COMMUNICATING WITH PHYSICIANS

IN THE DIGITAL AGE

TMLT
Texas Medical Liability Trust

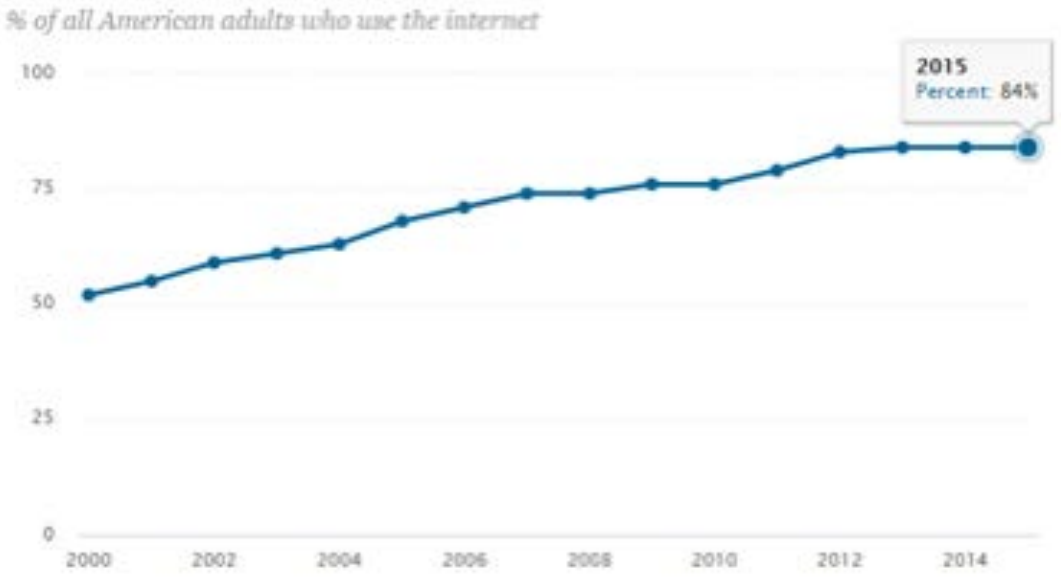
WHAT'S CHANGED?

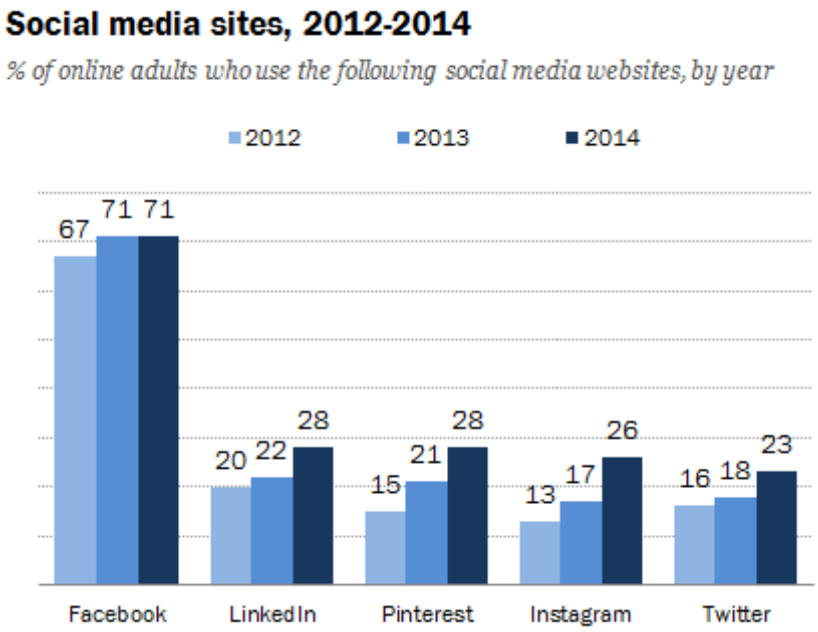
Digital and social media such as websites, social networks, blogs, online communities are universal in our lives.

