



Email Marketing in Healthcare

Effective Strategies for Patient Engagement and Growth

Presented by: Kim Look





KIM LOOK

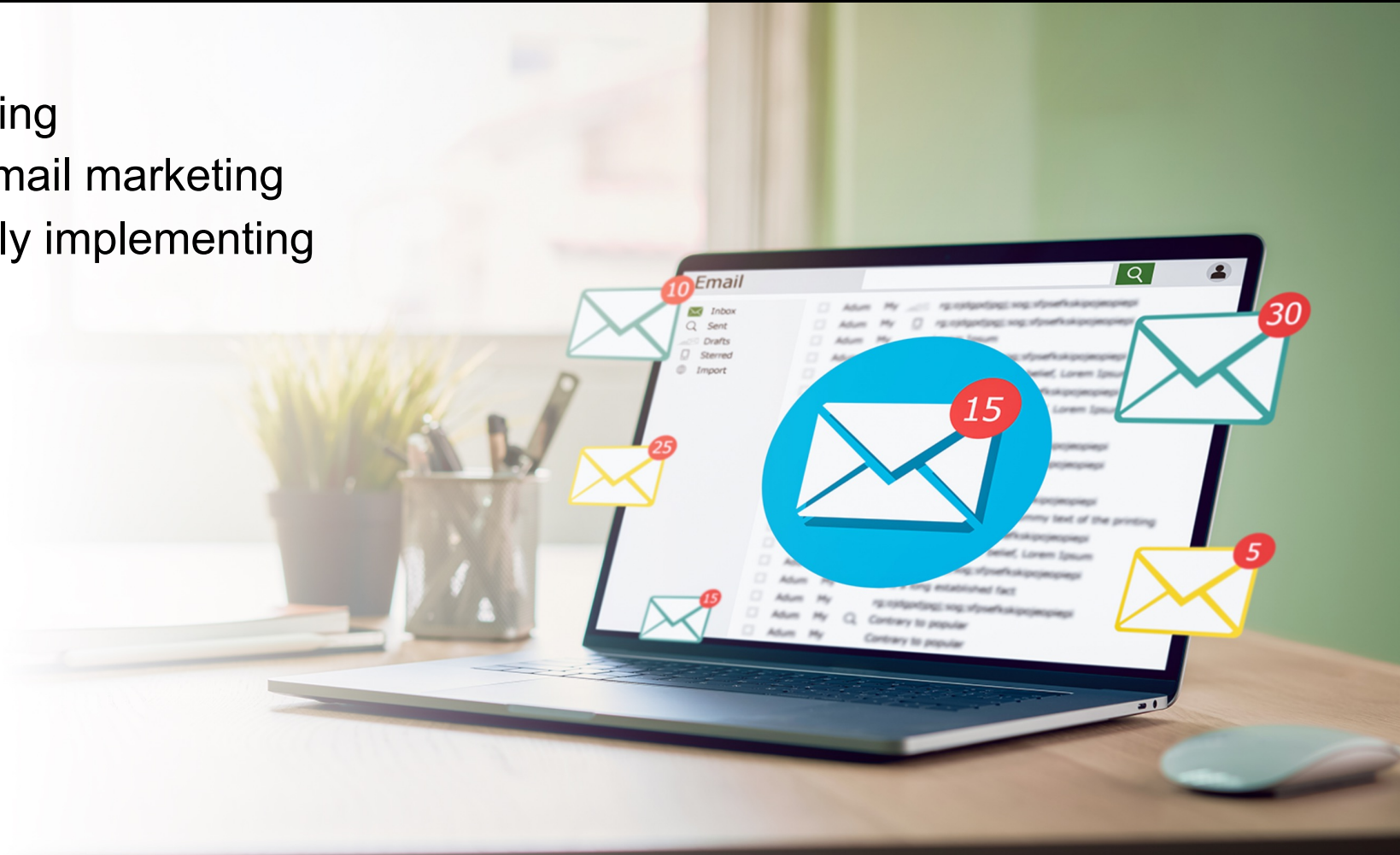
- Owned or grown many IV businesses
- Marketing/sales training/directing for 15 years
- Working with great providers who are not able to reach their potential because they don't have an engaged audience.
- Mission to help others *properly* promote amazing medicine.



