



Maximizing Advertising Budgets for Critical Access Hospitals

Hospital Marketing Landscape

Hospital marketing can be challenging. Why?

- 1 First, no one wants to visit a hospital willingly. If patients are coming to you, it's because they need medical attention to get better.
- 2 Second, medical services are used by everyone. They've become something of a commodity, making it hard for healthcare facilities to stand out.

Hospital Marketing Landscape

Having an internal Marketing Team can be very valuable

- 1 **THEY KNOW THE BRAND** They are intimately familiar with your branding and the everyday occurrences at the facility.
- 2 **THEY CAN BE 100% FOCUSED** While agencies will learn your brand and dedicate time to its marketing strategy, an in-house team's focus is 100% on the hospital.
- 3 **ACCESSIBLE** They are located right down the hall and most often can act quickly on hospital marketing needs.

Hospital Marketing Landscape

BUT HOSPITAL MARKETERS OFTEN WEAR MANY HATS

Managing community relationships, creating health promotions, overseeing events, developing content, designing promotional materials, coordinating social media campaigns, etc.

- *Marketing Services Offered*
- *Creating General Health Promotions*
- *Creating and Managing Events*
- *Maintaining Partnerships with Providers*
- *Managing the Relationship with the Community*
- *Developing Content*
- *Designing Promotional Materials*
- *Controlling and Editing the Hospital Website*
- *Coordinating Social Media Campaigns*
- *Over See Recruiting Needs*
- *Evaluating the Effectiveness of Marketing Efforts*
- *Managing a Team*
- *Developing and Maintaining Referrals*
- *And MORE*

It is difficult for one person to build the brand, increase profits, increase patient visits and drive company success all on their own.

How a Media Partner Can Help

- 1 Offer Depth of Knowledge:** A media partner leverages cross-industry experience and best practices to optimize hospital marketing decisions for success.
- 2 Offer New Viewpoints:** An external agency provides fresh perspectives and innovative strategies to enhance hospital campaigns.
- 3 Provide Subject Matter Expertise:** A media partner brings comprehensive skills in strategy, analytics, copywriting, and design to elevate hospital marketing efforts.
- 4 Follow Marketing Platform Evolution:** Agencies stay updated on evolving marketing trends and platform changes, guiding hospitals through campaign optimization.
- 5 Provide Zero-Waste Media Buying:** A media partner ensures efficient use of marketing budgets by targeting the right audience with precision and measurable results.

Who We Are

- Critical Marketing, a branch of Flood Communications is a local **medical marketing agency** specializing in serving Critical Access Hospitals.
- We have a unique understanding of the healthcare landscape; providing **tailored marketing and advertising strategies** that not only bring in new patients but also enhance engagement with the current ones, as well as past patients.
- Our team delivers **comprehensive marketing solutions** that spotlight your offerings across multiple channels and platforms, integrating a variety of strategies to help achieve your business objectives.

AND THE BEST PART IS...

- We specialize in **reimbursable marketing plans** to maximize your advertising dollars, enabling you to invest more effectively in expanding your reach and impact.

FACT:

**Most Critical Access Hospitals
Are NOT
Getting Properly
REIMBURSED
For Marketing Expenses**



WHY:

1. Many do not know it is available
2. Not understanding what is allowable vs. nonallowable for advertising costs
3. Do not have the time and resources to research and fully understand how to execute
4. Fearing the risk of marketing expenses not being approved by Medicare

HOW:

To be successful at this on your own, you will need:

- Time
- Knowledge
- Ad Design Team
- Legal Support

HOW:

It's best to work with a company that specializes in understanding allowable costs, and one that is backed by legal support.

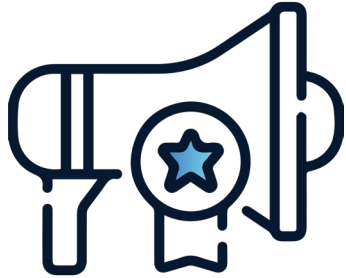


WHAT

So...

