is to make sure you talk to your doctor about the symptoms you're experiencing.

If the results of this quiz are concerning you, please reach out to our team today. Even mild depression symptoms can be a challenge. We are here for you, please find the ways to get in touch with us below.

***THIS IS NOT A MEDICAL DIAGNOSIS**

**If you are in a life threatening situation – do not use this site.
Call +1 800.273.8255 or use these resources to get immediate help.**

Paid Search Ads

Be Where They Are, When They Are

Through Google Ads, often referred to as PPC (pay-per-click) ads, you can create online ads to reach people exactly when and where they're interested in the services that you offer. In 2022, digital advertising has far surpassed traditional advertising for the first time in the U.S. The world is rapidly evolving and your health center needs to as well.

What We Do

Market Research

We start by researching the market that you serve, whether you are single or multi-site. Once we determine the population and competitors, we are able to estimate the amount of search and competition in a given month, factoring in budget considerations.

Keyword Research

Next we do extensive research on keywords that we are willing to bid on. Keywords are words or phrases that will match closely or exactly to a user's search query in Google. Using our research, we compile a list of thousands or even tens of thousands of keywords.

Bidding Strategies

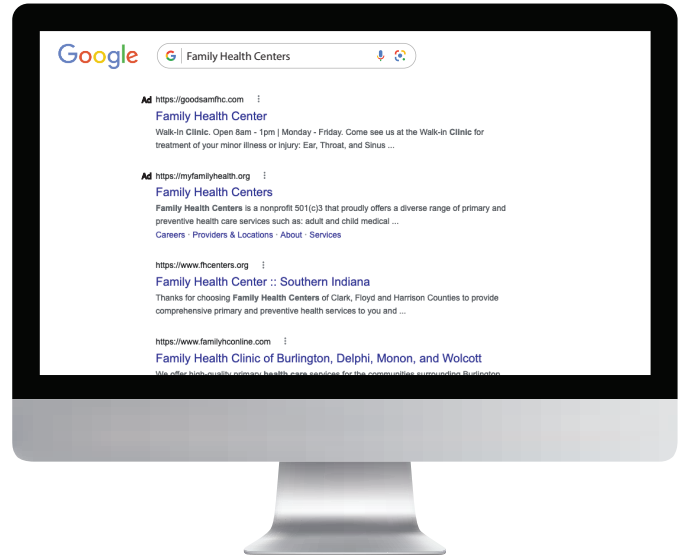
Each keyword has a different cost-per-click (CPC) amount. If the competition for a keyword is high in your market or industry, that keyword will typically cost more. From there, we are able to select a bidding strategy that targets different types of users and their behaviors, income, location & more.

Create Ad Copy

The last step before launching the ads is creating the ad copy. We craft custom messages with a clear call-to-action. These ads will be tailored to the practice areas & other initiatives you are wanting to focus your marketing efforts on.

Analyze & Optimize

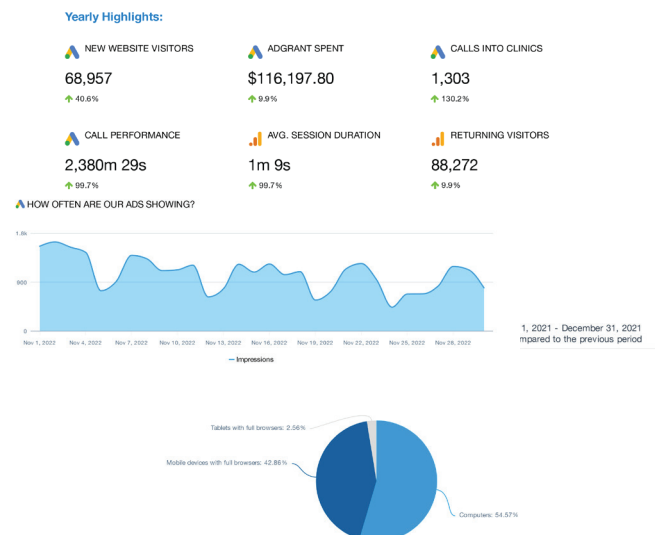
Once we have set up all of the campaigns, ad groups, keywords, bidding strategies, matching types, and launch the ads, we don't simply stop there. We A/B test different ads and strategies, continuing to make optimizations on the back-end.



