

COMMUNICATING WITH PHYSICIANS IN THE DIGITAL AGE



WHAT'S CHANGED?

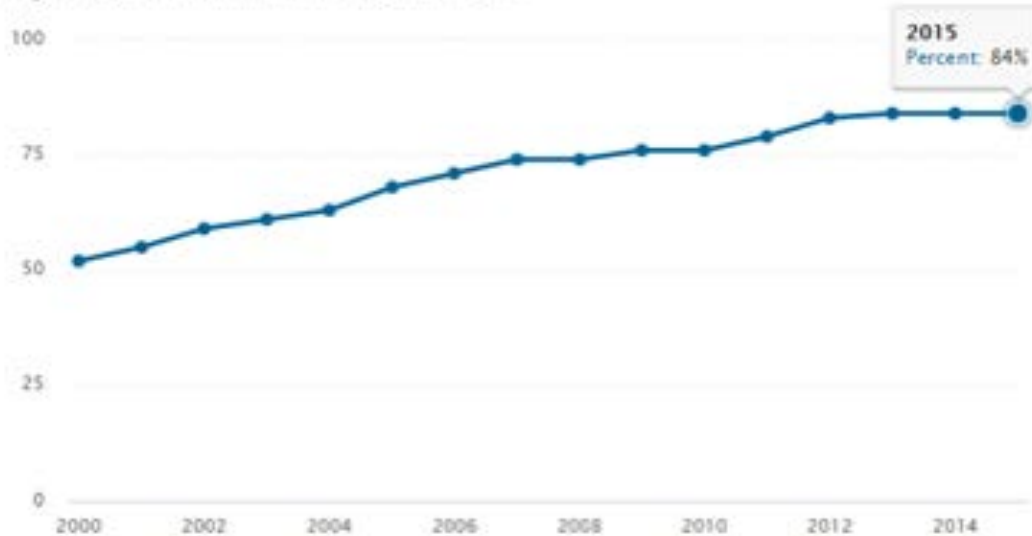


Digital and social media **such as** websites, social networks, blogs, online communities are universal in our lives.



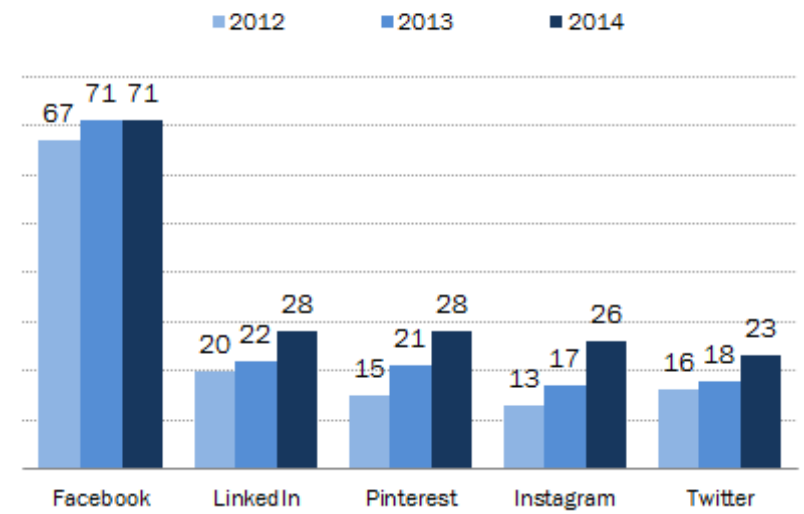
- Internet use among U.S. adults is 84%.
- 71% of online adults use social media sites

% of all American adults who use the internet



Social media sites, 2012-2014

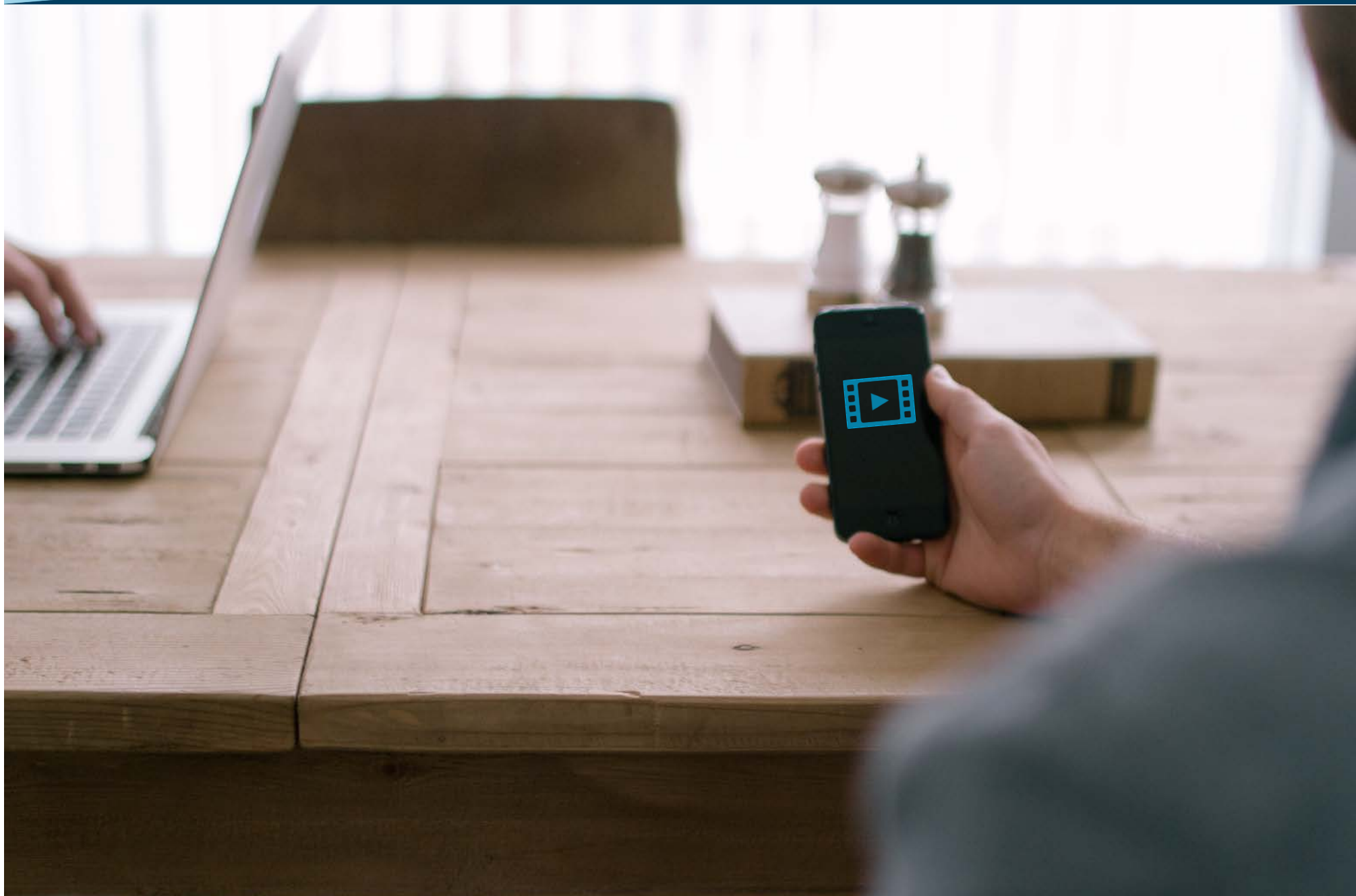
% of online adults who use the following social media websites, by year

