



Kentico



Dr. Jonson

contact details



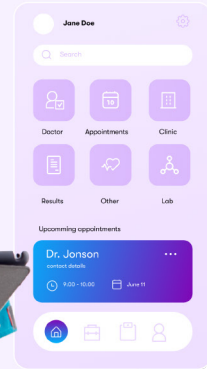
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June 11

CONFIRM

CHANGE



Ebook

Trust At First Sight: Personalizing Healthcare Marketing.

kentico.com

Table of contents.

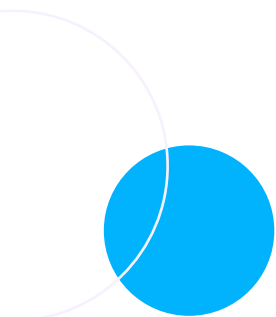
Key pillars of user-centric healthcare marketing.....	3
Offer valuable content to every user.....	5
A successful personalization strategy starts with data.....	7
Fortify trust with transparent data protection.....	8
Create a trustworthy marketing strategy.....	10
How Kentico fuels a successful personalization strategy.....	13
Inspiring case studies.....	14
About Kentico.....	18

Key pillars of user-centric healthcare marketing.

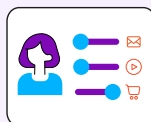
With an increasingly digital-first mindset, we expect marketing communication with our healthcare providers to be frictionless and tailored to our needs. We're also much more aware of data security.

So, we demand clear, transparent, and empathetic communication, whether on our phones, through social media, or when visiting a health center. We expect genuine care and proactive disclosure of fees and policies before we start trusting somebody.

Personalization will always go hand in hand with security in a highly regulated industry such as healthcare. This makes creating tailored digital experiences a challenge but also an exciting opportunity that gives you a competitive advantage.



**Genuine care
and support**



**Personalized
content**



**Smooth user
experience across
channels**



**Proactive
disclosure of
fees, terms, and
policies**



**Top data
security**



Did you know?

- 75% of patients rely on online reviews to decide which healthcare provider to choose (according to [research](#)).
- 89% of patients will google their health symptoms before going to their doctor ([eligibility](#)).
- Organic search drives nearly 3x as many visitors to hospital sites compared to non-search visitors ([Google](#)).

Offer valuable content to every user.

When designing your personalization strategy, always ensure the content you're customizing is valuable and relevant. Avoid giving the impression that you're just tracking user behavior to push a more forceful approach to conversions.

Adding a personal touch makes it easier for users to discover what they're looking for, or you might introduce them to something entirely new that could benefit them. This approach encourages a more profound sense of trust and loyalty in those who visit your site.



Ten examples of how you can help your users with personalized content:

- 1. Client portal** – A password-protected area will help your clients have everything under control. They can find their appointment history, recommendations, billing information, and other things related to their health record there.
- 2. Appointment reminders** – Customize reminders with the patient's name and send them an email or a text based on their preferences.
- 3. Find a health center** – If a user shares their location, you can show them the nearest care center or specialist first.
- 4. Online health assessments** – Based on the user's responses, you can offer the most suitable content to help them solve their problem.
- 5. Visitor personas** – Doctors, pharmacists, family members, and patients come to your website for different information. Help them quickly find relevant content.
- 6. Tailored healthcare tips** – Based on users' interests, you can send them articles on healthy lifestyles or information on free screenings via email or an app.
- 7. Calls to action** – If your user has read several articles on back pain and checked a physiatrist's profile, it's time to guide them to your online booking app.
- 8. Donations** – Users visiting your website from a donation campaign will see a donation button at the top. After they contribute, you can reward them with a patient success story.
- 9. Language preferences** – If you run a website in several languages, it should remember every user's choice next time they visit.
- 10. Accessible design** – Include design elements that will make your website more comfortable for users with disabilities. For example, you can add a calm color mode for people with autism.

A successful personalization strategy starts with data.

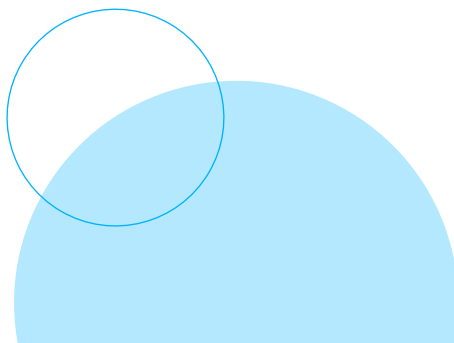
To create helpful, personalized experiences, you need data. This includes information such as location, age, preferences, and engagement history. It's also important to know whether a user is just looking for advice or is ready to make an appointment.

