

How to



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Improve Campaign Return

for Health Care Marketing Professionals



What You'll Learn:

- Where to position your messaging
- When to change your media content
- How to measure return on your campaigns

Messaging in health care is crucial for patients, employees, and visitors. Learn the best practices of healthcare messaging in your facility with this quick guide.

Connect with Patients and Employees

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More information :

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Identify Your Most Important POIs

To keep with best practices, you'll want to send out your messaging in high-traffic areas for patients, visitors, and employees. This ensures your content will be exposed to the maximum number of people in your hospital or health care campus. You can also mix in way-finding directions with your content.

**Exterior
Entrances**

**Lobbies
and
Waiting
Rooms**

**Cafeterias
and Break
Rooms**

**Physician
Lounges**

**Elevator
Lobbies**

Make Your Content Location-Specific

Marketing salience has everything to do with showing the right message at the right time. Catch your audience's attention with content that builds your brand while also speaking to the physical location of viewers.

High-traffic areas of your hospital or medical office building should display brief content, such as promotional material, future events or programs, and actionable items. With an more moving parts in these areas, the messaging should be readable within 10 seconds.

1.

Recovery and waiting rooms are sensitive areas where connecting with patients and visitors is of the utmost importance. Connect deeper by showcasing doctor and nurse bios per unit, general recovery tips, and entertaining tidbits. You can also show longer content, like videos, to make waiting times go by faster.

2.

Lobbies and greeting areas are great locations to showcase hospital initiatives to patients and visitors. Adding local content, such as weather and traffic, draws the attentention to your displays while also showing your marketing content.

3.

Add a CTA

One of the most important aspects of a health care marketing campaign is measuring the performance rate and return. An easy way to measure return, as well as key component of the marketing campaign, is to add CTAs (Call to Action) to your messaging.

Start with action phrases, like "sign up for this program" or "schedule your next appointment"

Show patients and visitors their benefits from taking the action (rewards, improved health, etc.)

Give instructions for immediately taking the action; Add a secure QR code for sign ups and track content interaction rates



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