Benefits

- Display your brand when and where users are looking for your services
- Easy to track and measure results
- Get in front of your competitors
- Target specific patient base
- Boost traffic to your website
- Top Google Maps with paid map listings
- Source for answering community questions
- Reach a diverse patient base with bilingual ads

MONTHLY REPORTING & ANALYTICS



Search Ads Google Ad Grant

Google Ad Grant

Nationally, over 850 health centers are enrolled in our Google Ad Grant program. Qualifying 501(c)(3)'s will receive a \$10,000 per month in-kind advertising credit to be used towards paid search ads on Google. The Google Ad Grant is not a matching grant and may be leveraged to support your marketing initiatives, including acquiring more new patients & connecting with disengaged patients.

FQHC's leveraging the Google Ad Grant, on average, are seeing thousands of website visitors monthly. On average, between 2.35% to 3.36% of this traffic converts into new patients. FQHC's and Look-A-Likes are acquiring dozens of new patients monthly because of this grant.



Who is Eligible?

- FQHC's
- Look-A-Likes
- 501(c)(3) - Health Centers
- Hospital Foundations and Philanthropic Arms

A Recurring Annual \$120,000 Ad Grant

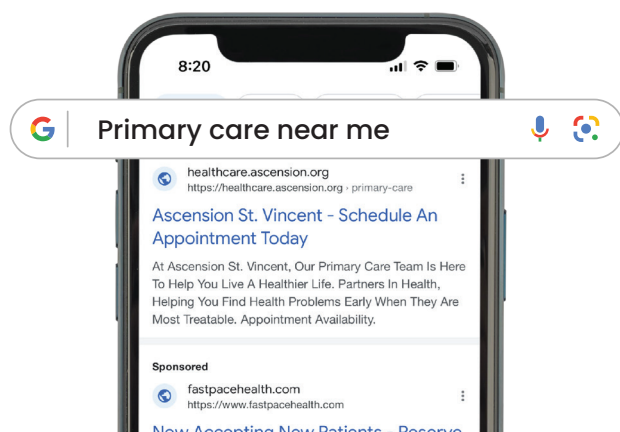
Eligibility for the Google Ad Grant for healthcare organizations can be confusing. We receive approval through a Google FQHC or Look-A-Like exception to the Google Ad Grant eligibility requirements. Our work is contingent on your acceptance and ongoing compliance with the Google Ad Grant program. There is much to gain and zero risk.

Maintaining Compliance

Commercial Google Search (PPC) campaigns are challenging enough to manage. The Google Ad Grant is infinitely more difficult. Initially, there is a **\$2 bid limit** on keywords and a challenging process to get Google to lift it. In addition, maintaining ongoing compliance requires maintaining at least a **5% click through rate**. Industry average is around 2.7% for healthcare. No worries, that is where we come in. Our team handles everything this way you can focus on what you do best.

Benefits

- \$120,000 in-kind Google Ad credit
- Monthly reporting & analytics
- Show up first on Google
- Promote all of your outreach initiatives
- Thousands of new website visitors monthly
- Serve dozens of additional new patients monthly



Display Ads

Reach More People in More Places

Think of display ads much like a small online billboard. Where search ads are helpful for answering questions and presenting solutions to those researching. Display ads are your opportunity to control the narrative and educate your audience on your providers services.

This makes display great for educationally based awareness campaigns and for services that may not be on your community's radar such as wellness checkups, diabetes prevention, and updated vaccine regimens. This messaging can be customized heavily with eye-catching images and transitions that bring in more attention from prospective patients throughout your service area.

What We Do

First, we design your ads with messaging and imagery that exemplifies your brand and speaks to the unique demographic of people you are looking to attract. Then, we set where the ads will be served including a variety of factors including when, where, and how often to show your ads. Once we launch your campaign, we monitor it very closely and make constant optimizations where needed. We inform you on the performance utilizing weekly snapshots and in-depth monthly performance reports.

Benefits

- Great for awareness campaigns
- Re-engage active users through retargeting
- Stay top-of-mind & control the message
- Less expensive advertising channel
- Eye-catching & visually appealing
- **HIPAA** compliance friendly

Targeting Tactics

One of the biggest advantages of utilizing display ads is the wide variety of targeting options we provide. Rather than blindly showing your ads to a blanket audience, we use very a methodical hyper-targeted approach that is proven to be extremely efficient and effective. Our targeting tactics are multi-layered and based on hundreds of factors and variables which we will discuss more in the next couple of pages.