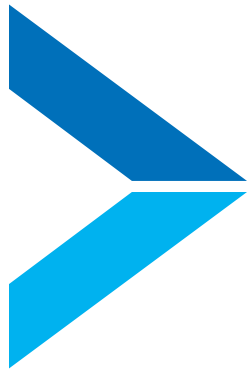




SITE	PROFESSIONAL USE	PERSONAL USE
Facebook	15%	61%
YouTube	8%	31%
Physician communities	28%	18%
LinkedIn	17%	19%
Google +	8%	15%
Blogs	8%	14%
Twitter	3%	9%
Other	3%	4%
Patient communities	3%	2%
None of the above	33%	13%

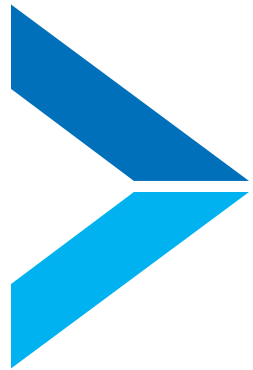




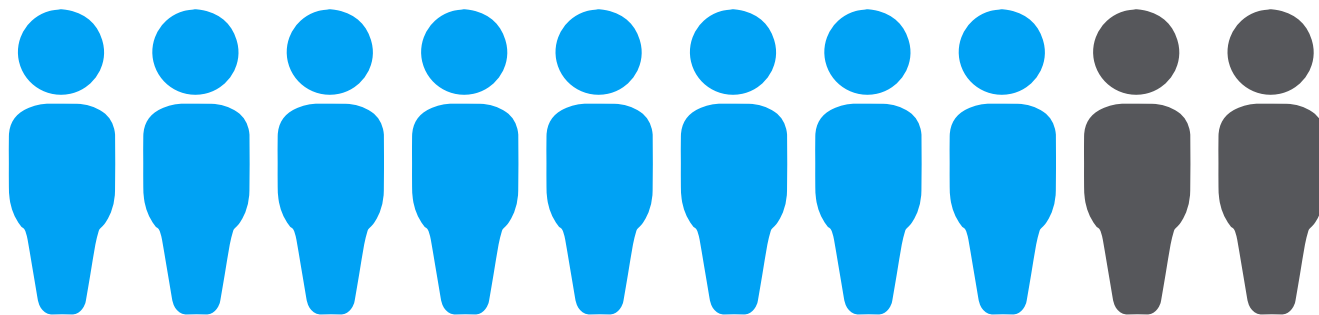


YouTube is now the number two search engine after Google. More people search on YouTube than Yahoo or Bing combined.

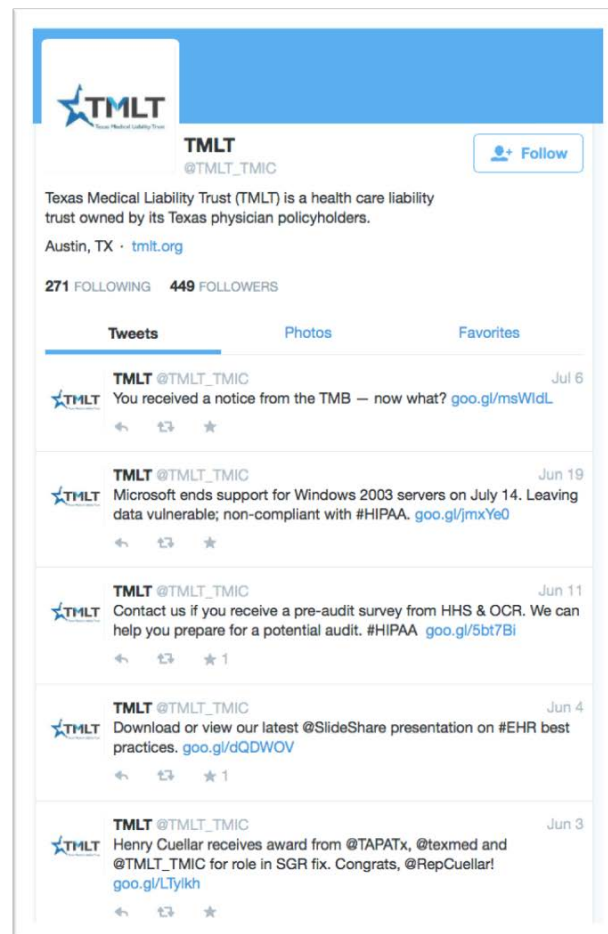




78% of adults online
watch or download
video



Twitter is a social-networking site where users share short texts limited to 140 characters.