THE NEW NORMAL

INTERNET AND SOCIAL MEDIA USE

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





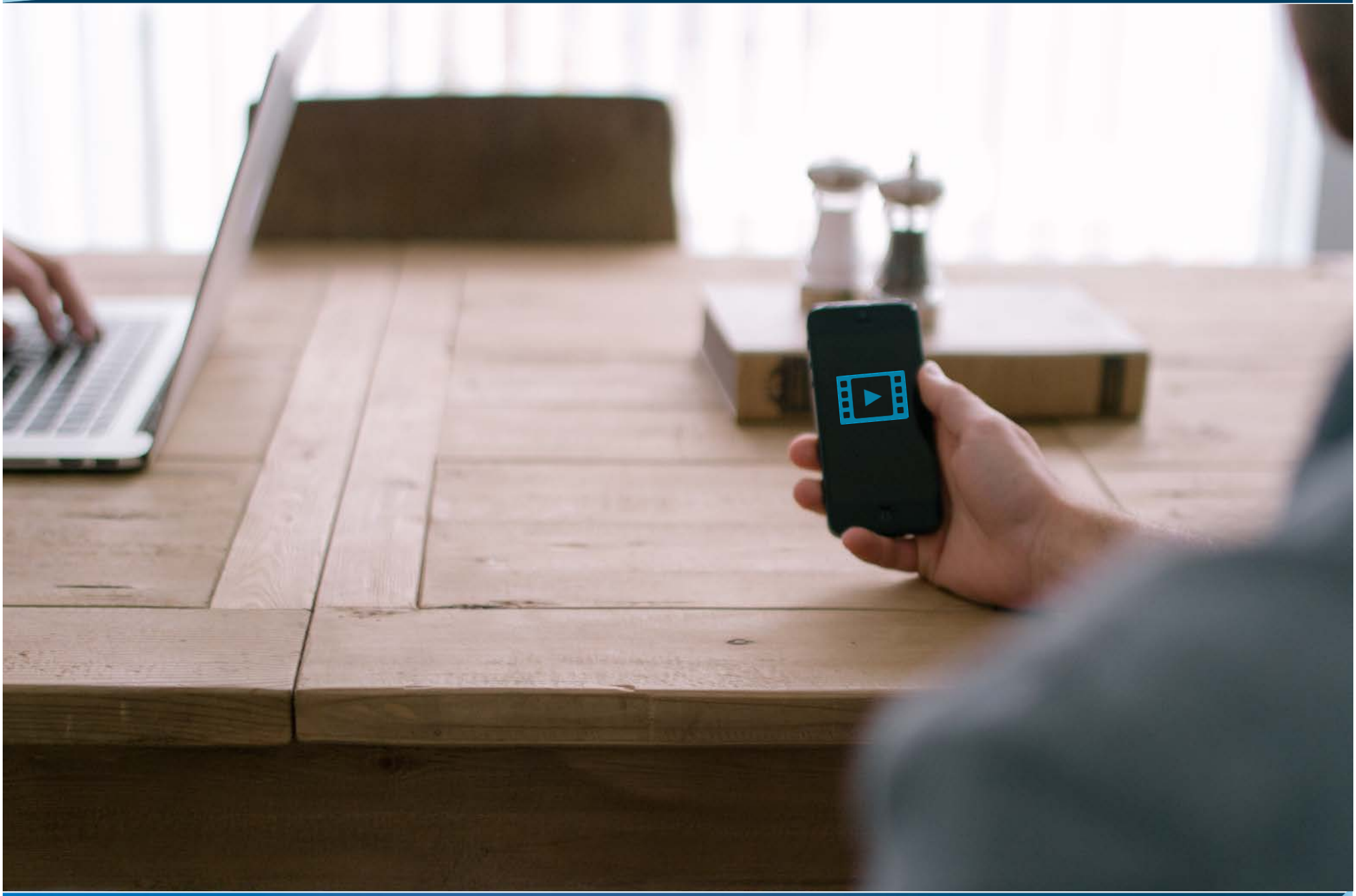
SOCIAL MEDIA

SOCIAL MEDIA - PHYSICIANS

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%

SMARTPHONES

SMARTPHONES & VIDEO

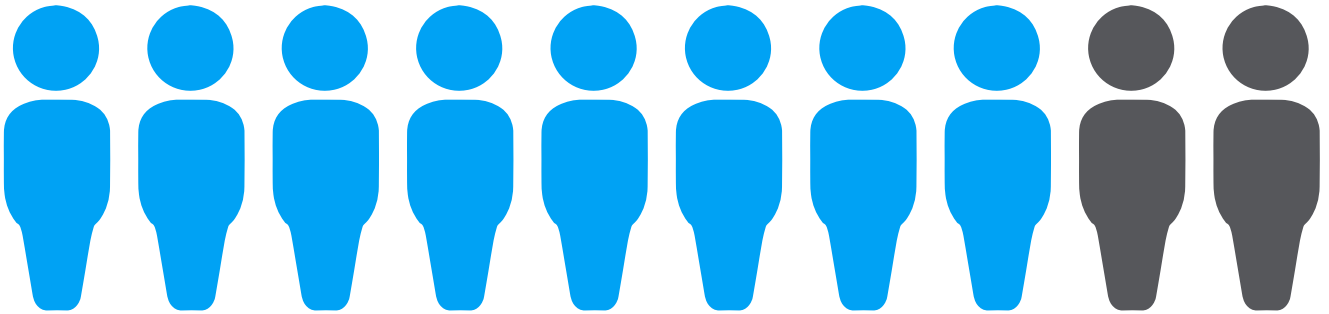


YOUTUBE

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

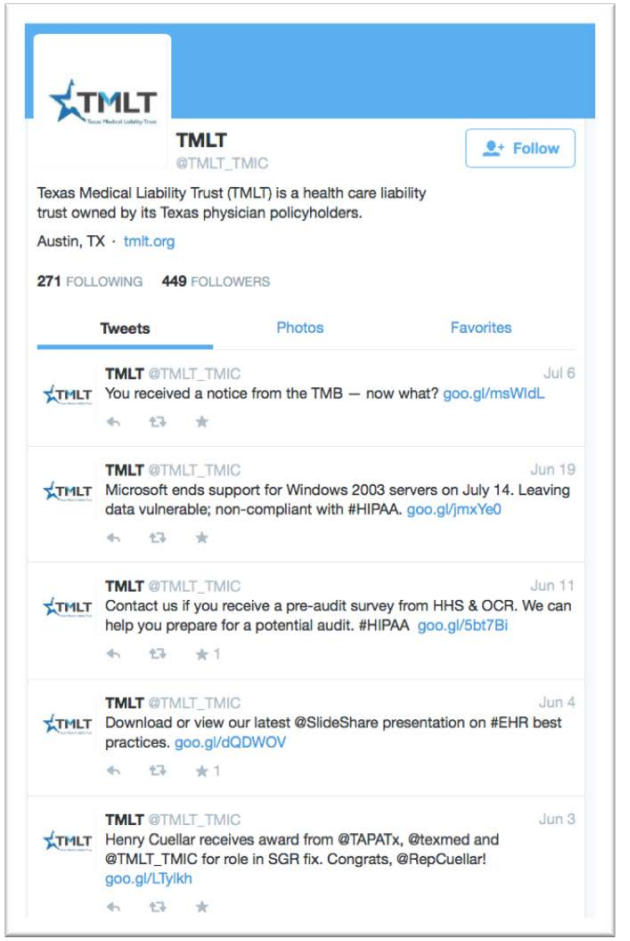
ONLINE VIDEOS

78% of adults online watch or download video