Goals



1. Make a case for email marketing
2. Expand your knowledge on email marketing
3. Provide insights to successfully implementing email marketing



Introduction

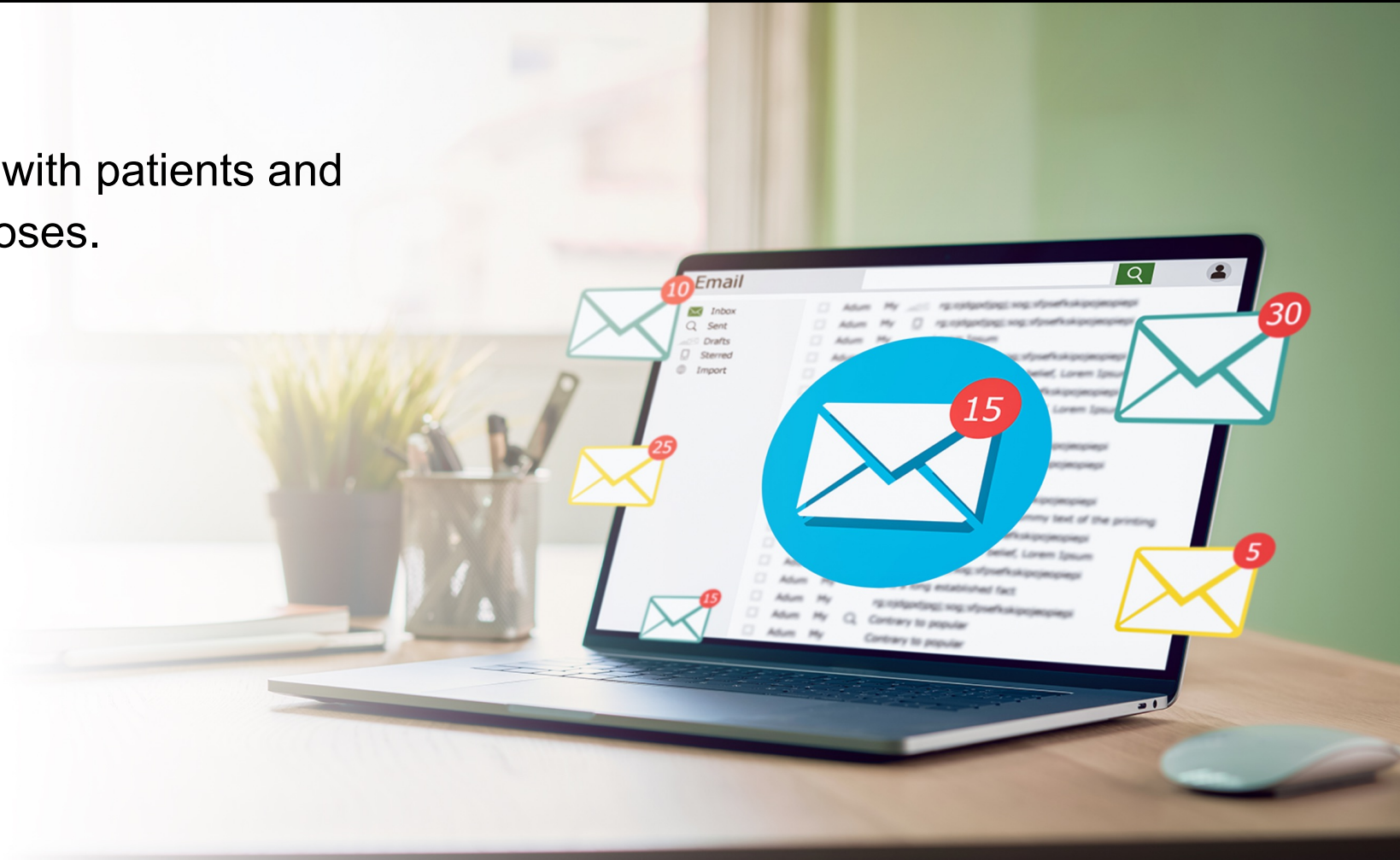


Definition

The use of email to communicate with patients and potential patients for various purposes.

Presentation Topics

1. Building a platform
2. Increasing engagement
3. Converting to sales
4. Long-term patient base



How Does Email Marketing Help You



PROBLEM 1

How and who do you reach?

PROBLEM 2

Engagement

- Educating
- Informing
- Inspiring

PROBLEM 3

Converting platform to sales

Why Email?