TWITTER AS A NEWS SOURCE

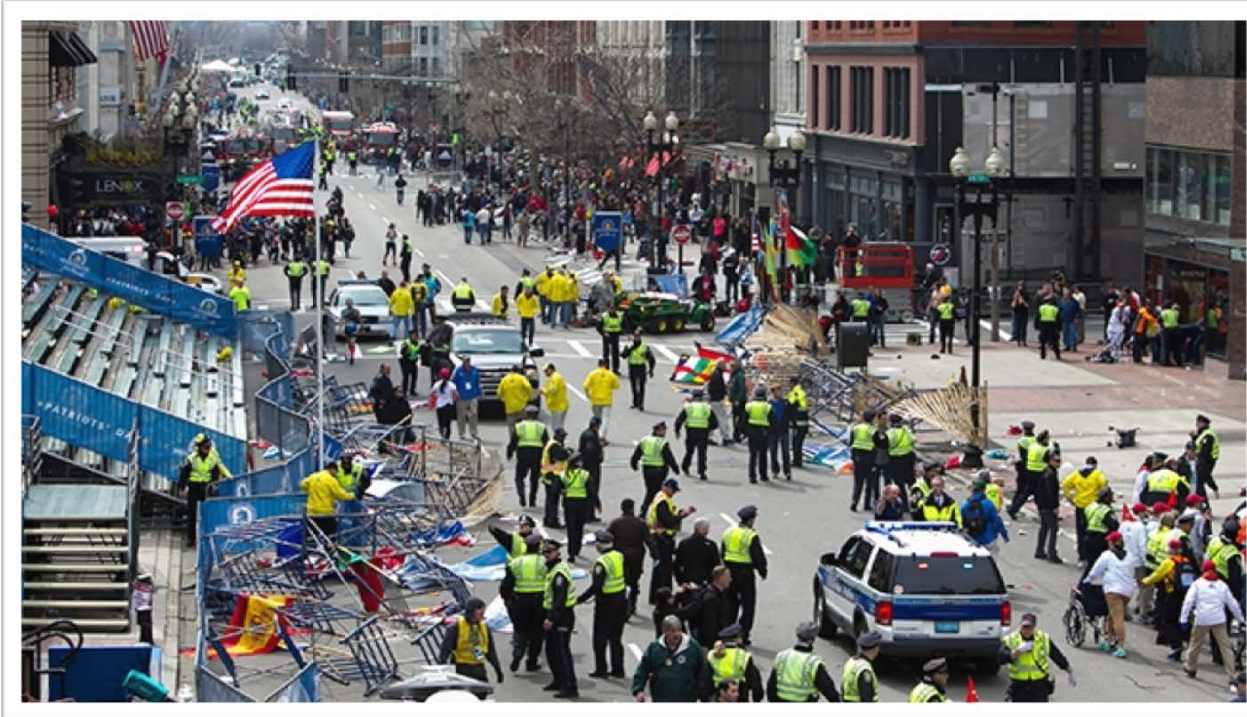
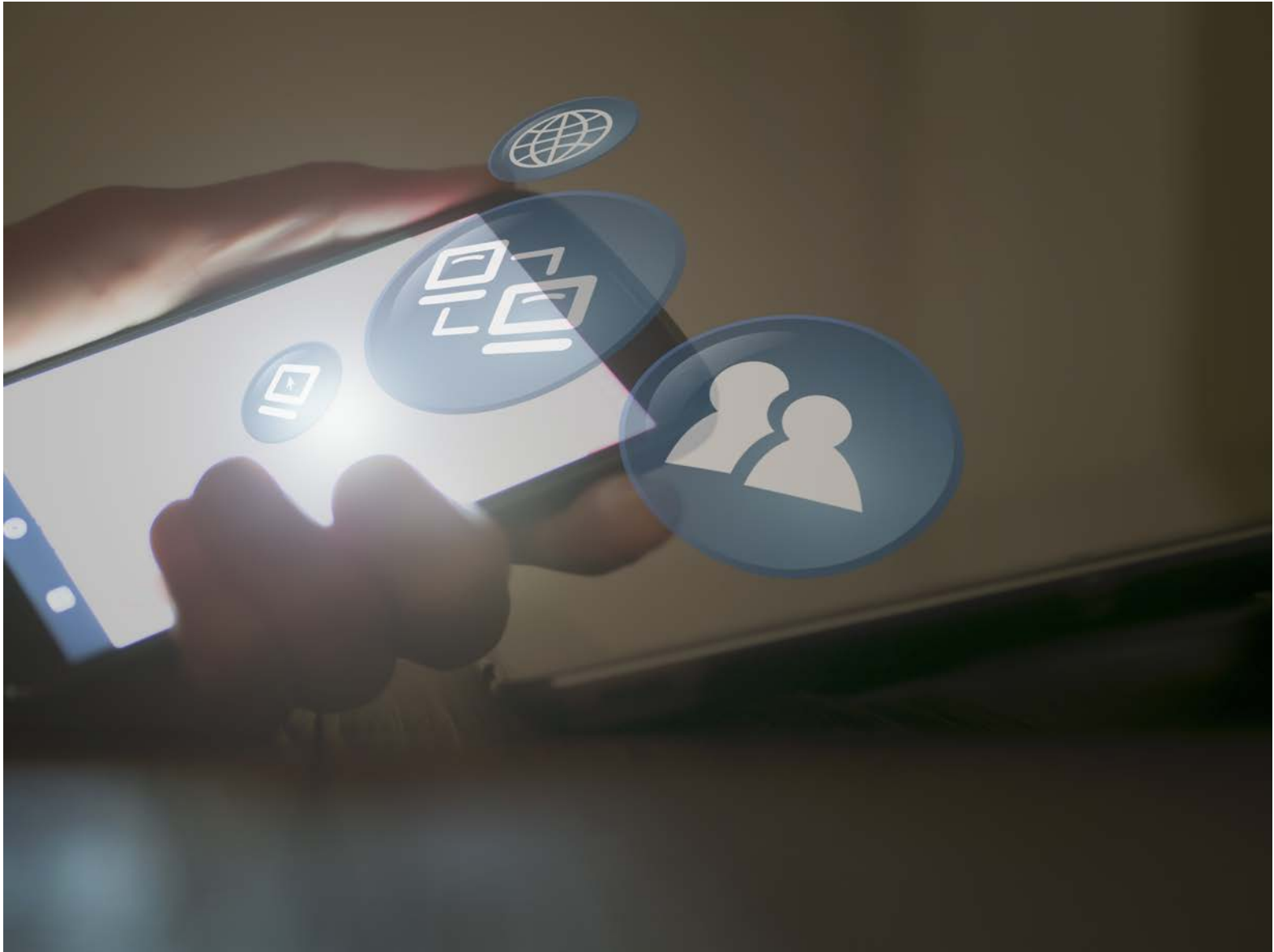
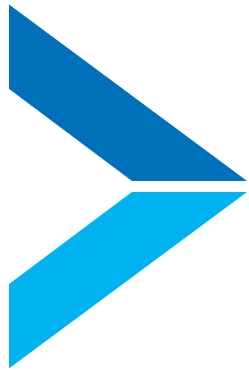


Image: AdWeek





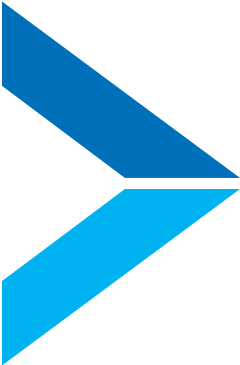
Online information
should be up-to-
date, reliable, and
easily accessible.



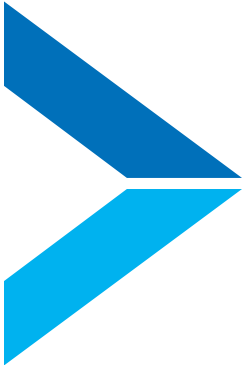


CRAFTING DIGITAL MESSAGES



- 
- Many people strive to read as little as possible on most websites. They skim and scan before they start to read.
 - Visitors come to a website to satisfy goals, to do tasks, to get answers to questions.
 - If a site does not help them do this, they will go somewhere else.



- 
- Companies now know how long users spend on their website and which pages they visit. They even know the user's location and what type of device they're using.
 - Companies can also track if an email is opened, if a link within the email is clicked, and where the recipient goes on their website after receiving the email.

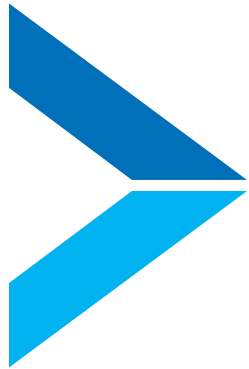
A close-up photograph of a doctor's hands holding a tablet. The doctor is wearing a white lab coat over a light blue shirt. A blue stethoscope is draped around their neck. The background is slightly blurred, showing a clinical setting.

WHAT'S CHANGED AT TMLT?