TWITTER AS A NEWS SOURCE

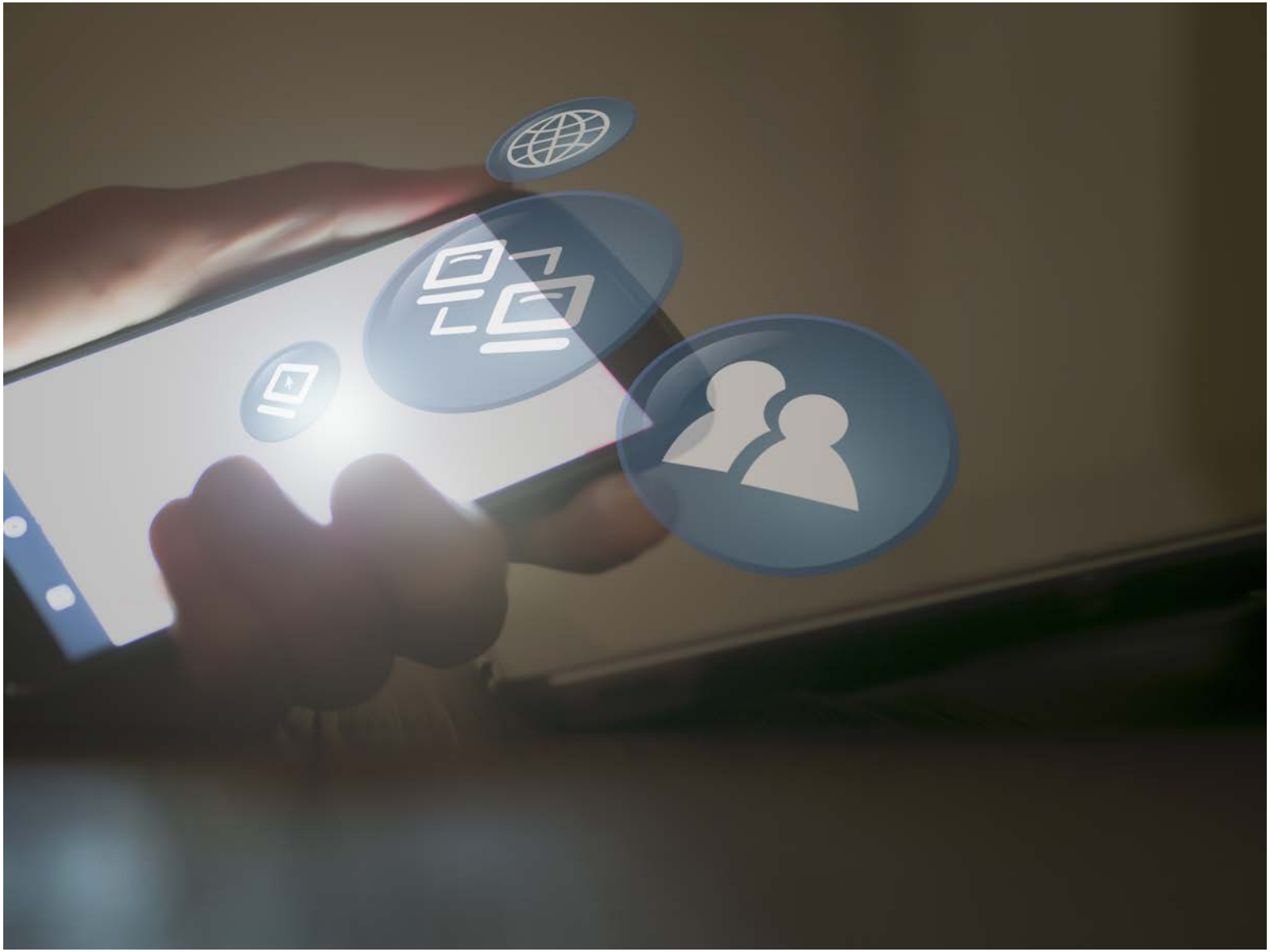
Twitter is a social-networking site where users share short texts limited to 140 characters.



TWITTER AS A NEWS SOURCE

Image: AdWeek

CHANGING EXPECTATIONS



CHANGING EXPECTATIONS

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

CRAFTING DIGITAL MESSAGES

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.

MEASUREMENT

MEASUREMENT

- 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.

WHAT'S CHANGED
AT TMLT?

