Beyond COVID-19:
Preparing For Healthcare's New Digital Landscape

The coronavirus pandemic has left little time for healthcare organizations to think about the future. But the changing needs of patients will present new challenges and opportunities in the months and years ahead.

As consumers adjust to virtual services and the accelerated digitization of the patient journey, how can you prepare your brand and online presence to meet their needs?

We are here for your support.

The following is a list of brand management categories that are becoming crucial for enterprise healthcare organizations as they prepare strategies for service recovery, business continuity and patient communications in the coming months.

Binary Fountain's team is ready to help you with:

Listings Management

- Update hours and descriptions across all listings, and remove temporary closures
- Add virtual care options to third-party directories
- Display COVID-19 information on websites and landing pages

Employer Brand Analytics

- Manage the influx of reviews due to furloughs and layoffs
- Monitor reviews on sites like Indeed and Glassdoor
- Analyze employee reviews with our NLP

Review Generation

- Generate surveys and reviews for telemedicine visits
- Direct patients to review sites through email and text message campaigns
- When Google reviews are completely enabled across business listings, enable GMB specific review generation campaigns

Review Management

- Analyze patient feedback for operational insights with our healthcare-specific NLP
- Manage feedback by filtering reviews with coronavirus-specific keywords
- Respond to backlogs of patient comments on review platforms

Star Rating Syndication

- Publish telemedicine surveys to provider profiles
- Promote transparency with star ratings
- Use testimonials and Net Promoter Scores to improve online reputation

Social Media Management

- Track brand mentions and coronavirus-related keywords
- Publish social media updates on hours, locations and service availability
- Publish relevant COVID-19 content for patients (e.g. visitation policies, prevention methods, etc.)

Ready to learn more? Click here to schedule a time with us.

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