OUR AUDIENCE HAS CHANGED

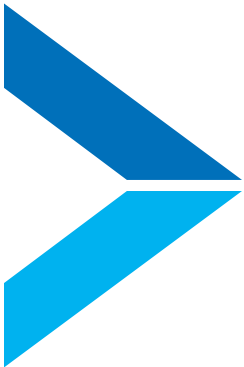




- In 2016, our audience includes group administrators, chief financial officers, practice managers, agents, and consultants.
- Physicians may not be involved in the decision making and are not involved in the discussion.

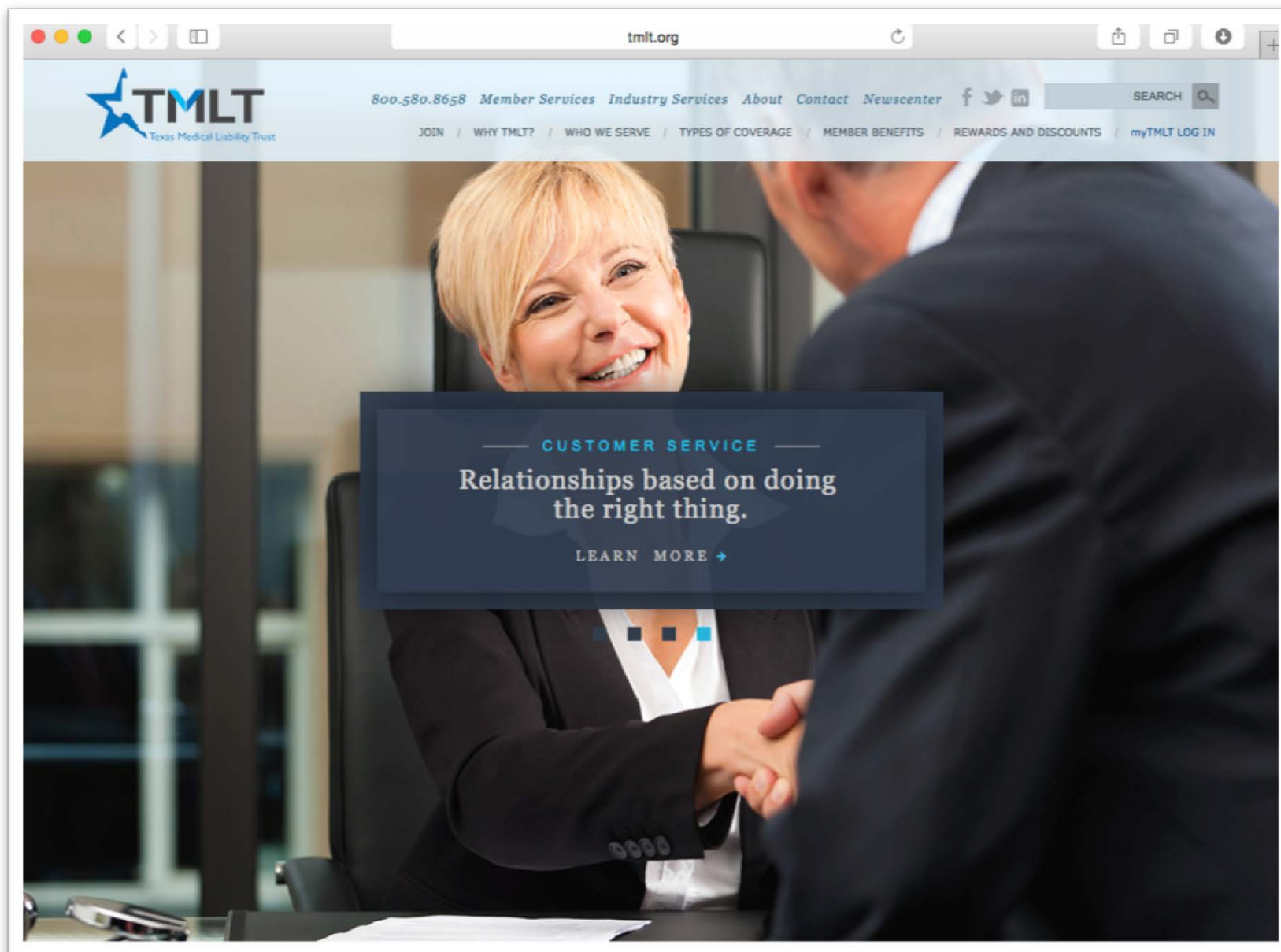


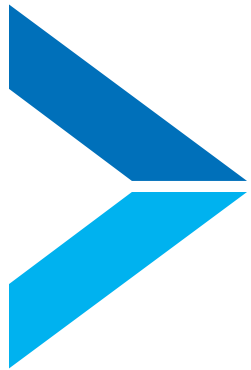
WEBSITE IS NOW OUR #1 COMMUNICATION TOOL

- 
- TMLT averages 5,700 website visitors per month.
 - These are prospects and policyholders.
 - The average amount of time spent on our website per user is 3 to 4 minutes.



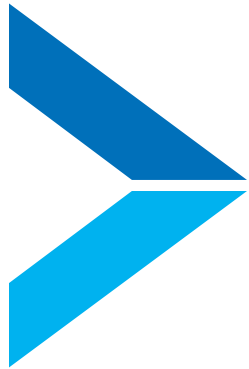
WEBSITE IS NOW OUR #1 COMMUNICATION TOOL





Email is a quick, efficient, and inexpensive way to communicate. Email is also easily accessible by our audience.



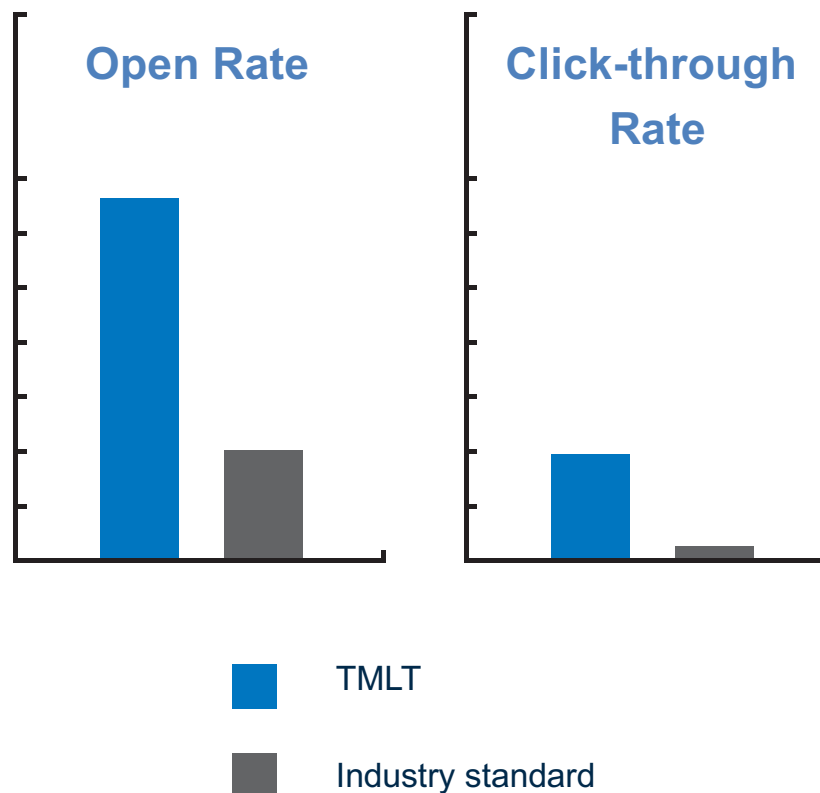


Act-On allows us to measure the effectiveness of our email campaigns. We can track open rates, clicks, bounces. We can track behavior on our website after an email is opened.