OUR AUDIENCE HAS CHANGED

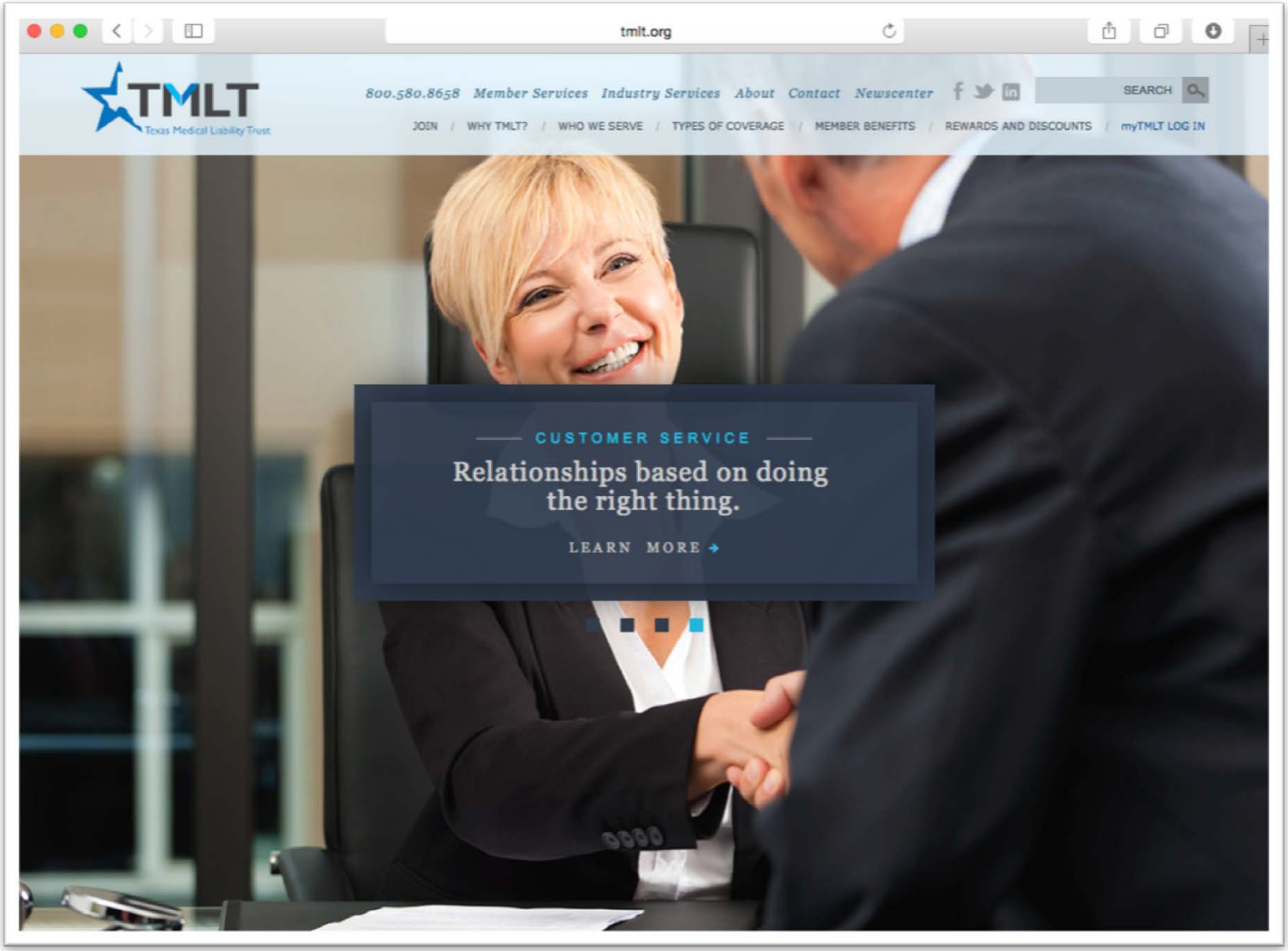
OUR AUDIENCE HAS CHANGED

- 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



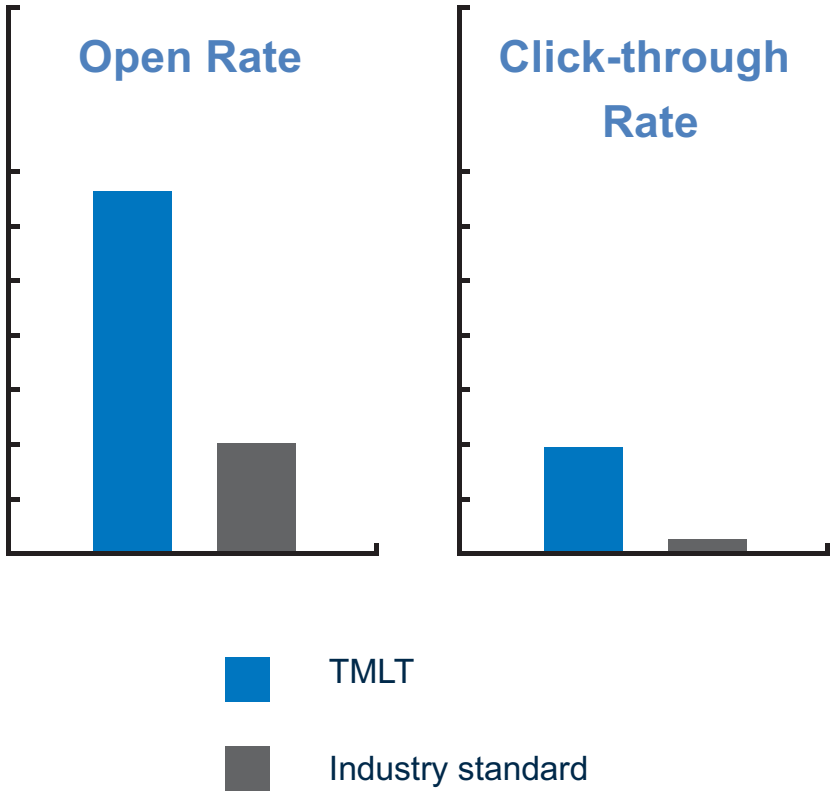
EMAIL – THE PREFERRED WAY TO COMMUNICATE

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

EMAIL – THE PREFERRED WAY TO COMMUNICATE

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

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.