For personalizing digital content, healthcare organizations typically collect:

- Basic personal information (name, age, location)
- Clinical and non-clinical (medical history, dietary preferences)
- Account usage patterns (preferred communication channel)
- Digital interaction data (webpage visits, app engagement)
- Feedback and preferences provided by users

This data will help you tailor services to individual needs while ensuring compliance with data protection regulations. For example, your healthcare center offers a new nutrition counseling service. Thanks to your data, you can identify patients with diabetes who have shown interest in nutritional guidance. Then, you can craft personalized emails or app notifications highlighting your new service, perhaps even mentioning a few tips related to diabetic dietary needs.

By using your data in an ethical and compliant way, you're helping your clients while establishing yourself as a go-to source of information, increasing trust and loyalty.



Fortify trust with transparent data protection.

Patients and clients expect personalized content but are not always willing to share their information. Earn their trust by openly communicating your data security measures and compliance with privacy laws.

Five tips on how to collect user data securely

- **Ensure transparency:** Communicate to users what data you're collecting and for what purpose, in line with data protection guidelines (HIPAA, GDPR, etc.).
- **Implement robust data protection measures:** Use encryption, secure data storage solutions, and regular security audits to protect collected data.
- **Obtain explicit consent:** Always get explicit consent from users before collecting their data, ensuring they understand what they agree to.
- **Minimize data collection:** Only collect data necessary for the intended personalization, reducing the risk of data breaches.
- **Regularly update compliance procedures:** Stay updated on changes in data protection regulations to ensure ongoing compliance and security.

Be open about your privacy rules

Openly follow privacy rules such as Health Insurance Portability and Accountability Act (HIPAA) in the US and GDPR and ePrivacy Regulation in Europe. Enhance trust even more by offering users control over their data through explicit consent and opt-out options.

If you need to change your data privacy policy, notify users and explain in simple language what has changed. This way, your health center or hospital can increase confidence in your services.



Rely on your own data

Third-party cookies have been a cornerstone for tracking user behavior and targeted advertising online. However, third-party cookies have recently been more widely rejected because of privacy concerns.

Now, marketers need to quickly adapt to the situation and focus on leveraging their own data. Collect and analyze data directly from customer interactions, such as website visits or app usage. Leverage the analytics within your system to understand customer behavior and preferences without sharing their data with anyone else.

Create secure processes

Integrate robust data governance and security audits into your strategic planning. You can carry out routine privacy impact assessments that inspect potential vulnerabilities in handling data.

Another strategy is clearly defining data retention policy that determines the lifespan of various data sets and establishes secure protocols for deleting obsolete information. These practices fortify the trust between you and your audience, ultimately enhancing your brand reputation.

Ensure compliant tech stack

Ensuring compliance as your marketing tech stack grows may be increasingly difficult. Keeping it simple may save you a lot of hassle.