What is Reimbursable?

Receive Reimbursements On:



Branding and Public Image Campaigns

Advertising costs incurred in connection with the provider's public relations activities are allowable if the advertising is primarily concerned with the presentation of a good public image.

PUBLIC IMAGE



A banner featuring a photograph of a hospital building under a blue sky. In the top left corner, there is a circular seal for the National Rural Health Association. To its right, text reads "TOP 20 CRITICAL ACCESS HOSPITAL 2023 Overall Winner". Below the photo, a blue curved bar contains a list of services with checkmarks. At the bottom left is the Critical Access Hospital logo, and at the bottom right is a blue button with white text.

TOP 20 CRITICAL ACCESS HOSPITAL 2023
Overall Winner

- ✓ Emergency Services
- ✓ Pediatrics
- ✓ Maternity
- ✓ Rehabilitation Services
- ✓ Orthopedic Service
- ✓ Senior Care

 **CRITICAL ACCESS HOSPITAL** LOGO HERE

[Learn more](#)



A banner with a white background. At the top center is the Walk-in Clinic logo, which consists of a red square with a white cross and the text "Walk-in Clinic" below it. Below the logo, the text "CONVENIENT + IMMEDIATE" is written in a large, orange, sans-serif font. Underneath this, a teal bar contains the text "Walk-in to our Downtown Location: Street address, town, zip". At the bottom, there is a photograph of a modern hospital entrance with large glass doors. Overlaid on the right side of the photo is an orange button with white text.


Walk-in Clinic

CONVENIENT + IMMEDIATE

Walk-in to our Downtown Location:
Street address, town, zip

[View Location](#)



A banner with a dark, moody background showing medical professionals in a clinical setting. The text "24/7 Emergency Care." is prominently displayed in a large, white, sans-serif font. To the right of "24/7" is a small white icon of an ambulance. At the bottom, a red curved bar contains a white button with blue text on the left and the Hospital logo with a tagline on the right.

24/7 Emergency Care.

[Learn More](#)

 **Hospital**
Tagline here



A banner with a white background. On the left is a green square containing a white cross. To its right, the text "CRITICAL ACCESS HOSPITAL" is written in a large, dark, sans-serif font. Below this text is a green button with white text. At the bottom of the banner is a photograph of a hospital building with a red brick facade and a blue roof.

 **CRITICAL ACCESS HOSPITAL**

[Learn More](#)



A banner with a green background. At the top, a green bar contains the text "City, State" in white. Below this is a photograph of a modern hospital building with large glass windows and a white canopy over the entrance. Below the photo, the text "Care Close to" is written in a large, white, sans-serif font. At the bottom, there is a green bar containing the Hospital logo, the word "Hospital", a tagline, and a green button with white text.

City, State

Care Close to

 **Hospital**
Tagline here

[Learn More](#)



A banner with a dark blue background. The top half features a photograph of a person in silhouette, looking out over a large American flag. Below the photo, the text "Care Close to" is written in a large, white, sans-serif font. At the bottom, there is a dark blue bar containing the Hospital logo, the word "Hospital", a tagline, and a red button with white text.

Care Close to

 **Hospital**
Tagline here

[LEARN MORE](#)

Receive Reimbursements On:



Informational Marketing

Costs associated with promoting health and wellness topics, and general overall health awareness.

INFORMATIONAL



INFORMATIONAL



Mammograms.

[Learn more](#)

 **Hospital**
Tagline here

Bone and joint pain are common reasons people visit **orthopedic** specialists.