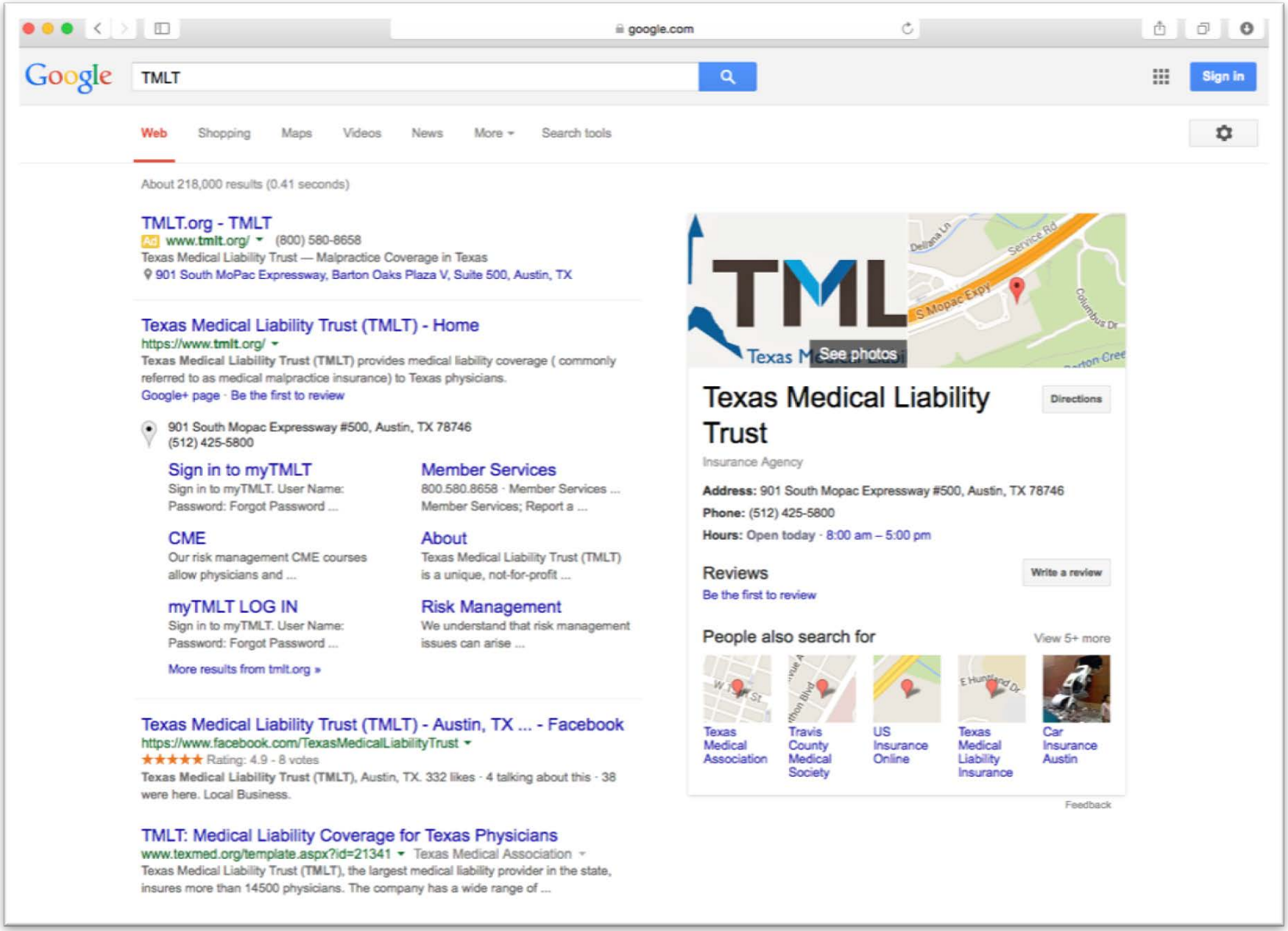
FOCUS ON CONTENT MARKETING

FOCUS ON CONTENT MARKETING

- 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.