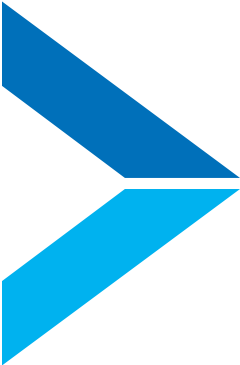


EMAIL – THE PREFERRED WAY TO COMMUNICATE

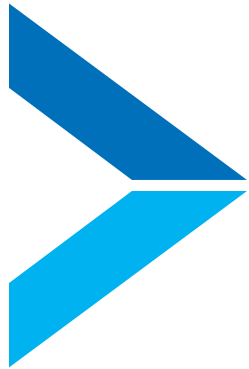


LIMITED USE OF DIRECT MAIL

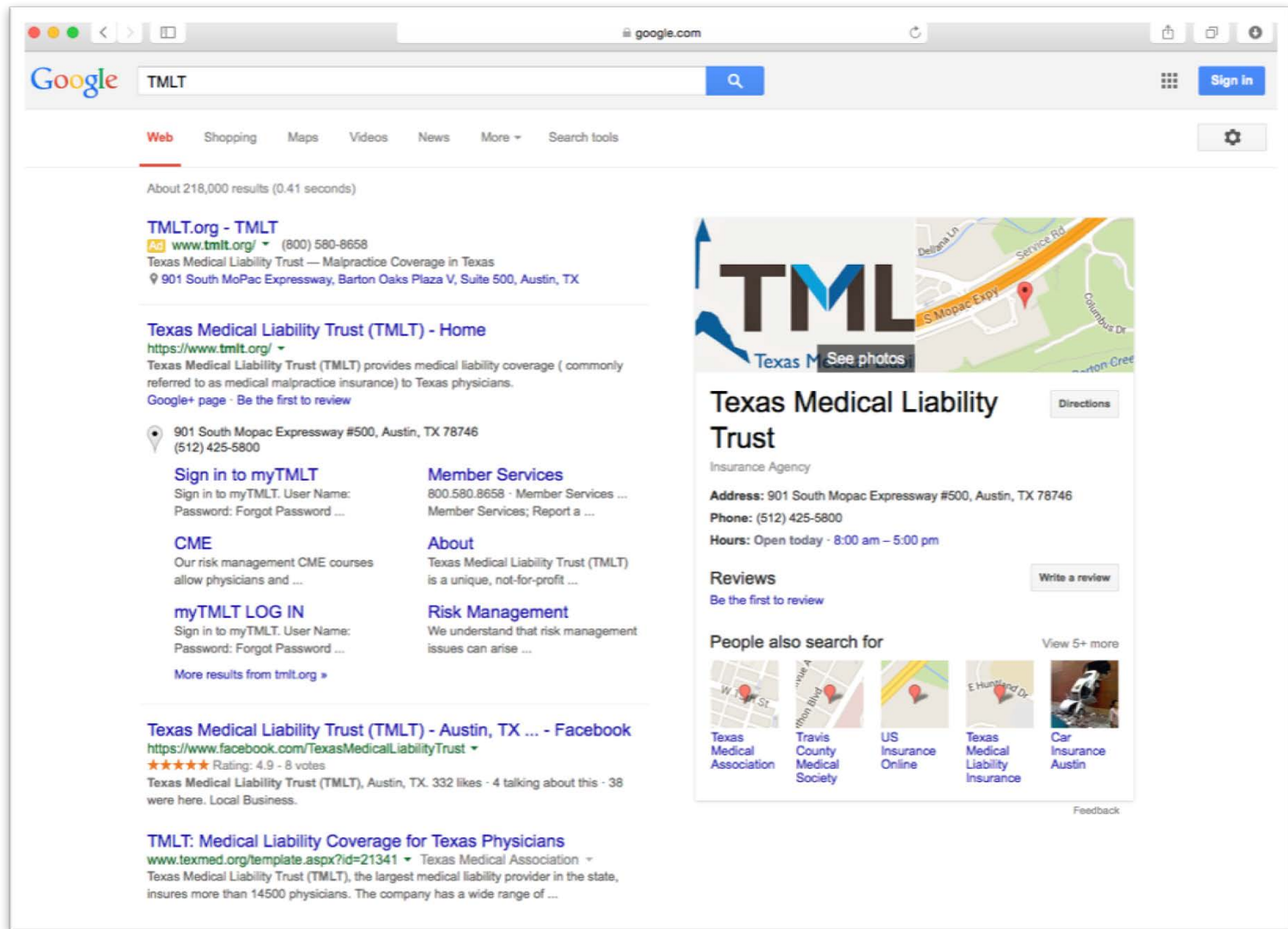


- 
- Direct mail is expensive and difficult to track. How do you know if someone read the postcard that you sent — or even received it?
 - In 2015, email marketing has supplanted direct mail. Email campaigns cost less and we can track the recipients' behavior.





- Content marketing involves the creation and sharing of content to acquire customers. It is the art of communicating with customers and prospects without selling.
- We publish content through the TMLT website, the TMLT blog, social media, email campaigns, and through our partners in the medical community.



The screenshot shows a Google search for "TMLT" on a desktop browser. The search results page includes a "Web" tab selected, showing approximately 218,000 results in 0.41 seconds. The organic search results list "TMLT.org - TMLT" as the top result, followed by "Texas Medical Liability Trust (TMLT) - Home". A local map on the right shows the location of TMLT at 901 South Mopac Expressway, Austin, TX. A knowledge panel on the right provides detailed information about the Texas Medical Liability Trust, including its address, phone number, hours, and a list of related search results.