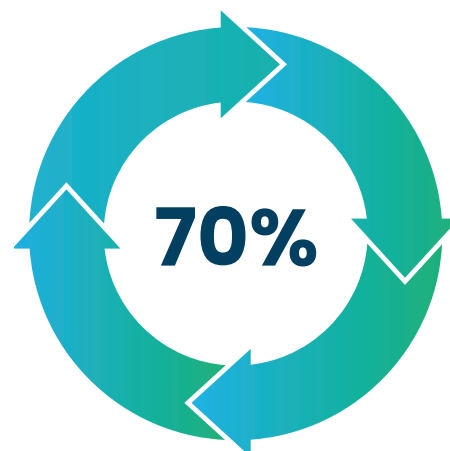


Targeting Tactics

1

Retargeting

The best way to re-engage active & interested users that don't initially convert is through a targeting tactic called retargeting. Retargeting refers to campaigns designed to remind your website visitors of your services after they leave your website without scheduling an appointment. We have found that conversion rates shoot upwards of 70% when utilizing retargeting. Factoring in HIPAA we are careful to generalize all retargeting ads for our healthcare clients to keep our campaigns fully compliant.

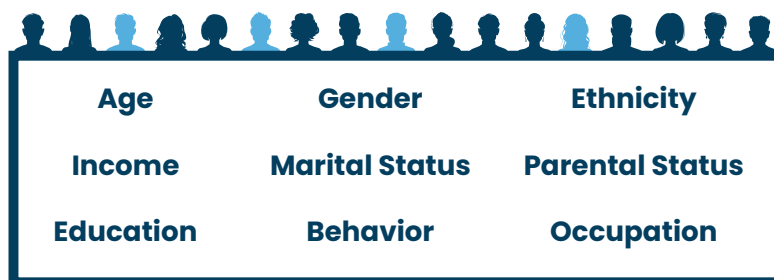


Higher Conversion Rates

2

Demographic Targeting

Demographic targeting helps you target the right audience. Advertising based on specific demographics reduces unnecessary impressions and saves on budget by only serving ads to people who may be interested.



And Many More....

3

Geofencing

Geofencing allows you to reach a specific audience based on past, present, or future geographic behavior. Once a person enters the fenced parameter you've set, they will receive your ads. This allows you to target any group of people at any location, helping refine your targeting practices in a way previous data has been unable to provide.



For an Extensive List of Precision Targeting Tactics Scan This QR Code

Connected TV (CTV)

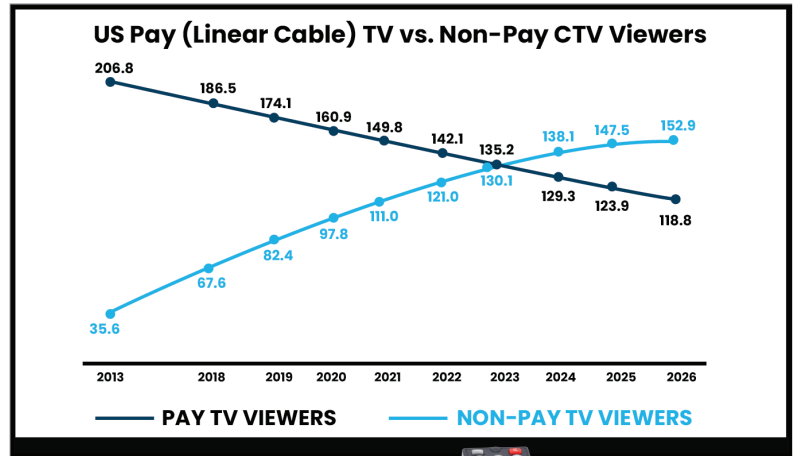
Don't Buy Shows, Buy Audiences

Connected TV is television content accessed by apps and connected devices such as Smart TVs, Amazon Fire Stick, Google Chromecast, Roku streaming box, or even a Playstation hooked up to a TV. In other words, it's how mostly everyone watches television nowadays

In 2021, 81% of U.S. households contain an estimated 105.3 million connected TVs.

The rise of CTV and OTT (over the top) has led to the phenomenon known as "cord-cutting," which is the growing trend of customers canceling their traditional cable and satellite subscriptions in favor of only using these streaming or VOD formats.

Pay TV viewership peaked in 2013, and since then, consumers have flocked to connected TVs (CTVs) and over-the-top services for programming.



