

Use Your Print Content To Create Widespread Patient Engagement



Increasing Engagement

8 Ways to Repurpose Your Hospital's Print Content

BY

AHAVA LEIBTAG

AS A HOSPITAL MARKETER, you are sitting on a gold mine of underused content. Think about all the time that goes into the editorial planning process for your print newsletters—choosing a theme, assigning writers, aligning the content with your current or planned marketing campaigns. All that effort sits in a newsletter that may or may not be read. But, if you plan properly, you can find at least 8 different ways to repurpose your hospital's print content for social media and the Web.

Let's look at one print article as an example. If your hospital has an oncology department, or even a separate cancer institution, you may want to run a one-page article on nutrition during cancer treatment to advertise your dieticians' services. Here are 8 creative and productive ways to repurpose that 1 print article:

YOUTUBE/VIDEO

Consider using a flipcam to record one of your dieticians talking about what to eat for breakfast, lunch, dinner and snacks while undergoing cancer treatment. Or, tape a dietician answering frequently asked questions from patients about what to eat during cancer treatment.

Make sure the video is tagged appropriately for search engines and not too long—about 3 to 5 minutes is more than enough.

TWITTER

Tweet different nutritious meal ideas to followers. Use the backtrack link to invite users to land on a page created about what to eat while you have cancer. Post all relevant content, like the video above, as well as the original print article.

FACEBOOK

Consider starting a Facebook page specifically for cancer patients about what to eat. They can post questions, share ideas and swap recipes. This is a great way to generate interest in your hospital's other support services and also include friends and loved ones in the cancer treatment process in a positive and inclusive way. Just make sure someone is checking the page at least once a day, so it doesn't look abandoned.

BLOG POST

Your dieticians can blog about different things to eat. Or, write a blog post about types of nutritional plans and how they work for different types of cancer. Comments can include recipes from other patients.

PODCAST

Record a dietician and a physician discussing different side effects from cancer treatments; how food and diet can affect a patient's physical and mental state.

PATIENT TESTIMONIALS

Ask patients to record how working with a dietician helped them better manage the stresses of cancer treatment because they were eating the right things.

DOCTOR SPOTLIGHT

Consider writing an article about doctors in the cancer institute who interface with support staff to provide true multidisciplinary care.

DIRECT MAIL

Send a postcard to referring physicians in the community about the dietician service. Include the URL to the above-mentioned landing page for use in tracking analytics. Allow for online registration for patients and referring physicians to attend seminars on what to eat while undergoing treatment for cancer.

While these ideas are specific to one article, the overall theme is that you can take one piece of content and use it in many different ways. Content is simply pieces of information chunked together. You can separate the pieces of information to broadcast the message over a variety of channels and distribution vehicles. Just keep in mind that your content should always be findable, readable, understandable, actionable and shareable.

About Ahava R. Leibtag Principal of Aha Media

Ahava has more than 15 years of experience in writing, messaging and marketing. Her unique specialty is creating content designed to reach your end-user, no matter how intricate your subject matter.

Ahava is the principal of Aha Media, a Web consulting firm founded in 2005. Aha Media's team includes content strategists, writers and project managers. Clients include Johns Hopkins Medicine, Wake Forest Baptist Health, Washington Cancer Institute, St. Anthony's Medical Center, Georgetown University Hospital, Franklin Square Hospital Center and Montgomery General Hospital.

CONTACT US

(301) 452-5331

www.ahamediagroup.com