1. Direct Communication Pathway

- Avenue for Connection
- Personalized Outreach (lower risk of public awareness)
- Educational Content
- Positioning – knowledgeable, caring, fosters trust

2. Patient Engagement and Retention

- Improve Compliance
- Reduce no-show rates
- Health alerts and updates

3. Cost Effective Marketing

- Low Cost Comparatively
- High ROI

4. Measurable Results

- Analytics

5. Compliance and Privacy

- HIPPA
- Consent-based = more engaged

6. Versatility and Reach

- Broad reach quickly
- Variety of content

7. Integral Tool for Sales Conversion

How to Scale Business



- Increase new patients
- Increase visits each day
- Increase fees
- Increase case average
- Expand services
- Bring in other providers
- Additional locations



Do you know how to do this?



Talk to Those You Know!



Cost of Acquisition and ROI Comparison



1. Cost Differential:

- Studies consistently find that acquiring a new client costs significantly more than retaining an existing one. The cost can be anywhere from 5 to 25 times higher to attract a new client than to keep an existing one.
- **Bain & Company:** Their research shows that increasing customer retention rates by 5% can increase profits by 25% to 95%.

2. ROI and Profitability:

- **Harvard Business Review:** They report that retaining customers is more profitable due to the lower cost of retention strategies and the higher likelihood of repeat purchases from satisfied customers.
- **Marketing Metrics:** The probability of selling to an existing customer is 60-70%, while the probability of selling to a new prospect is 5-20%.



Key Elements



Key Elements of Email Marketing



Clear Objective

- **Define Goals:** Establish clear goals such as increasing patient engagement, driving website traffic, promoting services, or improving patient retention.
- **Two Phases:**
 - Grow Platform and Audience
 - Sell Services



Key Elements of Email Marketing



Targeted Audience

- **Segmentation:** Segment your email list based on demographics, patient history, preferences, and behaviors to send more personalized and relevant emails.
- **Opt-In Lists:** Ensure your email list consists of individuals who have opted in to receive communications, maintaining compliance and higher engagement rates.



Key Elements of Email Marketing



Compelling Content

- **Relevant and Valuable:** Provide content that is informative, valuable, and relevant to your audience. This could include health tips, appointment reminders, newsletters, and updates about your practice.
- **Personalization:** Use personalized greetings and tailor content based on the recipient's preferences and needs.
- **Clear Call-to-Action (CTA):** Include clear and compelling CTAs that guide the recipient to take the desired action, whether it's scheduling an appointment, reading a blog post, or downloading a resource.



Key Elements of Email Marketing



Eye-Catching Design

- **Responsive Design:** Ensure your emails are mobile-friendly and look good on all devices.
- **Visual Appeal:** Use a clean, professional design with appropriate images, colors, and fonts that reflect your brand.
- **Consistent Layout:** Maintain a consistent layout and style across all emails to build brand recognition.



Key Elements of Email Marketing



Engaging Subject Line

- **Attention-Grabbing:** Craft subject lines that capture attention and encourage recipients to open the email.
- **Clear and Concise:** Keep subject lines short and to the point, highlighting the value or urgency.



Key Elements of Email Marketing



Timing and Frequency

- **Optimal Timing:** Send emails at times when they are most likely to be opened and read, based on your audience's habits and time zones.
- **Balanced Frequency:** Find a balance in the frequency of emails to avoid overwhelming recipients or losing their interest.



Key Elements of Email Marketing



Compliance and Privacy

- **Regulatory Compliance:** Ensure your emails comply with laws and regulations such as the CAN-SPAM Act and GDPR. This includes providing an easy way to unsubscribe and protecting patient data.
- **Privacy Policies:** Clearly communicate your privacy policies and how recipient data will be used.



Key Elements of Email Marketing



Analytics and Monitoring

- **Track Metrics:** Monitor key performance indicators (KPIs) such as open rates, click-through rates (CTR), conversion rates, and unsubscribe rates.
- **A/B Testing:** Perform A/B testing on different elements of your emails (e.g., subject lines, CTAs, content) to determine what works best.