[Learn More](#)

 **Hospital**
Tagline here

With a 96% **Success Rate...**

[Learn more](#)

 **Hospital**
Tagline here



 **Hospital**
Tagline here

[Learn more](#)



4.9% of adults in the U.S have been diagnosed with **coronary heart disease.**

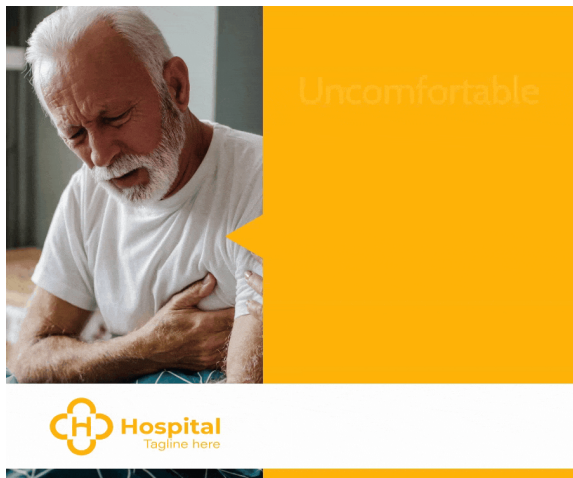
[Learn more](#)

 **Hospital**
Tagline here

Good hand hygiene can help prevent the flu.

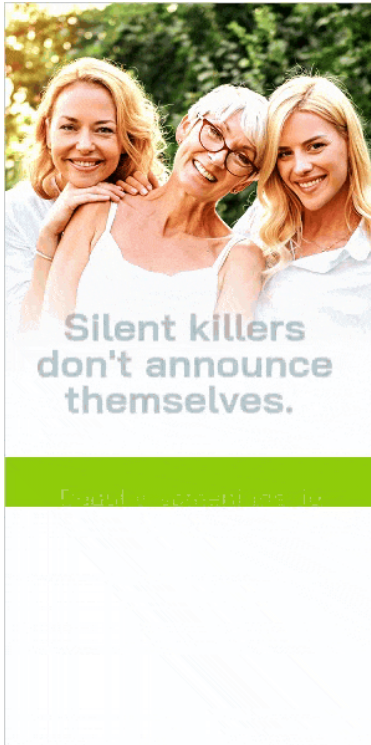
 **Hospital**
Tagline here

INFORMATIONAL



INFORMATIONAL- Spanish

English



Spanish



English



Spanish



Receive Reimbursements On:



Recruitment Strategies

Expenses for advertising to hire healthcare professionals like doctors, nurses, or support staff who provide direct patient care are allowable.

RECRUITMENT



 **Hospital**
Tagline here

HIRING NOW

LEARN MORE

Now Hiring

View Openings



 **Hospital**
Tagline here

COMPASSIONATE CAREGIVER?

Learn more



 **Hospital**
Tagline here

Empower your career



 **Hospital**
Tagline here

Here We Grow Again

Hiring Nurses



Join Us

 **Hospital**
Tagline here

NOW HIRING SPEECH THERAPIST

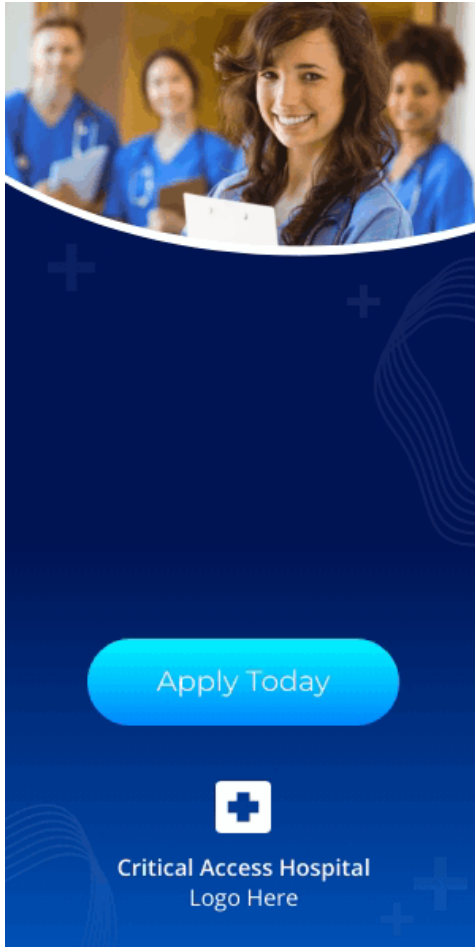
Learn more



 **Hospital**
Tagline here

RECRUITMENT

Multiple sizes Created



When Designing Ad Creative:

- Ads should be focused on presentation of a good public image and related to patient care.
- Ensure the ad contains general information about the provider.
- Ads directed solely to educating patients.
- Ensure the ad is deployed in a targeted manner.