SEARCH ENGINE OPTIMIZATION

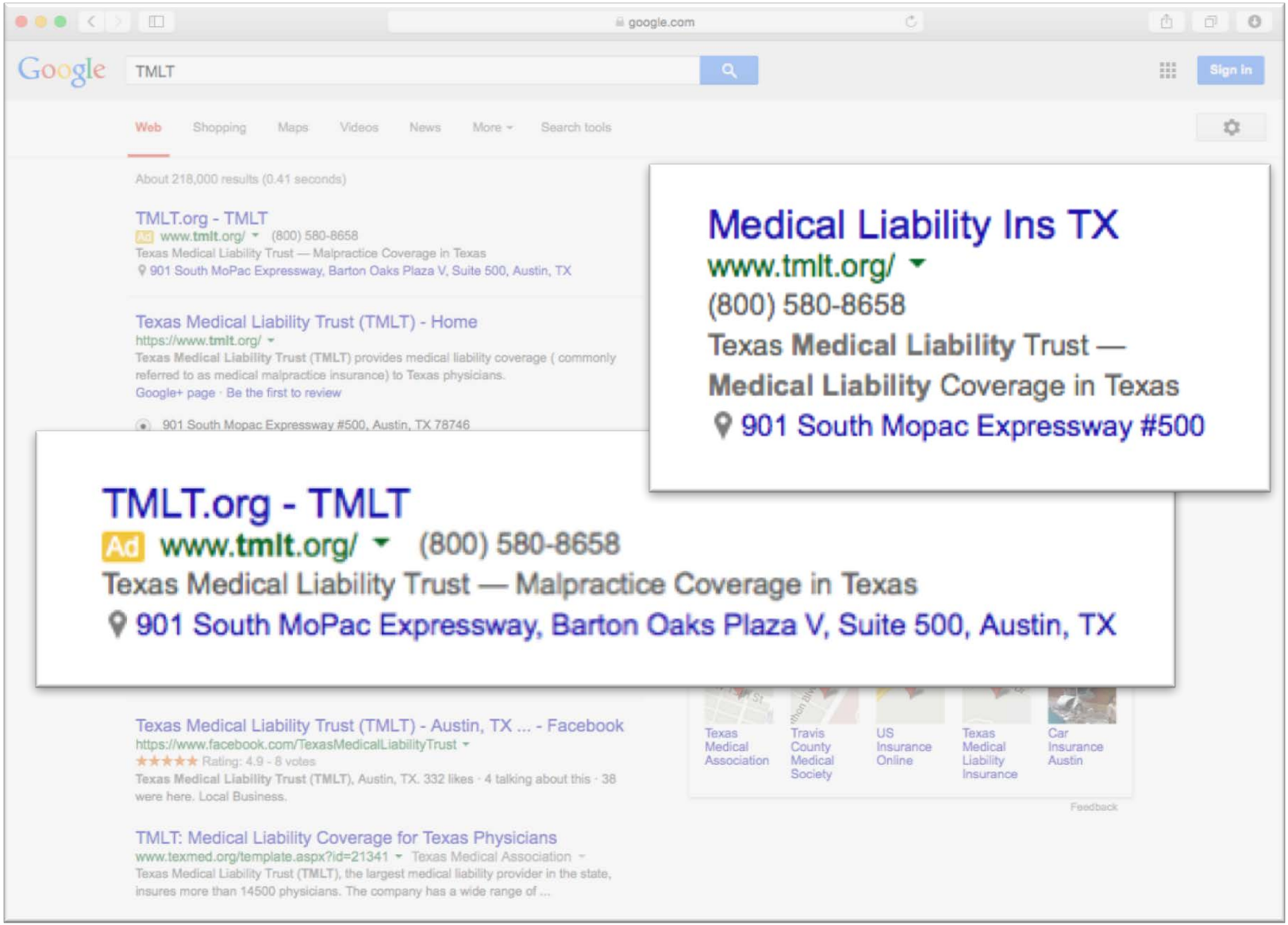


SEARCH ENGINE OPTIMIZATION

- 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.