Key Elements of Email Marketing



Automation

- **Automated Workflows:** Use email marketing automation to send timely, relevant emails based on specific triggers, such as a patient's appointment date or a new subscriber welcome series.
- **Drip Campaigns:** Implement drip campaigns to nurture leads and keep patients engaged over time with a series of scheduled emails.

automation
process

Key Elements of Email Marketing



List Management

- **Clean Lists:** Regularly clean your email list to remove inactive subscribers and ensure the list remains engaged.
- **Grow Your List:** Continuously seek new subscribers through various channels such as your website, social media, and in-practice sign-ups.



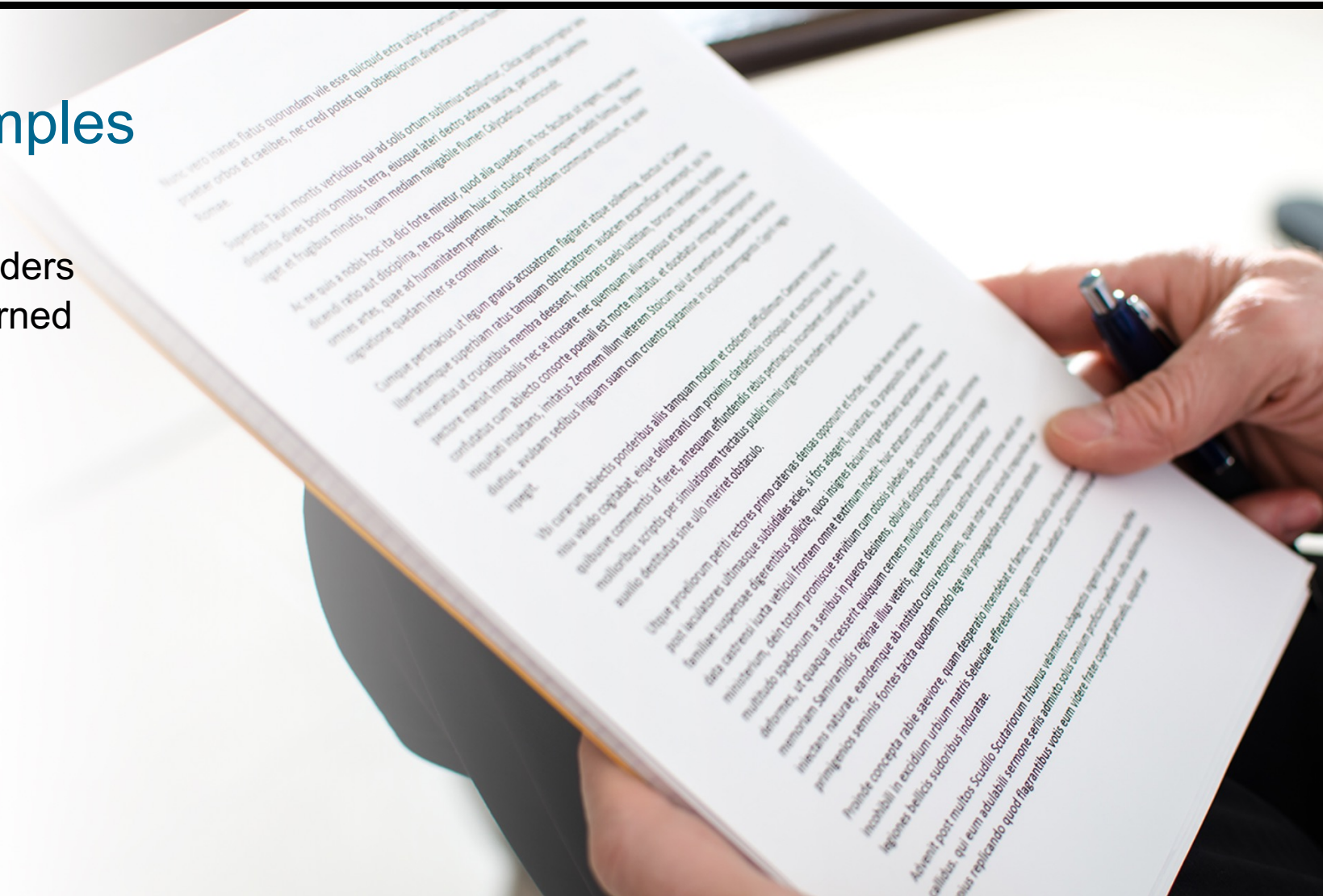
Key Elements of Email Marketing



Case Studies and Examples

Successful Email Campaigns

- Examples from healthcare providers
- Key takeaways and lessons learned



Key Elements of Email Marketing



Tools and Resources

Email Marketing Platforms

- Mailchimp, Constant Contact, etc.