Targeting & Retargeting

Unlike with Linear TV, CTV has the ability for precise targeting, including key demographics, online behaviors, search history, device information, and so much more.

Benefits

- Large variety of precise targeting options
- Reach the growing cord-cutting audience
- Cross-device & sequential messaging offered
- Specifically measurable outcomes
- High completion rates

REACH VIEWERS WHERE THEY STREAM



Streaming Audio & Billboards

Geographic & Demographic Targeting

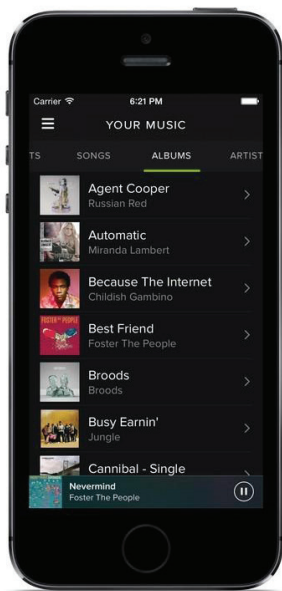
STREAMING AUDIO REVENUE GREW A STAGGERING **58%** IN 2021.



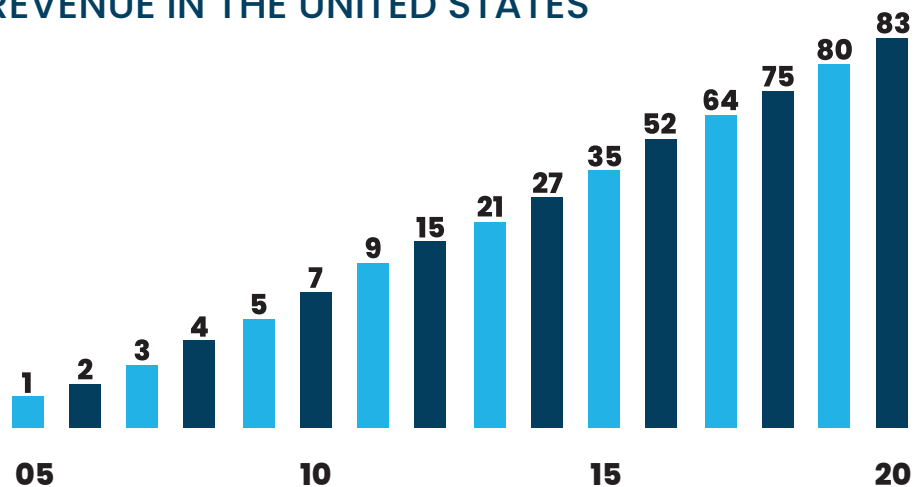
98 Million US Subscribers
Average Listener spends
148 minutes on Spotify each day



52 Million US Subscribers
Average Listener spends
5 hours and 41 minutes per month



STREAMING REVENUE AS A % OF TOTAL MUSIC INDUSTRY REVENUE IN THE UNITED STATES

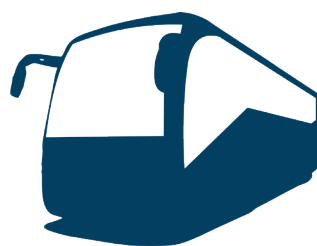


Traditional medias still have a place. These channels can deliver large advertisements to your audience 24 hours a day, 7 days a week and can be useful not as a standalone strategy, but as a facet in your marketing mix.

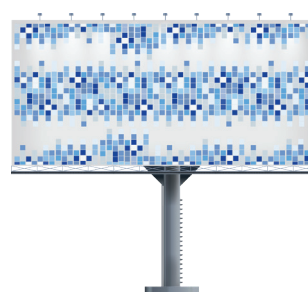
Digital billboards are taking outdoor advertising to a new level. Change your message, stream user-generated content, display data in real time and more.



BILLBOARDS



TRANSIT



**DIGITAL
BILLBOARDS**



AIRPORTS

Social Media Marketing



We can run ads for you on a number of different social media platforms, including Facebook, LinkedIn, YouTube, & more, each serving a completely different audience. Similar to the way we manage display ads, there are many different targeting tactics we can use, including demographics, location, interests, behavior, & more.