DIGITAL ADVERTISING

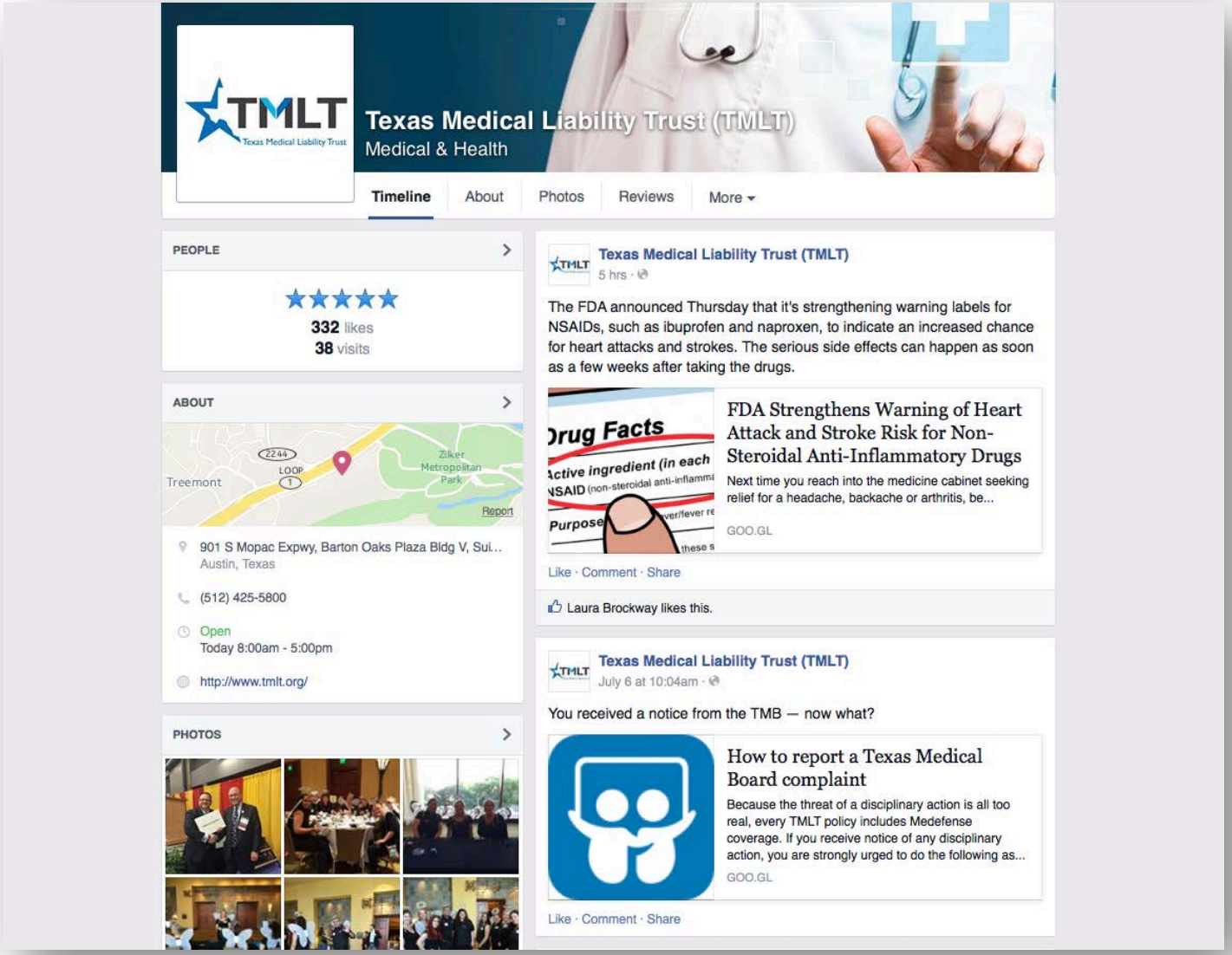
DIGITAL ADVERTISING



GOOGLE ADWORDS

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.

STRATEGIC USE OF SOCIAL MEDIA



STRATEGIC USE OF SOCIAL MEDIA

- 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

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.

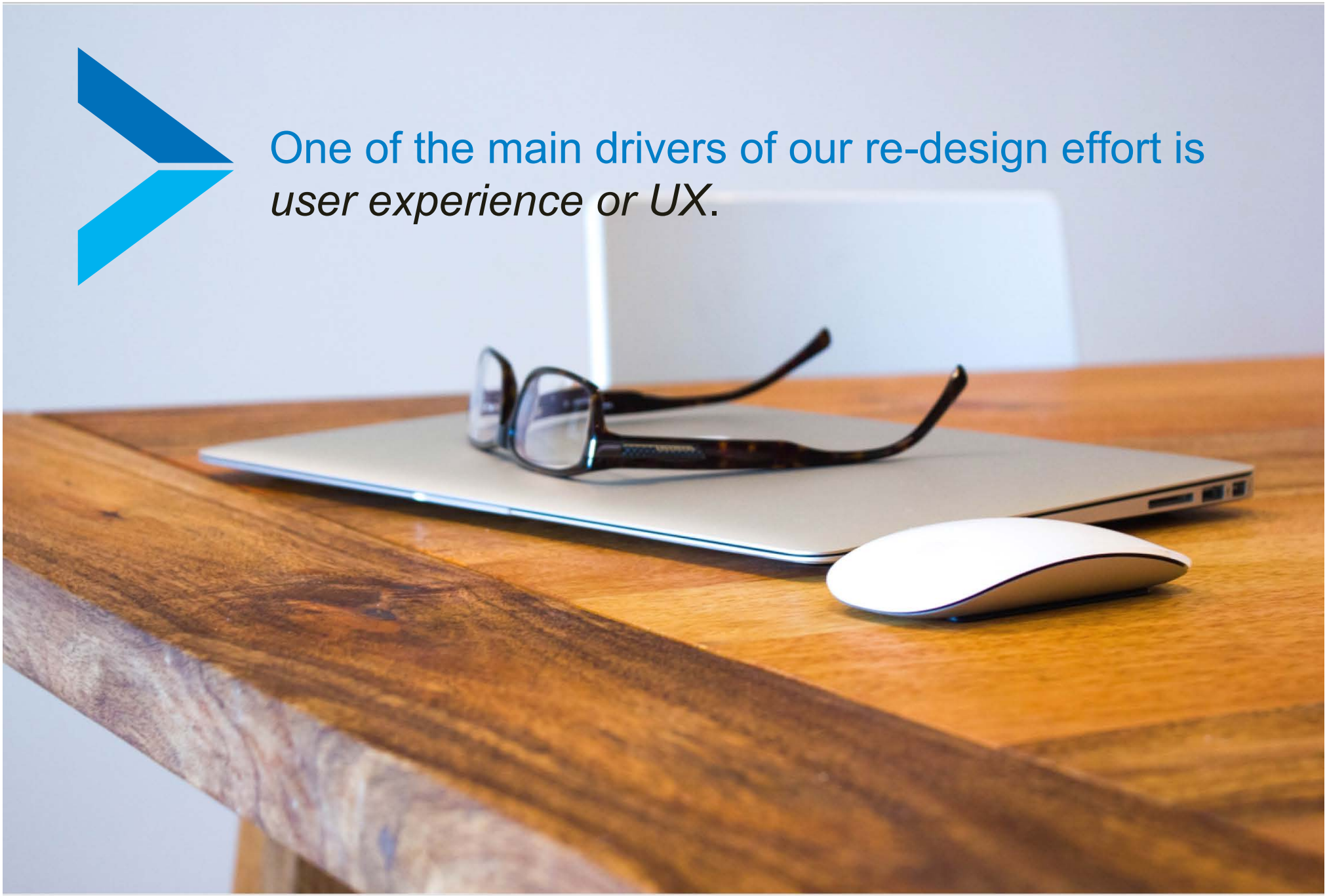
Google+ — Google's version of Facebook. The focus of Google+ is not on sharing with a mass group of friends, but on targeted sharing with groups.

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.