Additional Resources

- Templates, best practice guides

AI

- ChatGPT, Bard, Gemini





Educate, Educate, Educate!



Why is Education Worth the Expense



- Improved Outcomes
- Increased Engagement
- Enhanced Communication
- Prevention and Early Detection
- Cost Savings
- Increased Compliance
- Improved Patient Satisfaction
- Better Self Care and Prevention
- Enhanced Quality of Life
- Compliance with Healthcare Standards

Patient Education Leads To Patient Engagement



Neural Therapy
SMALL POKES, BIG RESULTS

Built upon a foundation of several different German scientific influences dating back as far as the early 1900's, Neural Therapy is a myriad of concepts rolled into one treatment that provides a complete "resetting" of the nervous pathways, which not only connect every cell in your body but control them.

We do not often think about the electrical magnitude of our bodies. We are bioelectric conduits with a constant energy flow within us, which is particularly important for nerve function.

The nerves of the autonomic system provide a vast network of electrical circuits. It is a system in your body that operates without your knowledge or conscious awareness, meaning that intricate, complicated processes run smoothly without having to think about them, and this controls heart function, breathing, body temperature, metabolism, and digestion even when you are asleep.

It all works when your nerves send electrical impulses from one place to the next using what is referred to as the "sodium-potassium gate" in your cells. When your body needs to send these impulses, your cells go through a process of the electrical synapses in your exchange by way of the complete function of your nerves. Since the complete function of your body relies on this communication, any interference in this process creates a real problem.

We know that the most common causes of energy flow disruption known as interference fields are:

- Infection
- Emotional Trauma or Stress (death of a loved one, job loss, child crisis, college exams, etc.)
- Physical Trauma (surgery, accidents, deep cuts, job loss, biopsies, childbirth, dental procedures, vaccinations, burns, tattoos, etc.)

Nerves have a memory, as shown in a phenomenon known as Phantom Limb Syndrome. Take for instance a farmer who has had his finger cut off in a farming accident. Though the finger is no longer there, the farmer complains, often long-term, about the finger still hurting or tingling. Nerves that initially carried signals to the brain are "stuck" telling the brain that the finger is attached and in pain.

So even though a surgery, joint replacement or suturing may go well physically, the nervous system still needs to be addressed. These stresses on the body create interference fields, sending random signals to the brain, creating unnecessary pain.

In the instance of scar tissue, the signals may not be stuck on "auto-memory," but are better to be considered blocked. We know scar tissue is abnormal tissue causing energy blocking in the body. It can come from surgery, an accident, or natural occurrences such as childbirth. In fact, your first scar is the belly button.

Joint Therapy FOR YOUR JOINTS

Do you know anyone who has joint pain? It could be a weak, back pain from osteoarthritis from age, probably no, because most muscles and joints with maintenance.

Similar to parts on a car, if our joints lose enough nutrition and oxygen simultaneously experiencing stress, abuse, and neglect, we feel stiff and sore and are prone to injury, often leading to physical therapy, meds, and possibly surgery. Sadly, we don't always have the option of trading in body parts or ordering a customized new one from a mechanic.

Is it time for a tune-up?

Ozone-Joint Therapy (OJT) is a natural, non-surgical, minimally-invasive, regenerative therapy used for many kinds of joint pain or injury. Due to the nature of ozone, it can work synergistically with the body, providing nutrition and oxygen supply to a particular area or joint. We know that the main cause of degeneration or aging is a lack of nutrients and oxygen, caused by overuse, improper nutrition, or poor circulation — since red blood cells are responsible for transporting nutrients and oxygen throughout your body. As with any living organism, if the necessities of life are not available, it will die. Can we stop the aging process? No. However, we can slow it down and make it more enjoyable.