Executing Reimbursable Ads Effectively

Now that you understand that you have the opportunity run ads that are reimbursable...

Ensuring these ads are executed efficiently is key.

Why It Matters: Marketing dollars should drive measurable results. Ads that don't perform are wasted investments.

The Right Approach: A multi-platform marketing approach that includes digital targeting ensures every campaign is optimized—reaching the right audience, at the right time, with the right message.

The Goal: Target audiences strategically, minimize budget waste, and achieve impactful, measurable results.

You Want to Own the Patient Journey

**The healthcare industry is constantly changing...
and so are the ways that patients find new providers and facilities.**

It's vital that you find multiple ways to get in front of your target patients.



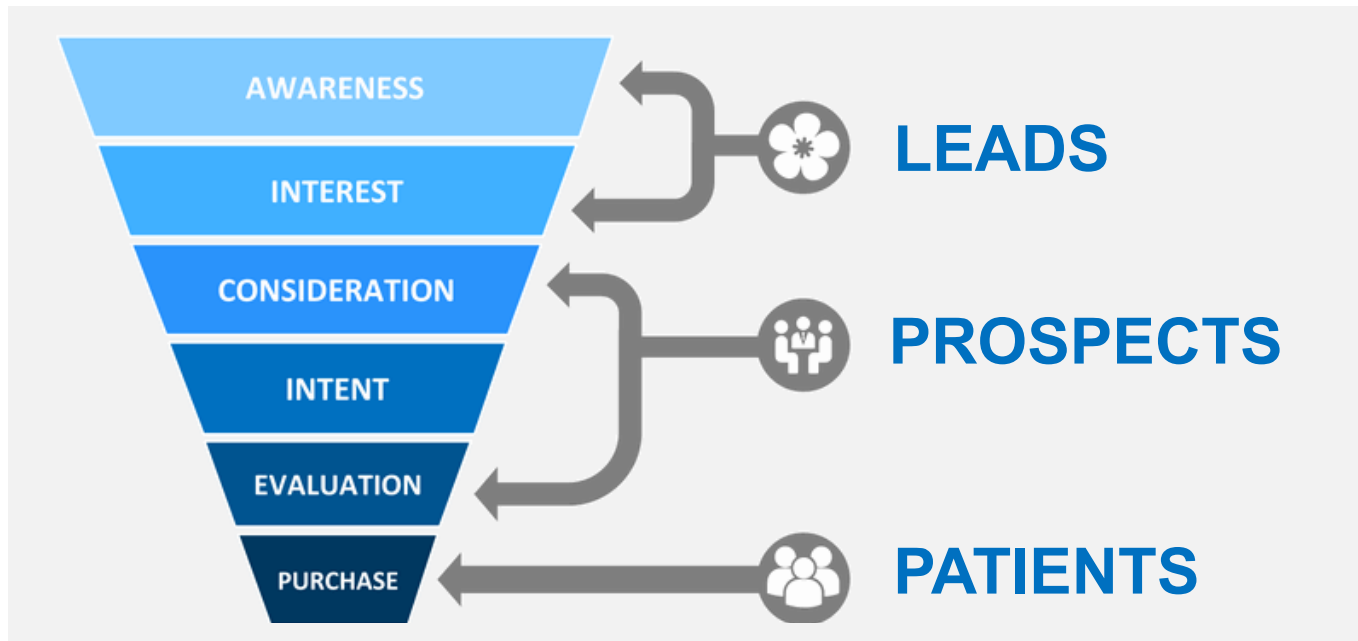
Healthcare Online Statistics

- Google's total daily health-related searches amounts to 70,000/minute
- 75% of people have searched online about a healthcare provider
- 74% of users have looked online about a specific disease or medical problem
- 56% of patients will consult 3 different online sources when researching a healthcare provider
- 56% of patients also say the availability of relevant and accurate information about a doctor online is important
- 44% of patients who research hospitals on a mobile device took an action and scheduled an appointment

Sales Funnel

Marketing plays a significant role in attracting, engaging, and retaining patients.