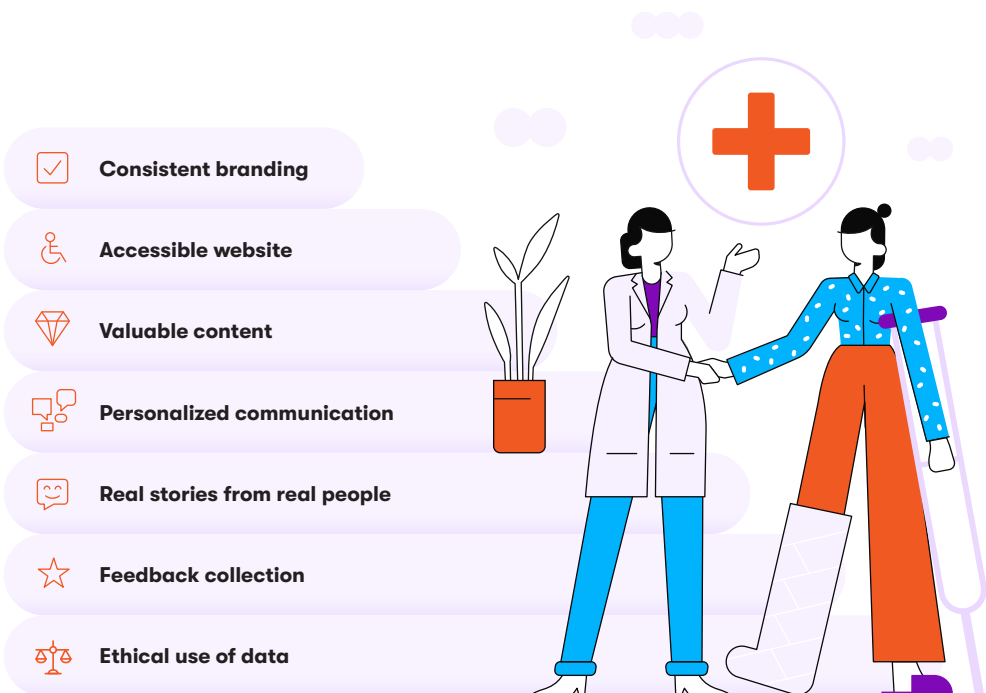
Manage the content on your website and other channels from a single ISO-certified digital experience platform (DXP) and ensure your technology gets frequent updates and hotfixes to prevent vulnerabilities. Robust authentication mechanisms such as SSL certificates add an extra layer of security by encrypting data in transit.

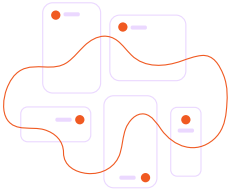


Create a trustworthy marketing strategy.

To encourage users to share information with you, focus your marketing strategy on these three areas — information that is easy to access online, content that delivers real value, and client testimonials. This will position you as a trusted advisor, strengthen brand loyalty, and encourage word-of-mouth referrals.

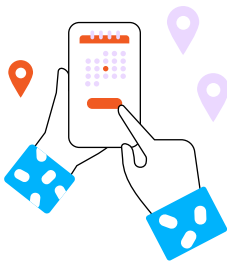
Trust-building marketing strategies





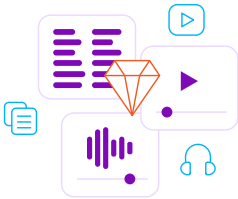
Consistent branding

Ensure every customer touchpoint reflects your unique voice and visual style. Whether it's your website, social media, or customer service, a unified brand experience builds recognition and trust. Consistent branding tells your clients they can expect the same quality and care no matter where they interact with you.



Accessible website

A website serves as the front door to your health center. Users should be able to find everything they need there – online appointment booking, locations, a payment tool, etc. To make your site more accessible, focus on clear text and background contrast, use descriptive alt texts for images, ensure keyboard navigation, and provide transcripts for multimedia content.



Valuable content

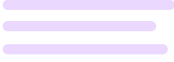
Create campaigns that genuinely add value to clients' lives. Offer educational content and self-assessment tools on key health concerns. Provide clear and accurate information about your care providers, services, fees, and policies. All this will help your users deal with their health issues better.



Personalized communication

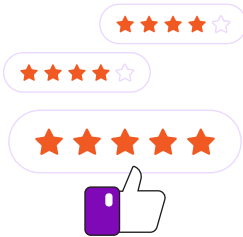
Elevate your educational campaigns by weaving in personalized interactions. Tailor your guidance to each user's unique health needs, making every communication spot-on. Frictionless interactions will be more satisfying, and your clients will be satisfied with your services.





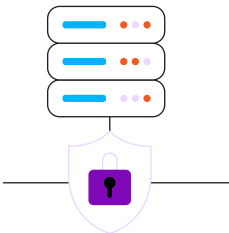
Real stories from real people

Share testimonials and stories of your happy patients or clients. Their positive experiences and outcomes can help develop your brand image and provide social proof that encourages others to use your services.



Feedback collection

Establish an effective feedback mechanism to understand clients' needs and pain points better. Follow online conversations and participate in relevant discussions to influence your online reputation.



Ethical use of data

Be transparent about how data is used and collect only what you need to provide value back to the user. Ethical use of data means collecting, handling, and using personal information responsibly and respecting individual privacy. It also ensures data is securely stored and only used for the purposes agreed upon.

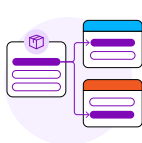


How Kentico fuels a successful personalization strategy.