OUT consists of two phases: the first is adding proper nutrients to the injured area (i.e., vertebrae, ligament, tendon, muscle, connective tissue, joint space, etc.) by injecting a solution of liquid vitamins, minerals, and homeopathics. The homeopathic aid controls

AREAS OF JOINT PAIN

Neck	27%
Shoulder	25%
Hand	19%
Wrist	12%
Elbow	10%

The Immune System DEFENSIVE LINE

Most of the time your body fights this. If you out your immune system, you'd wake up each day with cold or blisters, and a simple cold would never be able to touch you. It's usually a non-issue, but the awareness of the injury

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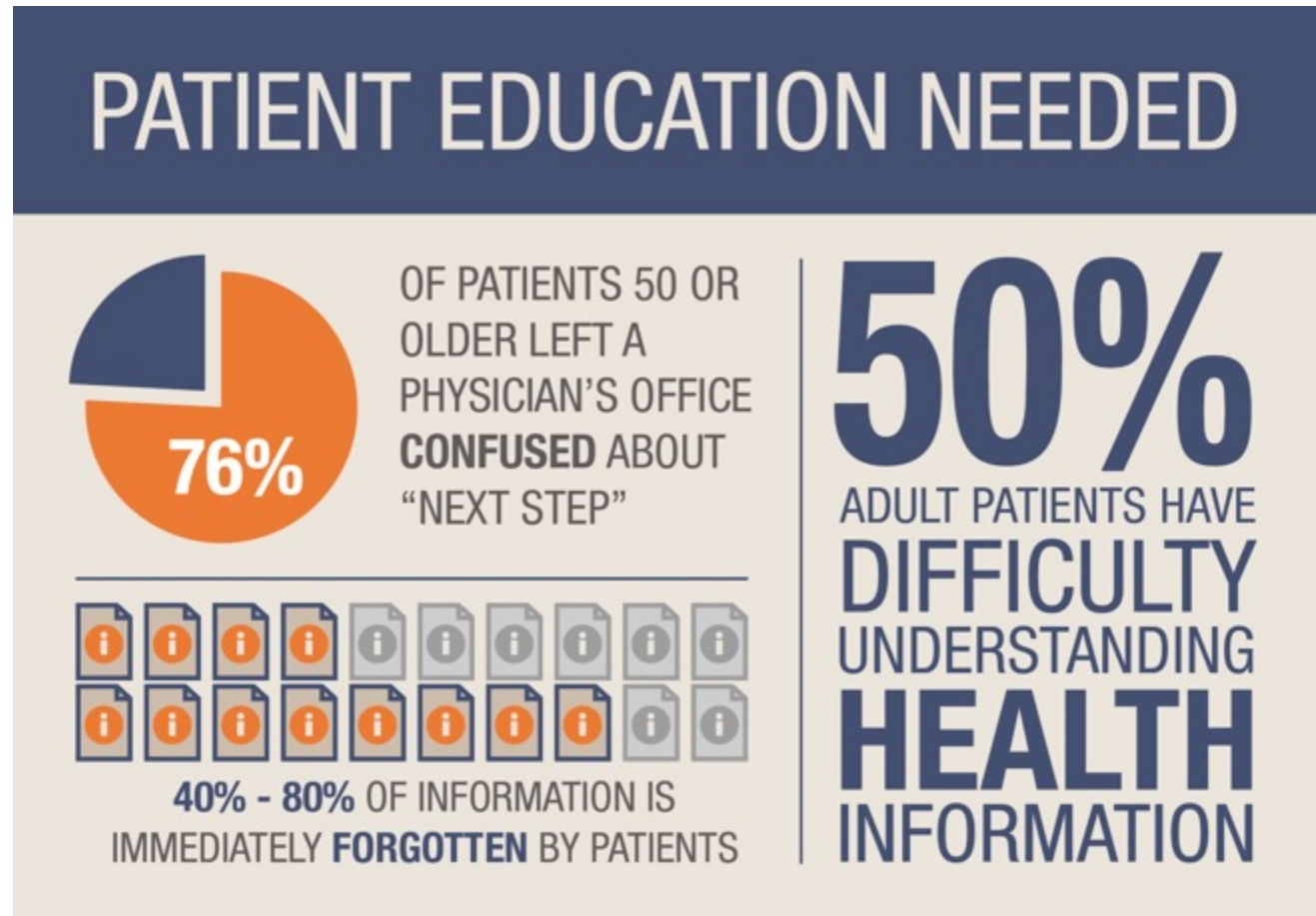
PLASMA CELLS
Protective Antibodies

Educate Your Patients



It is vital to the success of your practice to educate your patients on conditions they or their loved ones may suffer from, your mission in helping them, and the treatments and services you provide.

An educated patient will remain loyal to you, spend more money on the services you offer, and have better outcomes from the belief they have in you.