The right content can help build trust, establish credibility, and position your healthcare organization as a thought leader in the industry.



Sales Funnel Compared to M&M's



LARGE AUDIENCE REACH

*Traditional tactics
such as local radio
and TV*



TARGETING GROUPS

*Target specific demographic
audiences in specific areas,
with various interests*



TARGETING INDIVIDUALS BASED ON BEHAVIOR

*Online Search habits
and locations they visit.
(Geo-fencing)*

Marketing the Full Funnel

Traditional & Digital Media Work Better Together.



WHY?

Marketing the Full Funnel



Just Picking One Marketing Channel over the other is like Trying to Choose Between Diet or Exercise.

Marketing the Full Funnel



You can get healthier by dieting or going to the gym. Both work individually, but when you do both, you can get better results!

Created in Multiple Formats:

300X250



Bone and joint pain are common reasons people visit **orthopedic** specialists.

[Learn More](#)

 Hospital
Tagline here

728X90



Bone and joint pain are common reasons people visit **orthopedic** specialists.

[Learn More](#)

 Hospital
Tagline here

300X50



Bone

 Hospital
Tagline here

320X50



Bone

 Hospital
Tagline here

:15sec & :30sec Video Formats



 Hospital
Tagline here

Social Media-Meta Size



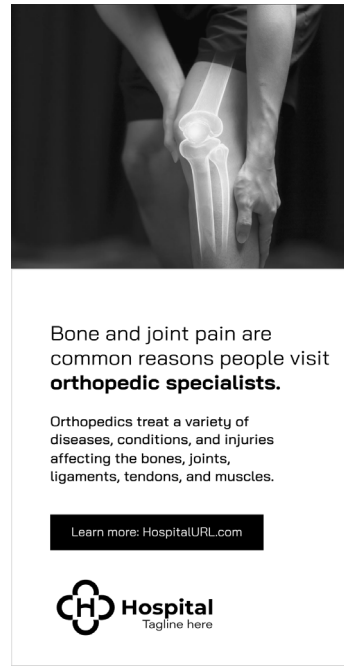
Bone and joint pain are common reasons people visit **orthopedic** specialists.

Orthopedics treat a variety of diseases, conditions, and injuries affecting the bones, joints, ligaments, tendons, and muscles.

www.hospitalurl.com

 Hospital
Tagline here

Newspaper Print



Bone and joint pain are common reasons people visit **orthopedic** specialists.

Orthopedics treat a variety of diseases, conditions, and injuries affecting the bones, joints, ligaments, tendons, and muscles.

[Learn more: HospitalURL.com](#)