Benefits

- Large potential reach
- Great for community engagement
- Targeted messaging
- Visibility, connectivity & branding
- Strong cultivation of brand advocates

Visibility, Connectivity & Branding

Social media marketing is the use of social media platforms to connect with your audience to build your brand, increase sales, and drive website traffic. This involves publishing great content on your social media profiles, listening to and engaging your followers, analyzing your results, and running social media advertisements. There are three main types of content that your social media content should fall into; entertainment, education, or emotion.

What We Do

Social media ads are one of the quickest and most effective ways to connect with your target audience. These ads provide plenty of profitable opportunities and are a great way to boost your digital marketing campaigns. These small but mighty ads utilize all the data users share on social media to offer highly personalized and relevant content, which ultimately expands conversion opportunities and introduces your brand to more potential customers.



Content Marketing

Content is King

We've all heard the phrase "content is king" but it holds true today, especially in healthcare. Content is a great form of inbound marketing and draws leads to your website. Content marketing is a strategic marketing approach focused on creating and distributing valuable, relevant and consistent content to attract and retain a clearly defined audience and ultimately, to drive action.

What We Do



Content Writing

Content is essential in developing your brand, whether it be an SEO strategy or a simple engagement tool it is vital. The number one reason we hear our clients not producing quality, consistent and educational content is that they simply don't have the time. This is why we launched our content subscription service. These subscriptions allow you to get a steady flow of content out to your patients and to your community. Through in-depth keyword research, keyword density, internal linking, our content will have a major impact on your web traffic. We're here to help! Our highly experienced team of content writers are here to do all the heavy lifting, so you don't have to.

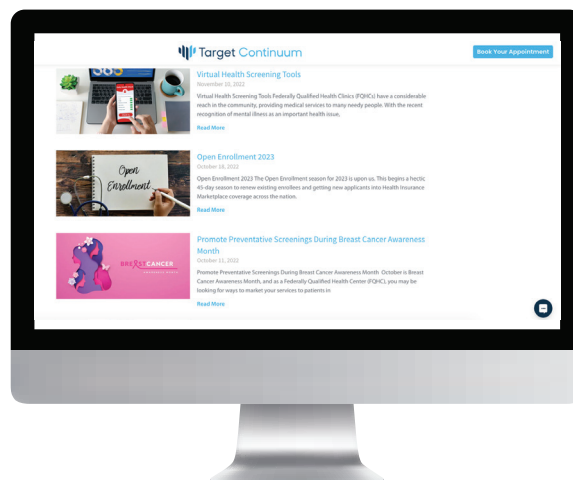


Content Subscriptions

Our team specializes in everything healthcare from press releases introducing a new doctor, website content to describe your core practice areas, or even patient education resources such as smoking cessation resources. Our team of expert writers will create quality content for your organization in a patient-first, time-friendly and SEO-optimized fashion. Our process is easy on your staff, simply come up with a topic (or we can help you with ideas) and our team will research, write, and post this content on your behalf, saving you valuable time and resources.

Benefits

- Great source for creating inbound leads
- Reach niche audiences with targeted messaging
- Establish industry authority with a robust content archive
- Create an engaged audience with consistent & relevant content



We Specialize In Content



Press Releases

Whether you're expanding your community's knowledge regarding a new service or highlighting important facility news, we handle all content and media distribution for your facilities press releases.



Practice Area Specific Content

We understand the importance of having content for the various practice areas in your facility. If you don't already have a designated landing page for each of your practice areas, we can help. We create the content, landing pages and ads for every corner of your facilities services.



News & Blogs

We help with the management of your blog from beginning to end. We first strategize a plan based on positioning, practice areas and patient messaging to create 100% unique and engaging content, leaving the reader engaged and ready to take action.



Patient Education Resources

One of the most important components as a health clinic from a content perspective is patient education. Whether its emails, blogs or in clinic handouts, we create educational material for each segment of your patient population's needs, from COVID-19 updates to smoking cessation information, and everything in-between.



Web Content

Along with website development, we also create all the on-page content. Our expert content creators implement strategic keyword research and in-depth industry knowledge to create engaging content that's perfectly tailored to your brand.