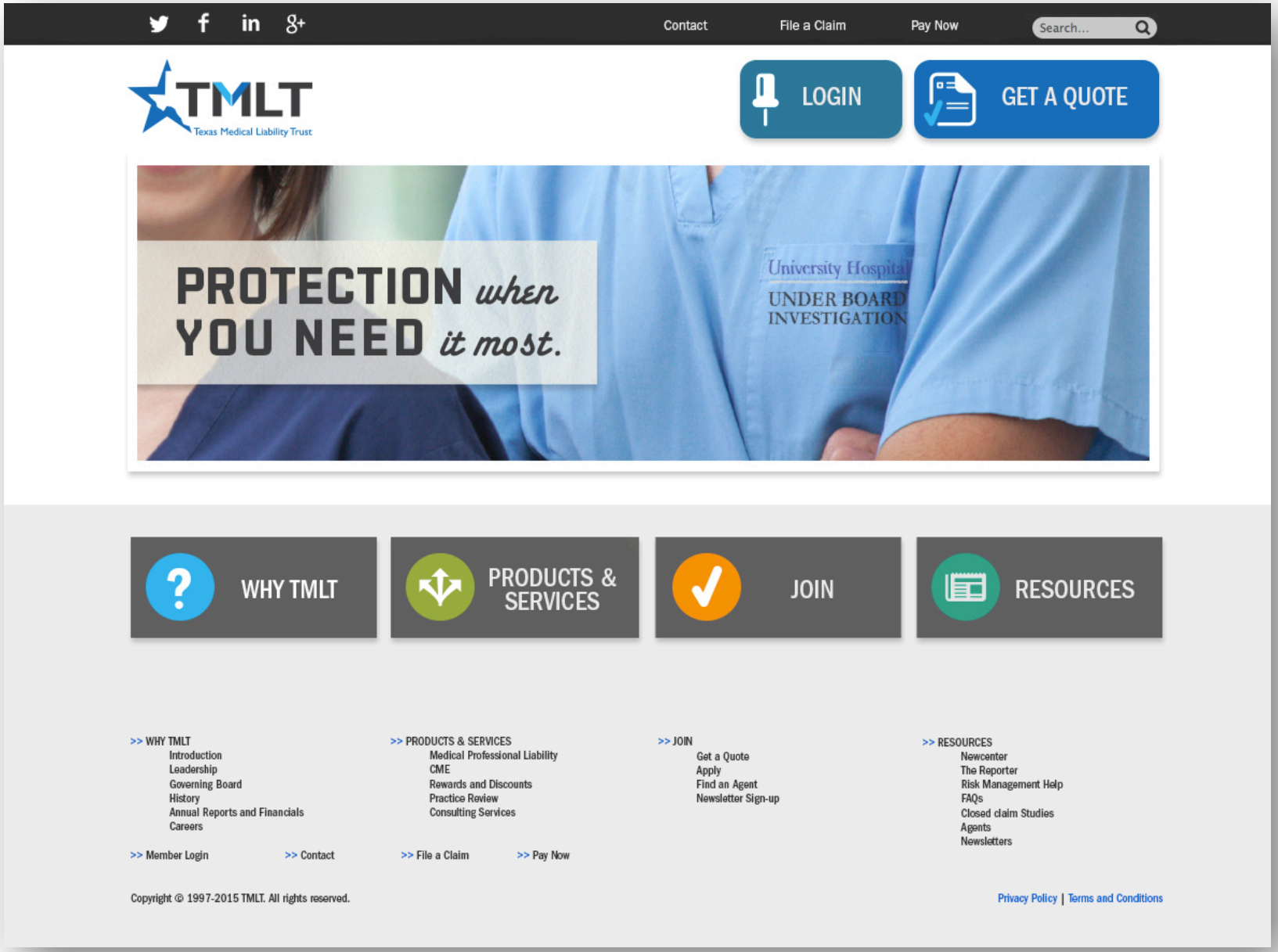
TMLT.ORG

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

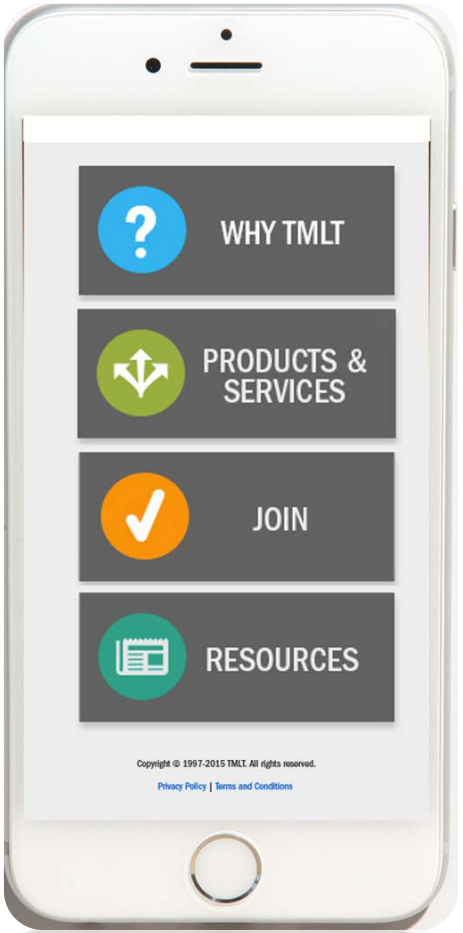


UX IN EVERYDAY LIFE

NEW WEBSITE DESIGN



MOBILE DESIGN



COMMUNICATING IN THE
DIGITAL AGE

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.

COMMUNICATING IN THE DIGITAL AGE

- 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.