



Hospital Industry Lab

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Today

1. Meet your tour guides
2. Planning your Content
3. Challenges in Content Creation
4. Publish your Content
5. Distribute your Content
6. Analyze your Content
7. Govern your Content

Meet your tour guides

Ahava Leibtag

- Author of The Digital Crown
- Owner of 11-person content firm, Aha Media Group
- 9 years in healthcare



Amanda Todorovich



- 15 years in “storytelling”
 - 10+ years in healthcare
- Blogs, social media, email



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About Cleveland Clinic

- No 2 most visited hospital site in the country (driven mostly by content) with 80-90 million visits in 2014
- More than \$204 million in annual revenue from appointments made via leads from ClevelandClinic.org in 2013
- No. 1 most visited hospital blog with 2.5+ million visits a month
- 1 million+ Facebook fans (only St. Jude's has more)
- 250K+ Twitter followers (only Mayo has more)
- Named one of 140 Twitter feeds to follow in 2014 by TIME magazine
- No. 1 in LinkedIn followers among hospitals
- 15+ email newsletters with a combined distribution of 250K+ a month. Flagship Be Well newsletter has a 55K distribution list.
- 130 active paid search campaigns (using treatment guide content) that generate more than \$32 million in revenue yearly and an ROI of 24-to-1.
- No. 2 in the industry in organic search traffic with a projected 38 million in organic search visits in 2014

Planning your Content

What is content?



Content is a conversation.

Content Strategy: Two Parts

External Messaging

- To whom are you talking?
- Who are you?
- What are you trying to say?
- How do you say it?
- When and where do you say it?

Internal Workflow



External Messaging

External Messaging Questions

- To whom are you speaking?
→
- Who are you? →
- What are you trying to say?
→
- How do you say it? →
- When and where do you say it?

Content Strategy Tools

- Personas
- Identity Pillars
- Messaging Architecture
- Voice/Tone
- Editorial Calendar

The Lifecycle of Content Strategy



Plan

1. Discovery:

- **Auditing:** What are our current assets?
- **Stakeholder Interviews:** What do people both outside and inside the organization think?
- **Analysis:** What's the business case? What are we trying to accomplish?

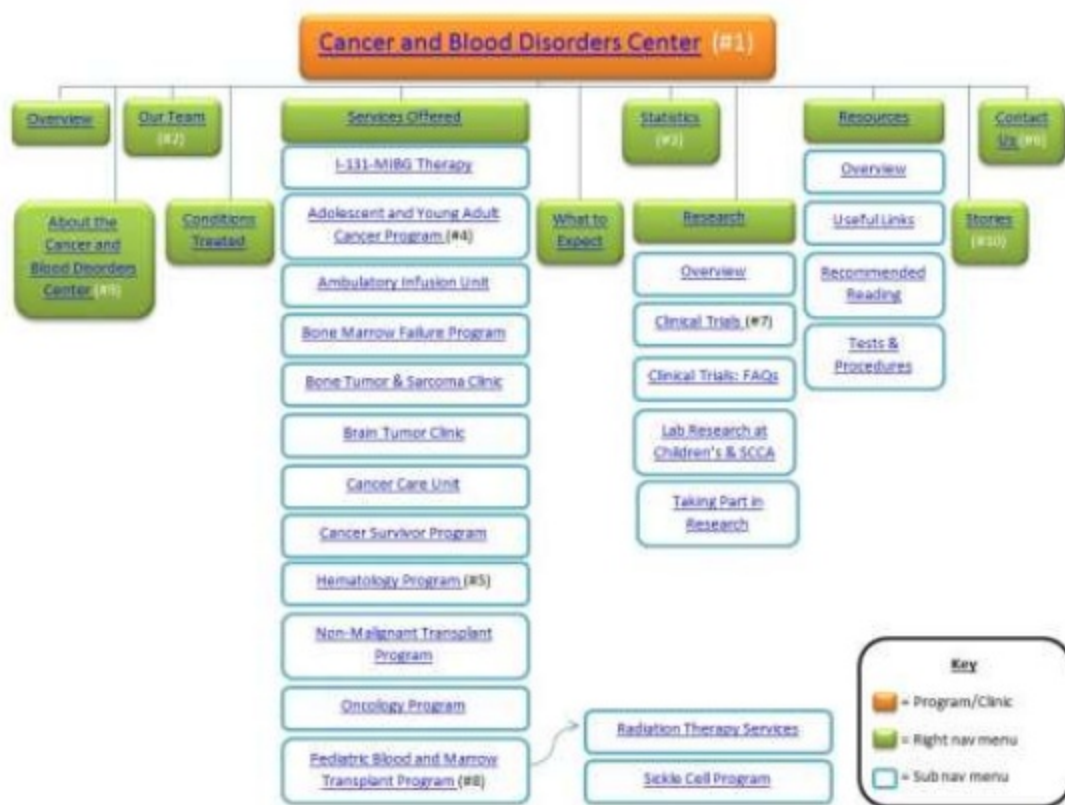
2. Answering the 5 Essential Questions

3. Define Workflow

Discovery

1. Content Auditing
2. Stakeholder Interviews
3. Analysis

Content Audits



Stakeholder Interviews

Attributes	Cancer & Blood Disorders	Craniofacial	GI & Hepatology	Heart	Neonatology	Neurosurgery	Orthopedics & Sports Medicine	Surgery	Psychiatry & Autism	Transplant
Detailed Services										
Experience & Expertise										
MultiD & Deep Bench										
Who?										
Comp. Diff										
Research										
Outcomes										
Expectation on visit										
Rankings										
Visual Content										

Content must:

- Align with business objectives
- Support users in accomplishing tasks



Business
Goals



User
Tasks