PR Services & Reputation Management

REPUTATION MANAGEMENT

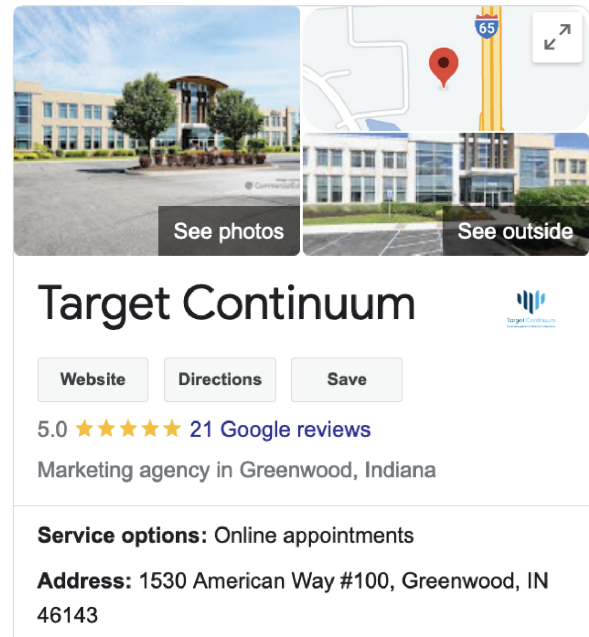
The Easiest Way To Manage Your Brands Online

The key to finding new patients is connecting with your current ones.

Reputation management is the effort to influence what and how people think of a brand or person. Reputation management for your company must be maintained online, as well as in the industry. Character is who you are and reputation is whom other people think you are. Without the consistency, your company is at risk for losing influence.

ONE CLICK DOES IT ALL

We publish your business listing simultaneously on up to 60+ online directories. This means you can be found more easily on search engines and map apps.



Conveying A Clear Perspective or Angle Will Attract More Press

A press release is an official statement that is distributed to news outlets or the public. There is a formal procedure to collect relevant information concerning the subject of the story. Press releases are considered to be a primary source of information and not just a formal announcement. Our Target Continuum team will handle your PR needs professionally whether it's a public announcement of an upcoming grand opening or a release of new health care funding, a press release can contribute to your centers image and generate recognition.

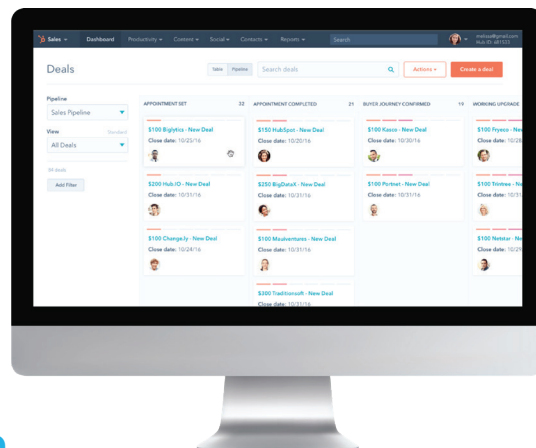
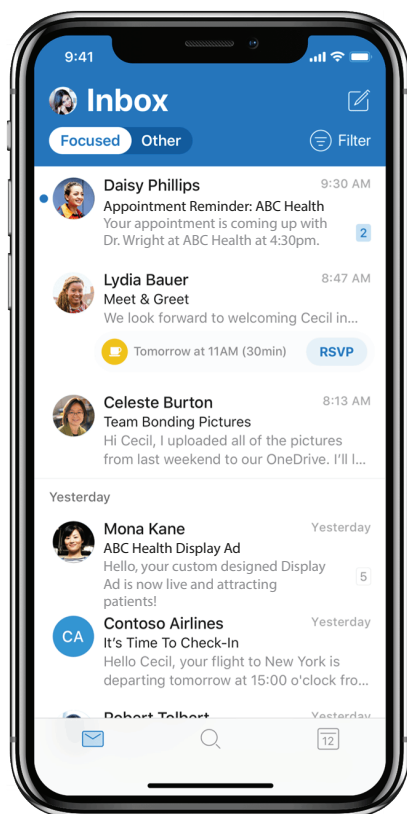
5 BENEFITS OF EFFECTIVE PRESS RELEASE DISTRIBUTION



Email Marketing

Reach & Engage Your Patients

Email is one of the most overlooked marketing channels. However, it remains as the highest ROI marketing channel and for good reason. It can have an incredible impact on how you reach your patients by using strategic segmentation, funnels and engagement tracking.



Marketing Automation

When you have hundreds or thousands of patients, it is nearly impossible to keep track of which patients are engaged, disengaged, responsive, unresponsive, etc., while responding to each of them accordingly. That is where marketing automation comes into play. The software does all the work saving you valuable time.