Websites with built-in personalization

Kentico is a DXP with content management (CMS) and digital marketing. Built-in contact segmentation, personalization, analytics, email marketing, and other features mean you can store your user data in-house.



Consistent messaging across channels

A built-in content hub stores all your content and digital assets in one place, ready to be used anywhere you need it, so you can manage multiple channels from one place.



Secure AI features

Kentico offers AI-driven product recommendations, and AI features for generating content drafts, refining your copy, or creating emails. Plus, we always ensure your data is secure.



Security and compliance

User roles, GDPR and CCPA compliance, cookie levels, 7-day bug fixing policy, weekly hotfixes and monthly updates, ISO 27001 certification. 24/7 global support and services. Always the latest .NET technology.



Flexibility and consolidation

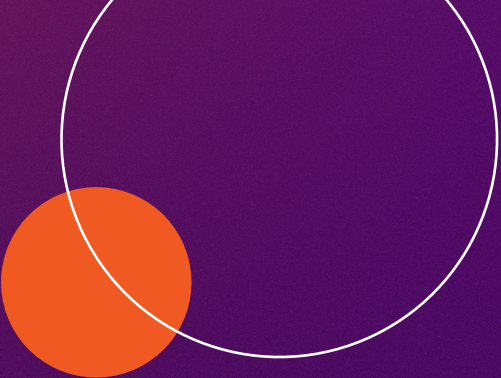
As a hybrid headless DXP, Kentico has CMS and digital marketing capabilities ready to use. The DXP can be used on its own, integrated with any other technology, or used as a headless CMS.



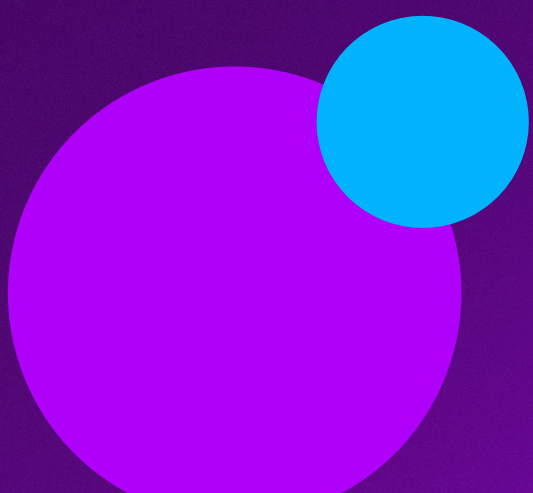
Quick ROI

A wide range of out-of-the-box features and leaner processes enable you to achieve more with less. Accessible training and documentation for smoother onboarding and fewer resources needed.





**Inspiring
case studies.**





Freedom Health Insurance

www.freedomhealthinsurance.co.uk

Freedom Health Insurance revamped its website with Kentico, focusing on a customer-centric approach that impressively boosted its visitor-to-lead conversion rate. The new site prioritizes user experience with personalization and easy navigation. It emphasizes security and includes a secure portal for insurance brokers. The results? A more engaging, secure, and personalized website that stands out.

