

# Hootsuite for Health Care

Enabling the Modern Patient Journey





## Awareness and Reputation

### Drive interest and safeguard your organization's reputation with a unified communications strategy

Manage all your social media activity from a single dashboard, while giving internal contributors the autonomy to use social media in ways that effectively communicate your organization's capabilities and services.

#### Raise organizational profile and improve public perception

- Align social media goals across departments and service lines with coordinated workflows and streamlined, integrated organizational communications.
- Monitor social and other media channels for what patients and news reports are saying about your organization.
- Coordinate social publishing across multiple channels.
- Schedule publishing to reach your audience at optimal times and geo-target to connect with location-specific audiences.

#### Boost your reach and recognition with paid social ads

- Easily create and test hundreds of social ads in minutes, not hours. Get higher conversions through granular control over placement, timing, and custom audiences.
- Continually improve the return on your social advertising with customized reviews of your social advertising campaigns by our social ads experts.
- Automatically boost budgets—or start new campaigns—based on pre-set performance triggers. Improve ad performance with automatic, daily recommendations.

#### Foster engagement and connection to your health care community

- Broaden outreach campaigns to promote key issues and programs by publicizing across all social media channels.
- Identify and engage with messaging from relevant health care leaders and experts.
- Simplify content curation and discover the most useful content to share with patients.

#### Mitigate risk and unify crisis management

- Ensure that social media publishing is on brand across your organization and compliant with HIPAA regulations and internal policies.
- Manage multiple user and contributor permissions and publishing approvals.
- Respond quickly to health care crises by accessing a library of ready-to-use content.
- Monitor patient comments across multiple social media channels to detect trending topics and manage potential problems before they escalate.
- Post essential updates and answer questions across multiple social media networks—quickly and accurately.

Hootsuite helps health care organizations improve the patient experience through social media, while protecting the brand and staying compliant with industry regulations.



## Patient Experience

### Build strong communities and revolutionize patient interaction

Tailor your organization's voice to different social media platforms while keeping the substance of key messages relevant and consistent, continuing to build trust and support among health care consumers.

#### Boost productive patient involvement

- Encourage patients to share experiences about health or medical issues and seek community support.
- Leverage content that promotes productive patient feedback.

#### Build robust relationships

- Bolster your organization's relevance to the broader health care community by sharing content that resonates with patients' lives.
- Build long-term credibility by reporting on results of services, programs, and initiatives over their lifespans.

#### Improve service recovery

- Increase visibility and accessibility by engaging with patients in real time where they are already—on mobile.
- Reduce response times with team assignments, routing messages to the right department and attaining visibility of messages that have been assigned and responded to.

#### Share expertise

- Build the organization's brand and reputation through targeted content and education.
- Deliver valuable information that patients are actively seeking and frequently referencing.

“One of our core values at Advocate Health Care is to build lifelong relationships with the people we serve. Social media is one of the ways we achieve this. We leverage social channels to raise awareness and drive loyalty for our physicians and services; as well as providing a platform for our patients to share stories and experiences. It's a key part of our overall digital strategy designed to drive profitable volume and a strong brand for our system.”

*Mayura Kumar, Director of Digital Marketing  
Advocate Health Care*



## Employee Advocacy

**Enhance your organization's credibility and trust from the inside out**

**Engage, amplify, and measure results within your organization**

- Boost awareness of your organization's roles, relevance, and perspectives on key health care issues.
- Empower employees and volunteers to be champions by providing readily available messaging to use over social media.
- Carefully measure social activity and optimize your return on investment across multiple social media channels.

Leverage the people who make your organization work—physicians, nurses, employees and volunteers—to boost engagement, amplify announcements, and campaign messages, and extend your social reach.

## Employee Education

**Empower your employees through social media education and certification**

**Train employees across the organization on social media best practices**

- Unlock the potential value, such as increased brand advocacy and risk mitigation, of a digitally engaged workforce.
- Provide resources and expertise across the organization to maximize your social media impact.
- Enhance the digital media skills of employees to further your organization's overall digital transformation.

Transform your health care organization by training employees to effectively and securely engage on social media.



## Social Media Management—Simplified

### Do more today with social

#### Engagement

Engage with prospects, clients, and industry influencers across all your social media accounts through a single dashboard.

#### Publishing

Automate your social media content publishing to maintain your presence without tying up resources.

#### Analytics

Use real-time social analytics to identify sales opportunities and measure the effectiveness of your content and campaigns.

#### Insights

Monitor data from over 100 million social sources to find out what's being said about your brand, company, products, and competitors.

#### Ads

Get the most out of your social ads budget with [AdEspresso by Hootsuite](#) or [Hootsuite Ads](#). Both are powerful options that make it easy to create, manage, and optimize campaigns.

#### Campaigns

Broaden your reach and attract prospective clients with easy-to-create campaigns and content, deployed across multiple platforms and networks.

#### Amplify

Enable your employees to share approved posts with their friends and followers, expanding the social reach of your brand.

#### Platform

Communicate safely and securely while remaining compliant, thanks to our extensible workflow and security features.

#### Ecosystem

Extend the power of Hootsuite—and tap into the tools and solutions you already rely on—through the 250+ apps and integrations available in the Hootsuite App Directory.

#### Mobile

Manage social media from anywhere with the Hootsuite mobile app for your iOS or Android device.

Discover why health care organizations trust Hootsuite to enhance patient and employee experiences.

Request a custom demo today by visiting [hootsuite.com/health-care](https://hootsuite.com/health-care)

# About Hootsuite Enterprise

Partner with Hootsuite to accelerate your social transformation

## Social Marketing



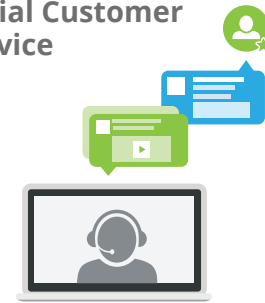
## Social Selling



## Employee Advocacy



## Social Customer Service



Hootsuite is the most widely used platform for managing social media, loved by over 15 million people around the globe and trusted by hundreds of health care clients. Hootsuite Enterprise empowers organizations to execute business strategies for the social media era and scale social media activities across multiple teams, departments, and regions. Our versatile platform supports a thriving ecosystem of social networks complemented by 200+ business applications and integrations, allowing organizations to extend social media into existing systems and programs.

Along with our channel and agency partners, we help organizations build deeper relationships with customers, stay connected to the needs of the market, grow revenue, and draw meaningful insights from social media data. Innovating since day one, we continue to help organizations pioneer the social media landscape and accelerate their success through product training, group training and tailored organizational training, as well as security and compliance services.

Request a custom demo today by visiting [hootsuite.com/health-care](https://hootsuite.com/health-care)