Search Results:

- TMLT.org - TMLT**
www.tmlt.org/ (800) 580-8658
 Texas Medical Liability Trust — Malpractice Coverage in Texas
 901 South Mopac Expressway, Barton Oaks Plaza V, Suite 500, Austin, TX
- Texas Medical Liability Trust (TMLT) - Home**
<https://www.tmlt.org/>
 Texas Medical Liability Trust (TMLT) provides medical liability coverage (commonly referred to as medical malpractice insurance) to Texas physicians.
 Google+ page · Be the first to review
- 901 South Mopac Expressway #500, Austin, TX 78746**
 (512) 425-5800
- Sign in to myTMLT**
 Sign in to myTMLT. User Name:
 Password: Forgot Password ...
- Member Services**
 800.580.8658 · Member Services ...
 Member Services; Report a ...
- CME**
 Our risk management CME courses allow physicians and ...
- About**
 Texas Medical Liability Trust (TMLT) is a unique, not-for-profit ...
- myTMLT LOG IN**
 Sign in to myTMLT. User Name:
 Password: Forgot Password ...
- Risk Management**
 We understand that risk management issues can arise ...
- More results from tmlt.org »**
- Texas Medical Liability Trust (TMLT) - Austin, TX ... - Facebook**
<https://www.facebook.com/TexasMedicalLiabilityTrust>
 ★★★★★ Rating: 4.9 - 8 votes
 Texas Medical Liability Trust (TMLT), Austin, TX. 332 likes · 4 talking about this · 38 were here. Local Business.
- TMLT: Medical Liability Coverage for Texas Physicians**
www.texmed.org/template.aspx?id=21341 Texas Medical Association
 Texas Medical Liability Trust (TMLT), the largest medical liability provider in the state, insures more than 14500 physicians. The company has a wide range of ...

Local Map:

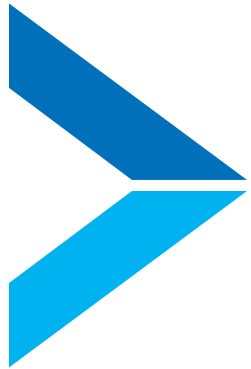
Texas Medical Liability Trust
 Insurance Agency
Address: 901 South Mopac Expressway #500, Austin, TX 78746
Phone: (512) 425-5800
Hours: Open today · 8:00 am – 5:00 pm

Reviews
 Be the first to review

People also search for

- Texas Medical Association
- Travis County Medical Society
- US Insurance Online
- Texas Medical Liability Insurance
- Car Insurance Austin

Feedback



- SEO involves creating and making changes to the TMLT website to ensure that anyone typing in “Texas Medical Liability Trust” or “medical malpractice insurance” will see our site at the top of the search list.
- SEO makes the website and its content relevant to the people searching for it.



DALLAS COUNTY MEDICAL SOCIETY

est. 1876

ABOUT US | MEMBERSHIP | PHYSICIAN DIRECTORY | ADVERTISING | DCMS FOUNDATION | CONTACT US

- Home
- Physician Finder
- News
- Calendar
- Business of Medicine
- Legislative Affairs
- DMJ
- Community Health
- Classifieds
- DCMS Circle of Friends
- Emergency Response
- Current Initiatives
- Social Media



2015 Annual Conference of the Professions

news you can use

Texas Leading Challenge to New Smog Standards
 Intent on wringing more smog from the nation's skies, the U.S. Environmental Protection Agency is just months away from imposing new ozone standards meant to lessen pollution from the nation's cars, factories and power plants widely believed to worsen asthma, lung and heart disease...[read more in this Texas Tribune article published 06/26/15.](#)

AMA Calls for Two-Year ICD-10 Grace Period
 The AMA has unanimously adopted a Texas-backed proposal to ask the federal government for a two-year ICD-10 grace period...[read more.](#)

05/26/15 Active Tracing and Monitoring of Contacts Associated With the First Cluster of Ebola in the US
Free Abstract published in the Annals of Internal Medicine
 Background: Following hospitalization of the first patient with Ebola diagnosed in the United States on 28 September 2014, contact tracing methods for Ebola were implemented...[read more](#)

upcoming events

july

DCMS Reel Docs at Studio Movie Grill - Jul 12
 Take your family to lunch and a movie with your DCMS colleagues and their families. Seats are limited. RSVP required.
[view this event >>](#)

august

DCMS Medical Student Dinner - Aug 23
 SAVE THE DATE! Join your colleagues at the 40th annual DCMS Medical Student Dinner at 6 p.m. Sunday, Aug. 23, at the Frontiers of Flight Museum in Dallas. If you can't attend, please consider sponsoring a student to attend the dinner. [Click here](#) for more information.
[view this event >>](#)

FIND YOUR PHYSICIAN

RSVP
 For the next DCMS Event

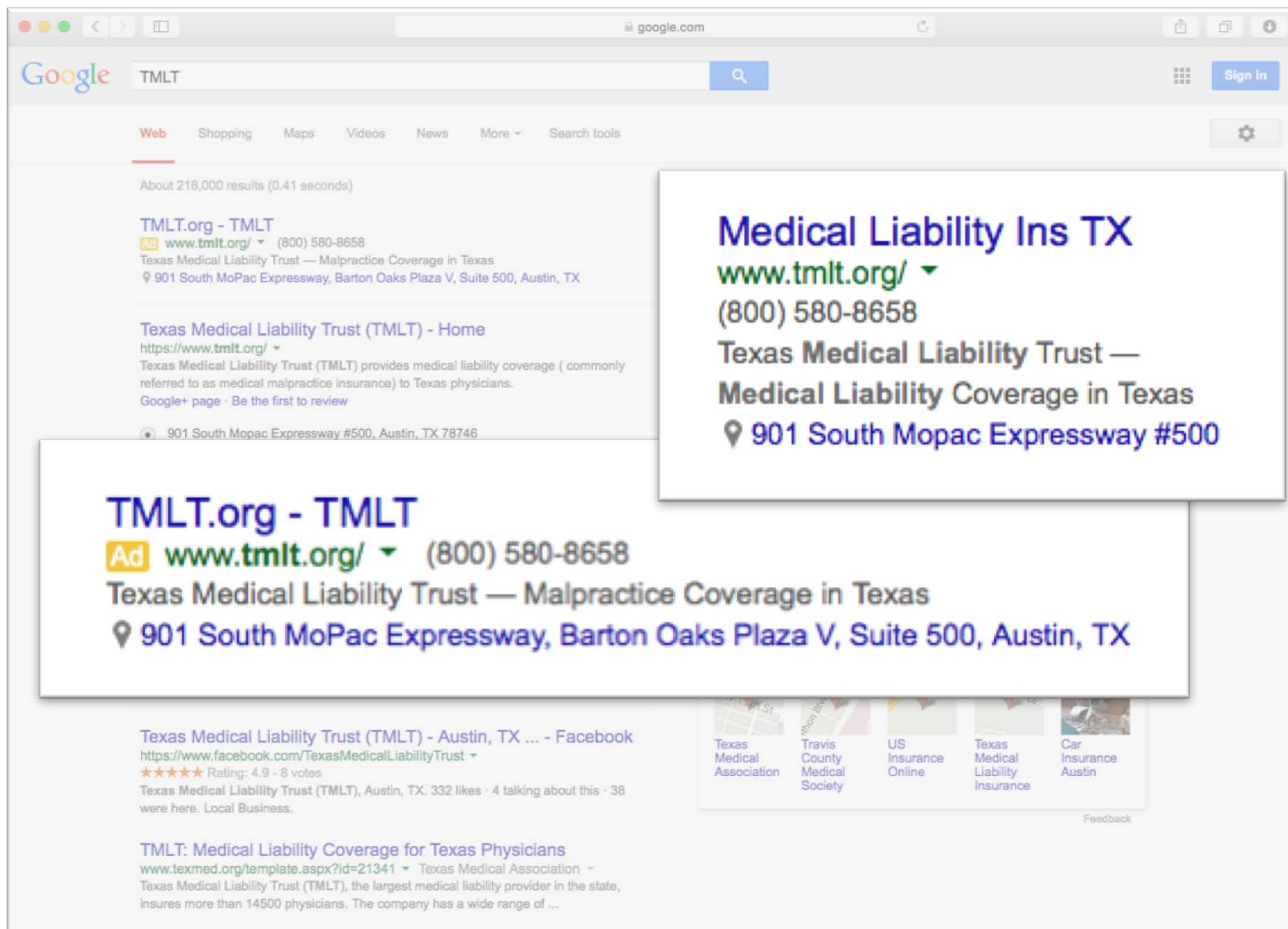
PROTECTION when YOU NEED it most.