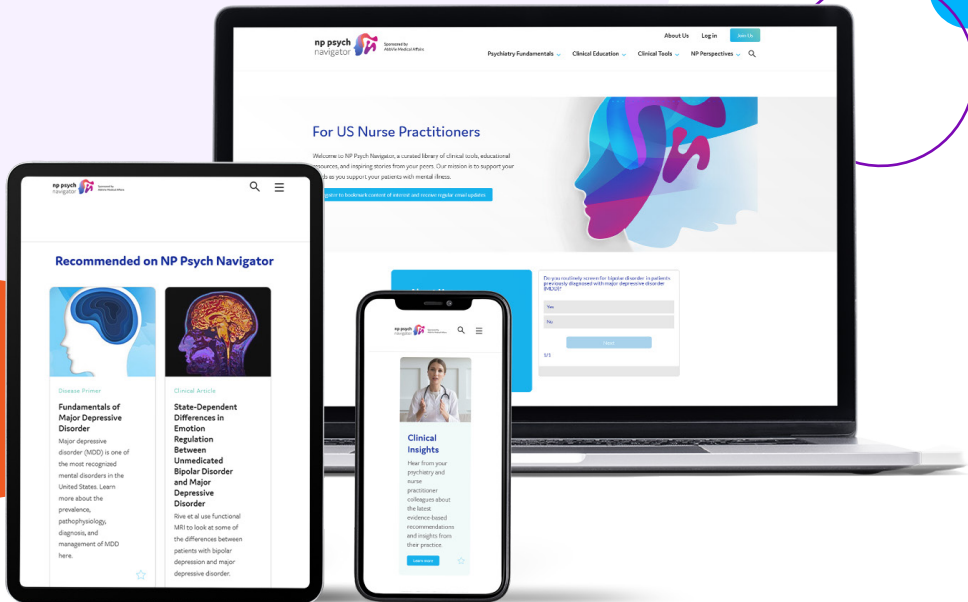
63%

**increase in
visitor-to-lead
conversion rate**





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NP Psych Navigator

www.nppsychnavigator.com

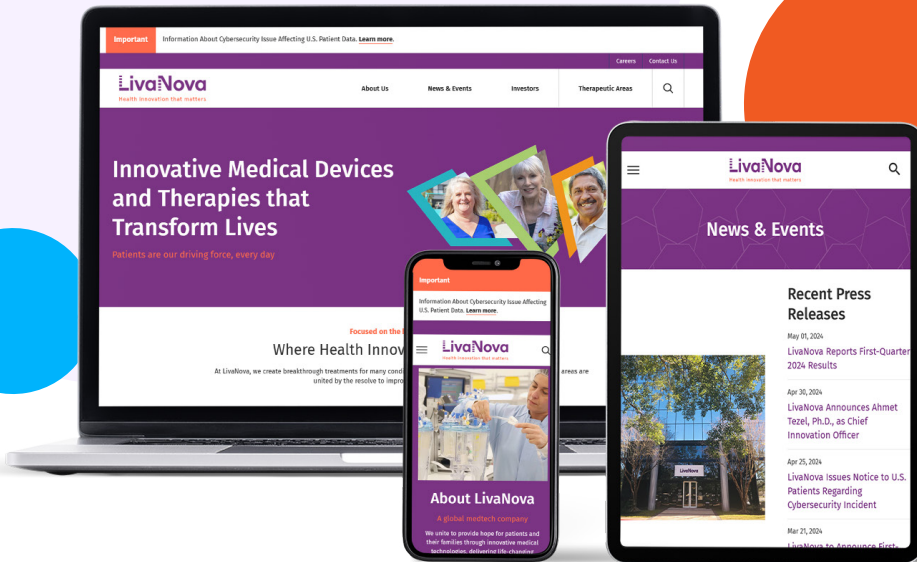
The NP Psych Navigator website by AbbVie, built in Kentico, is an excellent example of a resource hub for healthcare practitioners. Professionals can use a password-protected area offering clinical tools and inspiring stories. Its users can tailor their dashboards based on their interests. Thanks to Kentico's built-in features, clever content model, and personalization, the resource hub is packed with an extensive array of easily navigable resources.

10,000+
unique visitors
in the first month



LivaNova

Health innovation that matters



LivaNova

www.livanova.com

LivaNova's new website showcases the positive impact of unifying several websites into a single digital experience platform. The company used Kentico to create a multi-site solution in several languages. It's scalable and supports the varied needs of LivaNova's brands by enhancing security, SEO, and accessibility, as well as streamlining content management. The "Find a doctor" app helps users find a local care provider. This transformative project earned LivaNova an award in the Healthcare category in the Kentico Site of the Year.

200%

increase in organic
traffic



About Kentico.

Kentico is an award-winning provider of digital experience platforms that enable businesses to drive better outcomes with fewer resources by delivering multichannel digital experiences using a hybrid headless approach. Its digital experience platform (DXP), Xperience by Kentico, minimizes overhead by focusing on real customer needs. With a wide set of capabilities, it empowers teams to deliver better customer experiences through multiple channels faster.

Thanks to Kentico, marketers can craft consistent personalized customer journeys from awareness to advocacy using built-in low-code, no-code tools. They can experiment with new marketing channels and improve the maturity of their marketing ecosystem, while enhancing business and marketing agility. Kentico offers excellent Time-to-Market and Total Cost of Ownership (TCO), market-leading support, SaaS or on-premises deployment, and is backed by a global network of implementation partners.

Eager to learn more?

Talk to our experts! Schedule a free live online 1-on-1 demo of Kentico and let one of our experts walk you through the features and capabilities that will help you create amazing digital experiences.

MEET OUR EXPERTS

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