How Educated Patients Work For You.



- Believe it or not, most of the patients that will come into your clinic do not understand the medicine you are selling them.
- Educating your patients is beneficial to your practice on many levels.
- Educated patients:
 - Have increased perception of you and services, which changes their expectation
 - Expect higher quality, more communication and better outcomes (engagement)
 - Increases the patients trust in you
 - Sets you up as the healthcare expert in their lives (trust)
 - Increases your credibility and strengthens their confidence in you
 - Creates loyal patients
 - Allows you to build a relationship of reciprocity with them (intro-referral)
 - Deepens their feelings of sincerity in your efforts
 - Generates more revenue

How Education Helps Your Patients



- Educated patients
 - take responsibility for their health
 - take a proactive role in their care
 - justify the cost
 - follow through with treatments and instructions
- This increases outcomes and referability
- Understanding is the first step to becoming an invested patient who will eventually refer
- Knowledge is power.

Knowledge > understanding > confidence > conviction > sharing > value

How To Educate Patients



- Books/articles/studies in office
- Create handouts or shareable info
 - Printable
 - Digital
 - Patient Portal
 - Monitors/tablets
 - Front load educational platforms that work for you and save you time while simultaneously effectively utilizing patient wait times in your office (especially in an IV room).
 - Web/Social Media – maximize shareability
 - Webinars, podcasts, FB/IG live
 - Live classes/seminars
- Well trained staff who can affirm what you do (they are the second opinion in your office)

Patient Engagement



INDIFFERENT



0%

BASE SPENDING

NOT DISLOYAL
NOT LOYAL

**WHERE MANY OF
YOUR PATIENTS ARE**

DISENGAGED



-13%

DECREASE IN
SPENDING

NOT LOYAL
SPREAD BAD WORD
OF MOUTH

ENGAGED



+23%

INCREASE IN
SPENDING

MORE LOYAL
MAY SPREAD GOOD
WORD OF MOUTH

**WHERE THEY
SHOULD BE**

BRAND-ALIGNED
ENGAGED



+47%

INCREASE IN
SPENDING

COMPLETELY LOYAL
REFERS EVERYONE



What Next?



Beyond Email



- Webinars
- Podcasts
- Host On-site Live Events
- Social Media
- YouTube



Call To Action



A prompt that encourages the audience to take a specific action; designed to guide the recipient toward a desired outcome.

Examples of Common CTAs

- **E-commerce:** "Buy Now," "Add to Cart," "Shop Now."
- **Lead Generation:** "Download Free Report," "Get Your Free Trial," "Request a Quote."
- **Subscription:** "Subscribe to Our Newsletter," "Join Now," "Sign Up for Updates."
- **Engagement:** "Follow Us on Social Media," "Leave a Review," "Share Your Feedback."
- **Appointment Setting:** "Book an Appointment," "Schedule a Consultation," "Find a Doctor."

Post-Visit: Nurture Relationship



- Personal phone call after first therapy
- Email discharge instruction and FAQs
- Appointment reminders
- Email newsletters with new information, announcements, and promotions
- Referral programs (build your list)
- Reactivation programs

Referrals



- Warm leads – lower acquisition costs
- Already know about you and trust you a little
- Increased conversion by 20%
- Higher lifetime value
- Builds your lists



What to Avoid



Top 10 Mistakes in Email Marketing



1. Lack of Personalization
2. Ignoring Mobile Optimization
3. Inconsistent Sending Frequency
4. Weak Subject Lines
5. Neglecting Segmentation
6. Poor Design and Layout
7. Lack of a Call to Action (CTA)
8. Not Testing and Analyzing
9. Ignoring Compliance and Privacy Laws
10. Neglecting Email List Hygiene

Mistakes With ANY Marketing



- Making claims
- Poor content
- Focusing on you instead of them
- No strategy
- Holding back
- Lack of clear budget
- Failing to commit

Top 10 Misconceptions with Email Marketing



1. Email Marketing is Dead
2. More Emails Equals Better Results
3. Email Marketing is Only for Sales
4. Personalization is Too Time-Consuming
5. Design Doesn't Matter
6. All Email Lists are Good
7. Unsubscribes are Always Bad
8. Once an Email is Sent, it's Done
9. HTML Emails are Always Better than Plain Text
10. Everyone Receives the Same Email

Email Reciprocates