Instant Life Insurance Quotes



Exclusively endorsed by the Texas Medical Association



The screenshot shows a Google search for 'TMLT' on a desktop browser. The search results page displays 'About 218,000 results (0.41 seconds)'. The first organic result is 'TMLT.org - TMLT' with a link to 'www.tmlt.org/' and phone number '(800) 580-8658'. Below it is a snippet for 'Texas Medical Liability Trust (TMLT) - Home' with a link to 'https://www.tmlt.org/'. A second ad overlay is positioned over the bottom right of the search results, displaying the same information as the first ad overlay but with a different layout. The first ad overlay is positioned over the top right of the search results, displaying the same information as the first ad overlay but with a different layout.

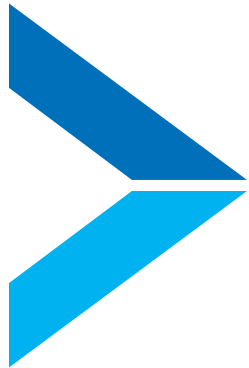
Medical Liability Ins TX
www.tmlt.org/ (800) 580-8658
Texas Medical Liability Trust —
Medical Liability Coverage in Texas
 901 South Mopac Expressway #500

TMLT.org - TMLT
Ad www.tmlt.org/ (800) 580-8658
Texas Medical Liability Trust — Malpractice Coverage in Texas
 901 South MoPac Expressway, Barton Oaks Plaza V, Suite 500, Austin, TX


Texas Medical Liability Trust (TMLT) - Austin, TX ... - Facebook
<https://www.facebook.com/TexasMedicalLiabilityTrust>
 ★★★★★ Rating: 4.9 - 6 votes
 Texas Medical Liability Trust (TMLT), Austin, TX. 332 likes · 4 talking about this · 38 were here. Local Business.

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 Texas Medical Liability Trust (TMLT), the largest medical liability provider in the state, insures more than 14500 physicians. The company has a wide range of ...

Texas Medical Association Travis County Medical Society US Insurance Online Texas Medical Liability Insurance Car Insurance Austin




With AdWords, we purchase keywords and when those keywords are typed in Google's search engine, our ads appear. The ads then link back to our site.



Texas Medical Liability Trust (TMLT)
 Medical & Health

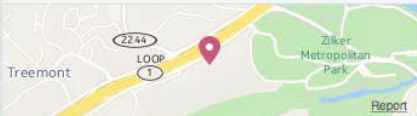
[Timeline](#)
[About](#)
[Photos](#)
[Reviews](#)
[More](#)

PEOPLE



332 likes
38 visits

ABOUT




901 S Mopac Expwy, Barton Oaks Plaza Bldg V, Suite 1000
Austin, Texas


(512) 425-5800

Open
Today 8:00am - 5:00pm


<http://www.tmlt.org/>

PHOTOS




Texas Medical Liability Trust (TMLT)
 5 hrs ·


The FDA announced Thursday that it's strengthening warning labels for NSAIDs, such as ibuprofen and naproxen, to indicate an increased chance for heart attacks and strokes. The serious side effects can happen as soon as a few weeks after taking the drugs.




FDA Strengthens Warning of Heart Attack and Stroke Risk for Non-Steroidal Anti-Inflammatory Drugs
 Next time you reach into the medicine cabinet seeking relief for a headache, backache or arthritis, be...
[GOO.GL](#)

Like · Comment · Share

Laura Brockway likes this.

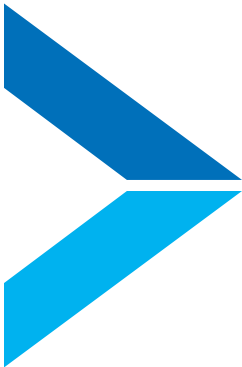

Texas Medical Liability Trust (TMLT)
 July 6 at 10:04am ·

You received a notice from the TMB — now what?



How to report a Texas Medical Board complaint
 Because the threat of a disciplinary action is all too real, every TMLT policy includes Meddefense coverage. If you receive notice of any disciplinary action, you are strongly urged to do the following as...
[GOO.GL](#)

Like · Comment · Share

- 
- At TMLT, we use social media to maintain our brand, attract new policyholders, support sales, and engage with our policyholders.
 - We post TMLT-specific content such as risk alerts, TMLT news, information on CME seminars, links to *Reporter* articles, links to closed claim studies, links to blog posts.



STRATEGIC USE OF SOCIAL MEDIA





Facebook — a social networking website that allows registered users to create profiles, upload photos and video, send messages, and keep in touch with friends, family, and colleagues.



Twitter — a platform that allows users to share 140-character long messages. Users can follow each other as a way of subscribing to each other's messages. Users can also use the @username command to send a direct message to another Twitter user. TMLT's Twitter handle is @tmlt_tmic.



Google+ — Google's version of Facebook. The focus of Google+ is not on sharing with a mass group of friends, but on targeted sharing with groups.



LinkedIn — a business-oriented social networking site. LinkedIn is to your professional contacts what Facebook is to your friends. Think of it as your professional Facebook page.