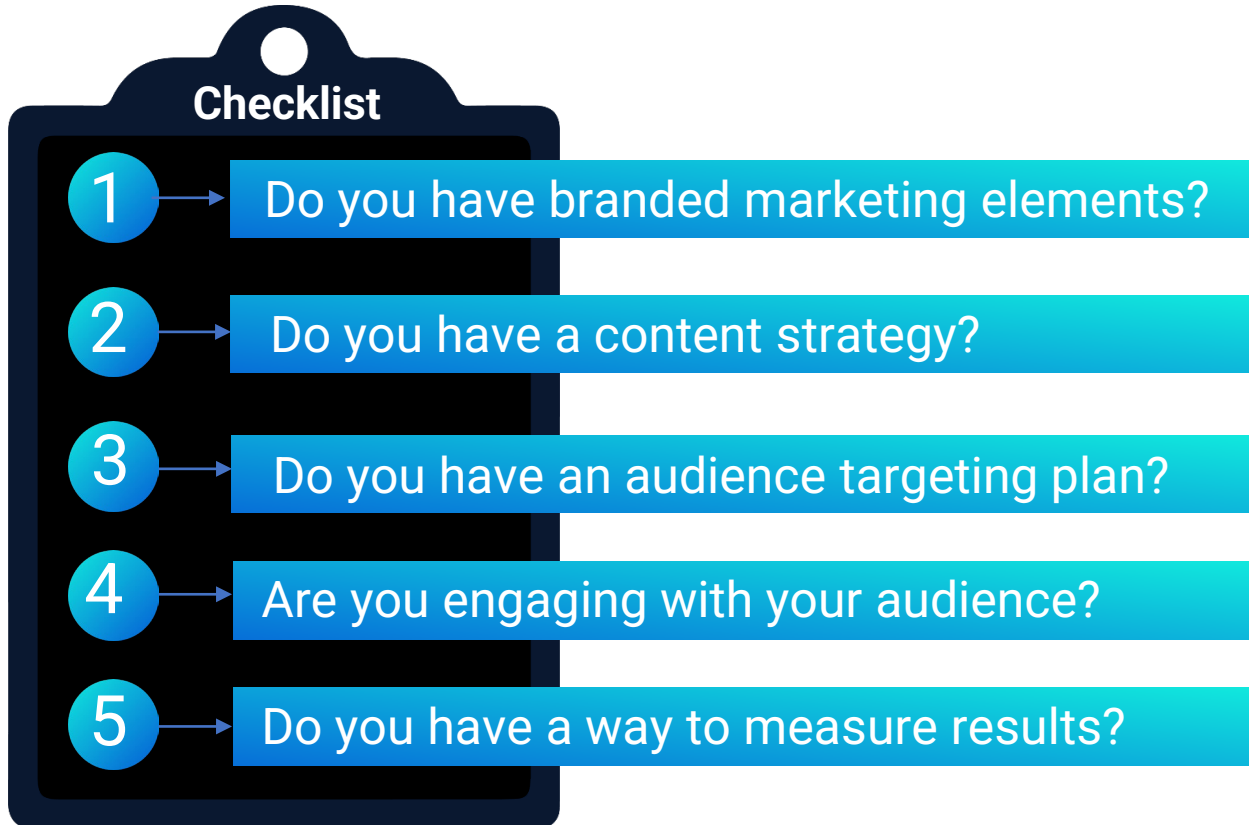
 Hospital
Tagline here

Radio Audio Scripts

:15sec: When it comes to your future, your mobility matters. That's where orthopedic services come into play, offering a pathway to a healthier, more active life. Visit [Critical Access Hospital website] to learn more.

:30sec: Did you know that orthopedic interventions not only address current issues but can significantly impact your long-term well-being? By addressing orthopedic concerns early, you're investing in a future with improved mobility, reduced pain, and enhanced overall quality of life. Don't let musculoskeletal issues hold you back. learn more about orthopedic services and visit [Critical Access Hospital website].

Branding Strategy



DIGITAL TARGETING

WHY IS TARGETED ADVERTISING BASED ON DEMOGRAPHICS AND BEHAVIOR BENEFICIAL?



DIGITAL TARGETING

DEMOGRAPHICS

Audience Segments can help get one step closer to reaching those you believe are a potential patient.

Plus, these ads can inspire interest among these audiences even before there is intent.

Age

Education

Ethnicity

Gender

Language

Income Level

Occupation

Residence

New Movers

Sport Interests

Hobbies

Life Events

Household Composition

Presence of Children & Ages

Health Interests

***When working with us, we have over 500 Demographic variables to choose from!**

DIGITAL TARGETING

BEHAVIOR



Search/Keyword Targeting By leveraging keyword tracking solutions, you can target those searching for or reading **related content online to what you provide.**



Site Retargeting gives you the ability to retarget ads to users that have engaged with you before online, such as those viewing **your contact page, your hospital services page, or went to your career tab to learn more about your facility.**



Geofencing/Event Targeting leverages a virtual boundary around a specific location to target people in that zone using GPS. For example: **Targeting those who are attending a health fair, career fair, or walking into a specific business location.** This is a very powerful way to ensure you are reaching specific audiences in your service areas.

