

POP QUIZ—CREATIVE BRANDING FOR PRACTICES AND ASCs

Bill Rabourn

For ophthalmic ASCs and practices, creativity plays an important role in brand-building. Strong brands create original content, communicate to their audience with compelling copy, engage users on social media platforms, and execute effective marketing campaigns. To do this, brands must get creative. Below are scenarios some practices may face. Test yourself: Can you recognize the best creative tactics for improving each practice's branding dilemma?

SCENARIO 1

An ophthalmic practice notices a decline in user activity on their website. In particular, metrics like Bounce Rate (user "bounces" quickly off the page) and Session Duration (total user site session duration) reveal troubling trends. The website seems to see steady traffic, but quality of visits and user experience seems to be a problem. Practice owners are committed to solving this problem as they recognize the important role the website plays in their business.

Question: What is the best tactic to improve these metrics and overall user experience?

- A. Increase posting on social media channels to drive new traffic and users to the site.
- B. Replace stock images on the website with original, relevant, engaging media and copy.
- C. Update and modernize branding: name, logo, color, design, copy.
- D. Launch digital advertising campaigns to drive new, relevant users to the website.

Correct Answer: B.

In this scenario, users seem to be losing interest while browsing the site. The logical next question to consider is "What is on the site?" In an education-rich, sophisticated, and life-changing industry like ophthalmology, with brands competing across all markets, there is no substitute for original branded content. Showcasing the doctors, facility, and culture, and offering custom patient education, are what separate one brand from another. Interactive and engaging site

design is a priority when aiming to improve user metrics.

Users expect more than stock photography. Users want something unique, relevant, branded. They are interested in not just knowing the names of the doctors but in seeing them. Websites with nice headshots of the doctors, photos and videos of the facility, and compelling patient testimonials will outperform sites that don't incorporate these elements. Offering users original, engaging media and content unique to the practice is a great way to approach resolving an overall decline in user experience on the practice website. Even "amateurs" can do this: Camera technology, editing applications, and screen resolutions are sharper and offer more appealing visuals than ever before.

SCENARIO 2

An ophthalmic practice is undergoing a generational shift in its employed surgeons and doctors: a few doctors are retiring, and a few ophthalmologists in their 30s have joined the practice to take over patient care. Retirement letters

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will soon be sent out, introducing the new doctors to their respective patients. As the shift occurs, many of the names, faces, credentials, and even services offered in the practice will change. The owners want to support and promote this new group of doctors while adhering to the core tenets of the well-established brand.

Question: When a significant shift occurs within a brand (new doctors, new owners, new name), which of the following should be considered a priority for the long-term success of the brand?

- A. Increase posting on social media channels to drive new traffic and users to the site.
- B. Work to replace stock media with original, relevant, engaging media and copy.
- C. Update and modernize branding: name, logo, color, design, copy.
- D. Launch digital advertising campaigns to drive new, relevant users to the site.

Correct Answer: C.

A strong brand begins with a strong name. A brand name may have sounded slick and relevant 20 years ago, but as culture, tech, and even language evolve, a brand name may lose relevance over time, or look dated.

As brands evolve and become more modern, trends in design and color theory become hard to ignore. Modern logos tend to utilize simple lines, geometrical shapes, and complementary colors. Brand colors can trigger different feelings: blue is calming, red is the opposite. In ophthalmology, blues, greens, and whites are commonly used as

they convey safety, transparency, and professionalism. Incorporating the right copy and messaging is also integral to branding. Ophthalmic patients want a provider they perceive as credible, caring, and trustworthy. Brand messaging should reflect these attributes.

Strong branding can attract new patients, retain current patients, and serve as the cornerstone of revenue generation.

SCENARIO 3

An ophthalmic ASC is excited to announce one of their ophthalmologists has become certified in a new surgical procedure. This is the only ophthalmologist/ASC in the region offering this new procedure. The underlying disease is uncommon and affects a small percentage of the population. A well-designed webpage has been added to the website to educate potential patients about the doctor, disease, and new procedure. The ASC wants to make these niche in-market patients aware of the new procedure and why it could be a good option.

Question: Which tactic below is best in this scenario?

- A. Increase posting on social media channels to make the brand visible to more potential patients.
- B. Work to replace stock media with original, relevant, engaging media and copy.
- C. Update and modernize branding: name, logo, color, design, copy.
- D. Launch digital advertising campaigns to drive new, relevant users to the site.

Correct Answer: D.

Social media websites are some of the most popular sites in the world. A brand's Facebook page is a great platform to engage followers, acquire new followers, and create greater online brand awareness. Posting to a social media page can increase brand awareness among the general population. In this scenario, however, customized, targeted digital campaigns would be most appropriate to get in front of a relevant audience.

Searching online via search engines is largely how users discover a brand and find a provider who can help them. Google accounts for 93% of all searches.¹ Google Search ads are effective at providing relevant results to users engaging in an online search. Search ads appear on a results page when a user performs a search, and these ads contain links to sites and pages controlled by the advertiser. Advertisers bid on specific keywords to get their brand in front of relevant users. In this scenario, Google would recommend bidding on keywords specific to the disease and the new procedure, with the goal of driving relevant users to the new webpage to further explore and, hopefully, begin the journey to purchase. **AE**

NOTE

¹ Statcounter. Global Stats. Retrieved 5/23/23 from <https://gs.statcounter.com/search-engine-market-share>



Bill Rabourn (brabourn@medcgroup.com) is managing principal at Medical Consulting Group, LLC.