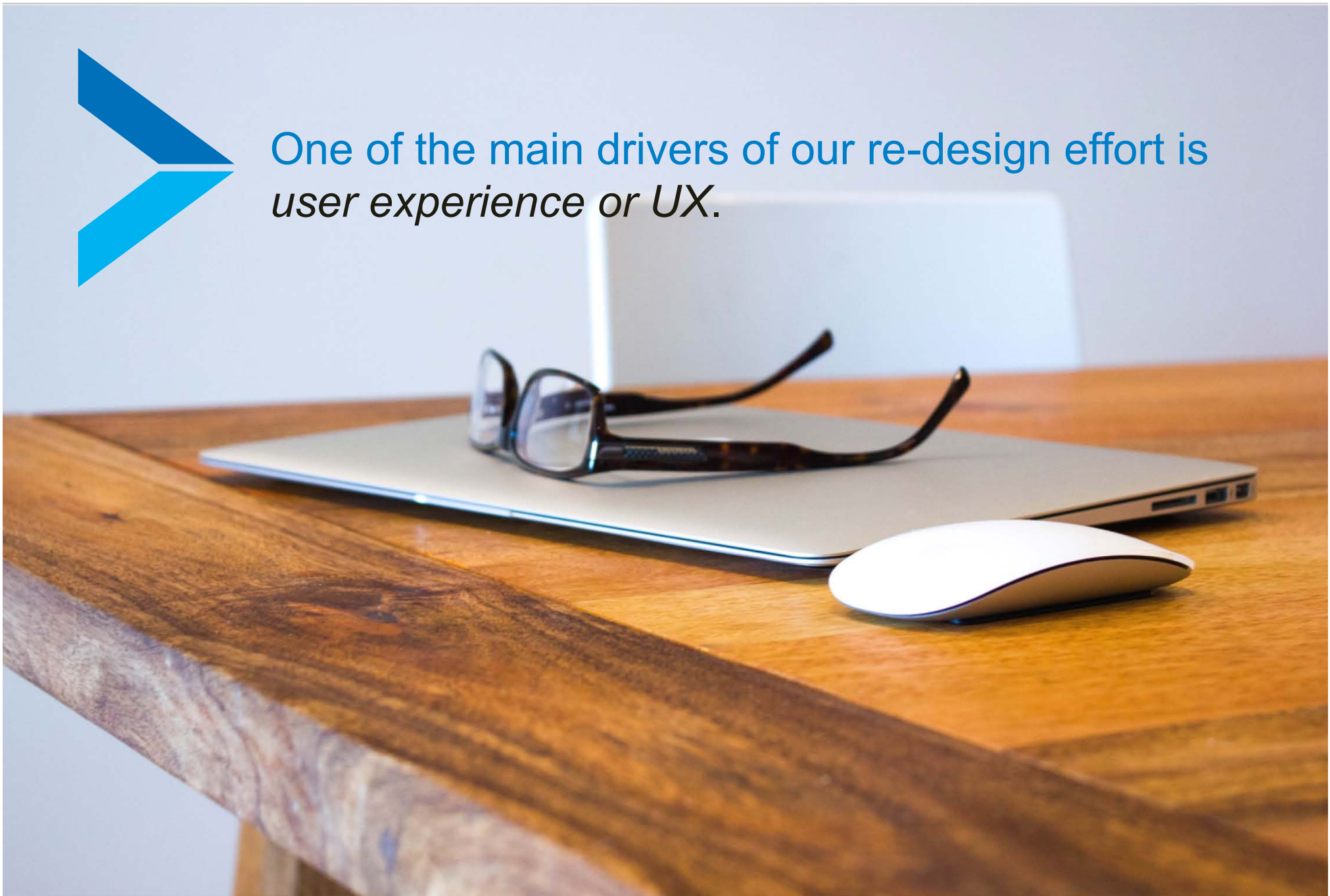


Slideshare — a social network for sharing presentations and documents that allows users to embed, comment on, and share presentations.





One of the main drivers of our re-design effort is *user experience or UX*.







NEW WEBSITE DESIGN

[Contact](#)[File a Claim](#)[Pay Now](#) [LOGIN](#) [GET A QUOTE](#)[WHY TMLT](#)[PRODUCTS & SERVICES](#)[JOIN](#)[RESOURCES](#)

>> WHY TMLT

- Introduction
- Leadership
- Governing Board
- History
- Annual Reports and Financials
- Careers

[Member Login](#)[Contact](#)

>> PRODUCTS & SERVICES

- Medical Professional Liability
- CME
- Rewards and Discounts
- Practice Review
- Consulting Services

[File a Claim](#)[Pay Now](#)

>> JOIN

- Get a Quote
- Apply
- Find an Agent
- Newsletter Sign-up

>> RESOURCES

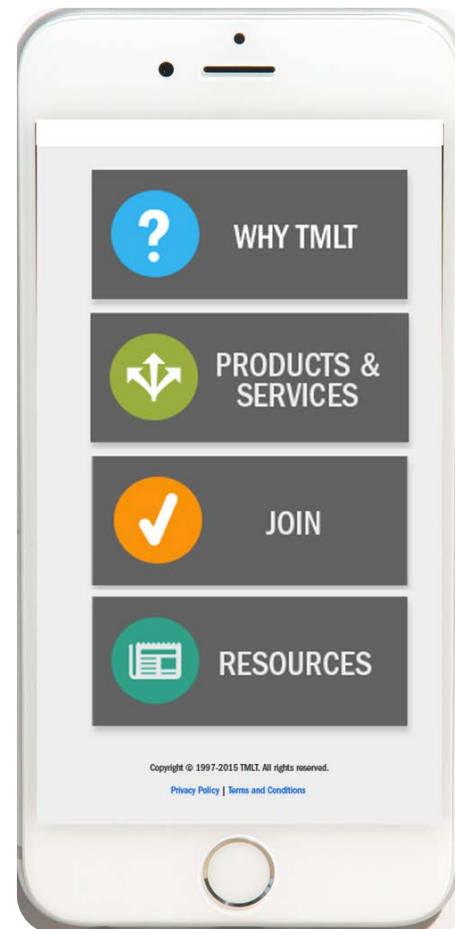
- Newcenter
- The Reporter
- Risk Management Help
- FAQs
- Closed claim Studies
- Agents
- Newsletters

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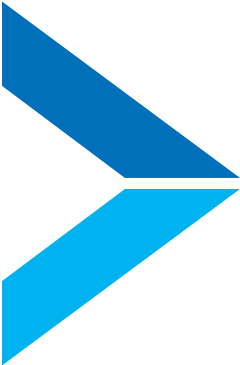


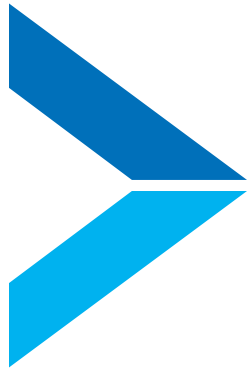
MOBILE DESIGN



A high-angle, close-up photograph of a person's hands typing on a white, minimalist keyboard. The keyboard is connected to a laptop, which is partially visible on the left. In the background, another black keyboard is visible on a desk. The scene is set in a modern, brightly lit workspace. A semi-transparent dark blue banner is overlaid across the middle of the image, containing the title text in white.

COMMUNICATING IN THE DIGITAL AGE

- 
- Follow TMLT on Linked In, Twitter, Facebook, Google+, and Slideshare. Like and share our content with your clients.
 - Keep your agency website and social media sites updated.
 - New to social media? Start with LinkedIn.
 - Share TMLT materials and content with your clients. They're available on the agent document bank.



- Share your information and content with TMLT.
- Create email campaigns and track their effectiveness. Consider using email automation software, such as Constant Contact, Act-On, or MailChimp.
- Sign up for *Case Closed* newsletter.
- Questions? Contact Laura Brockway at laura-brockway@tmlt.org or 512-425-5898.