***When using our services, we are HIPAA and COPPA-compliant.**

DIGITAL TARGETING

WHAT CAN BE MEASURED/REPORTED



Ad Impressions delivered
Clicks & Click-through-rate
View Throughs & Return Website Visits
Walk-in Conversions into your Facility

Digital Targeting NCN Social Web Analytics Dashboard (GA4) ***

Digital Targeting Overview

Total Impressions

134 K

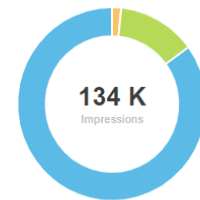
Total Clicks

157

CTR

0.12%

Performance by Device



● Mobile 114 K
● Tablets 17,967
● Desktops and Laptops 2,106

Total Location Visits

412

Site Pixel: Total View Through Clicks

12

Site Pixel: Total Return Website Visits

4

AD PLACEMENT EXAMPLES

yahoo!

Search the web



News

Finance

Sports

More

Mail

Sign in

HERE WE **GROW** AGAIN!
HIRING: MULTIPLE NURSING POSITIONS



JOIN US

CHD Hospital
Tagline here



FDA panel rejects psychedelic drug as treatment for PTSD

FDA advisers cited flawed data, questionable research conduct and drug risks in their 10-1 vote against the overall benefits of MDMA to treat PTSD.

'I'm not convinced at all' »

Trending Now

1. Angel Reese
2. Cleveland Guardi...
3. Mandisa
4. Indian Election Re...
5. Kasey Middleton
6. Russia-Ukraine War
7. Donald Trump
8. Starliner Launch
9. NCAA Baseball
10. French Op...



'Boy Meets World' star Trina McGee reveals she's pregnant at age 54



42 Dems cross party lines to advance bill to sanction International Criminal Court



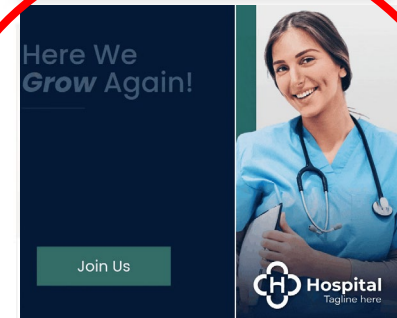
Rodeo star Spencer Wright's 3-year-old son dies following toy tractor accident



NFL stadium transforms arena floor to fit Olympic trials swimming pool



Larry Allen's daughter expresses 'complete shock' at father's sudden death



Here We **Grow** Again!

Join Us

CHD Hospital
Tagline here

Stories for you

AD PLACEMENT EXAMPLES

The screenshot shows the ESPN website interface. A red circle highlights a banner ad at the top for 'HOSPITAL' with the text 'INVEST IN YOUR HEALTH' and a 'LEARN MORE' button. Another red circle highlights a video player for a WNBA game between the Liberty and Sky, featuring Angel Reese, with a 'Fair or foul? Angel Reese gets ejected for chipping at refs' headline. A third red circle highlights a 'HOSPITAL' banner ad at the bottom right of the main content area.

The screenshot shows the FOX Sports app interface. A red circle highlights a video player for a news story titled 'US Air Force's new F-15EX breaks key record as threats against America grow'. The video player shows a car and has a '00:09 / 00:30' duration indicator.

The screenshot shows a weather app interface. A red circle highlights a promotional banner at the bottom for 'SPREAD THE HOLIDAY SPIRIT WITH ONE LINE FOR JUST \$29.99/MO.' with a 'Learn More' button.