Segmentation & Sequencing

When you have hundreds or thousands of patients, it is nearly impossible to keep track of which patients are engaged, disengaged, responsive or unresponsive while responding to each of them accordingly. That is where marketing automation comes into play. The software does all the work, saving you valuable time.

Benefits

- Effectively engage to your patient base
- Strategic segmentation
- Increase patient engagement
- Promote new services, community events, physicians and programs
- Track engaged vs unengaged patients
- Connect after action is taken on your site
- Utilize for patient education and outreach



Web Design & Development



Improve the Patient Experience

A clean, visually appealing site, and smooth user interface is so important in getting visitors to stay on your website, and ultimately, convert. No matter the industry, companies spend many valuable resources including time, energy, and money advertising, acquiring leads, and pushing them to their site. Which is why when a user does visit your site, we want them to have a seamless experience. Many crucial website variables are often overlooked by companies, including speed index. In fact, **40%** of internet users are most likely to abandon a website if it takes more than **3 seconds** to load. Our team can make sure your load time exceeds industry standards.

Full Stack Web Development

We do everything from installation & management of Google Analytics & Google Tag Manager, to placing pixels, performing audits on your website's health checking for speed, configuring your user interface (UI), and structuring meta tags & meta descriptions.

Conversion Rate Optimization

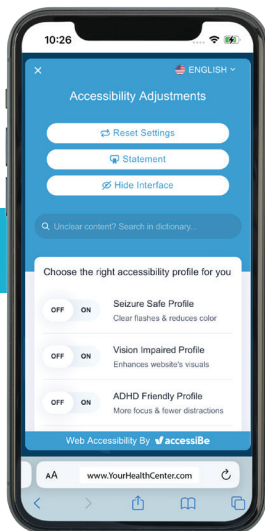
It doesn't matter how clean & visually appealing your website is, how great the UI is, and how many people go to your website if they are not converting. We know exactly how to construct a landing page with clear call-to-actions and high converting lead magnets.

Graphic Design

Our team of experienced designers create stunning graphics for your health center. Whether it be graphics and design of your website, flyer's or banners for community events, or even a redesigned, modern logo for your brand, we can do it all.

Search Engine Optimization

Our team of SEO experts use a wide variety of tactics and strategies to improve your health center's rank in the search results.



ADA Compliance For Your Site

Don't just do it to be compliant, do it because it's the right thing to do.

How does accessiBe make your website compliant?

HIPAA & Grant Services



HIPAA COMPLIANCE

Our team takes HIPAA compliance seriously and work hard each year utilizing the same audits as our healthcare clients to ensure all data is safe and secure. We obtain a HIPAA seal of compliance each year to showcase our dedication to your patient's privacy. Utilizing our partner network we are able to offer an all in one solution.



HIPAA Compliance is adherence to the physical, administrative, and technical safeguards outlined in HIPAA, which covered entities and business associates must uphold to protect the integrity of Protected Health Information (PHI).

Grant Services

Save Time, Make Money, & Better Serve Your Patients with Integrated Grant Services.

Our team consists of a former FQHC founder, CEOs, FQHC marketing directors, patient education experts, grant writing experts, and more. We all work hard to be a continuation of your mission

- HRSA & SAMHSA Grant apps
- Grant management
- FQHC consulting
- Patient education & outreach plans
- Increase productivity while managing work staff
- Telehealth assistance

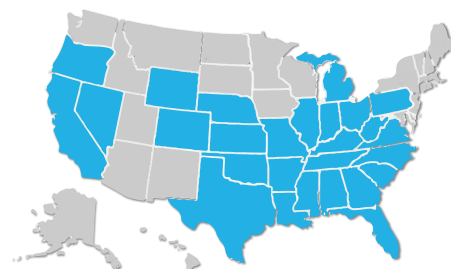
We are an all in one solution. We help you get the grant, administer the grant, draw down grant funds, execute on education and outreach strategies and ensure grant reporting. We also help you maximize Medicaid and Medicare reimbursement in all services we provide!

\$150,000,000+ In Grant Funding

24:1 Average ROI

- INCREASED ROI
- TIME SAVING
- GRANT WRITING
- MUCH MORE FUNDING

Worked with over 100 clients in over 25 states



Talk With Your Healthcare Marketing Experts Today



1530 American Way Suite 100
Greenwood, IN 46143



800.242.5062



targetcontinuum.com