SPANISH AD PLACEMENT EXAMPLES

SECCIONES

UNIVISION

SHOP EN VIVO ViX

TU CIUDAD SHOWS NOTICIAS FAMOSOS DEPORTES LIFESTYLE RADIO SHOP

HOY: Sentencia de Trump · Elecciones en México · Vota conmigo · Matan a 'influencer' en circo · Capítulos Gratis · Shop Univision

INMIGRACIÓN



Las claves esenciales de la orden de Biden que restringe la entrada y asilo de migrantes indocumentados en EEUU

6 MIN DE LECTURA

INMIGRACIÓN



Arizona llevará a las urnas una legislación que hace un delito estatal cruzar ilegalmente su frontera con...

3 MIN DE LECTURA

FÚTBOL



'Gullit' Peña tiene nuevo equipo y jugará en Estados Unidos

1 MIN DE LECTURA

location, NE



SERVICIOS

Hospital Aprende Más

location, NE



SERVICIOS

Hospital Regístrate gratis

Ponte al día



Disfruta GRATIS de los últimos capítulos de tus novelas y shows favoritos

HOW TO JUDGE SUCCESS

What is Your Goal?

- **Generate More Website Visits?**
- **Gain More Social Media Followers?**
- **Get More Foot Traffic Through the Door?**
- **Reach a Specific Area?**
- **Reach a Specific Demographic?**
- **Develop Brand Awareness?**

Make sure your ad campaign is not only the right message, but it is delivered to the right person, at the right place and time.

HOW WE CAN HELP



Treat you as a collaborative partner, where we are both mutually invested in achieving success.



Provide clients with integrated digital and traditional marketing services.



Proactive in the healthcare industry by offering Critical Access Hospitals with cost saving strategies.

- **Offer our Experience & Expertise**
- **Simple Invoicing for Reimbursements**
- **Strategic Marketing Plans**
- **Supported by Legal Counsel**

MULTIPLE CATEGORIES

GENERAL HEALTH

*Flu Shot
Health Screening
Preventative Care / Wellness
Nutritional and Dietary Counseling
Diagnostic Imaging/Radiology
Colonoscopy
Mental Health Services
Behavioral health
Diabetes Awareness
Internal Medicine
Sports Physicals
Lab Wellness Clinics*

WOMEN'S HEALTH

*General
Obstetrics
Breast Cancer
Mammograms
Imaging
Gynecology
Wellness Checks
Menopause Care
Urogynecology
Hormone Replacement Therapy
Plastic Surgery
Reproductive Health
Hormones / endocrinology*

PUBLIC IMAGE

*Branding (critical access hospital)
Emergency Service
Location Marketing
Acute Care
Pharmacy
ER
Business Office
Assisted Living
Long Term Care
Walk-in Clinic
Years of Service Awards
Caring Kind
Home Health*

PHYSICAL THERAPY

*General
Pediatric
Geriatric
Cardiovascular
Pre & Post-Surgery Therapy
Pain Management
Occupational Therapy
Speech - Language Therapy
Sports Medicine*

SPECIALTY

*General Surgery
Cardiology
ENT/Audiology
Dermatology
Vascular/Wound
Pediatrics
Endoscopy
Pain Management
Podiatry
Pulmonology
Oncology
Ophthalmology
Spine/Back Surgery
Urology
Allergy & Immunology
Eye Surgery
Rheumatology*

ORTHO

*General
Sports Medicine
Spine
Hip & Knee
Shoulder & Elbow
Foot & Ankle*

ELDERLY

*Memory Care
Diabetes Education
Dietary
Home Health (Hospice)*

RECRUITMENT

*Nurses (RN, LPN, Nurse
Practitioners)
Physicians
Radiology (X-ray tech)
Pharmacists
Therapists (Physical,
Occupational, Speech)
Lab Technicians
Administrative &
Management*

Interested? What's Next?

- **Initial Call**
- **Build Strategy**
- **Finalize Plan**
- **Execution**
- **Monthly Reviews**



**Team up with
us TODAY!**



THANK YOU