

4 Steps Healthcare Organizations Can Take to Improve **PAIN CARE OUTCOMES**



Tens of thousands of Americans each year are killed as a result of heroin and prescription painkiller abuse.

It's not that this abuse has no foundation – more and more Americans are dealing with profound and chronic pain than ever before, driving them to seek some type of professionally guided relief.

For years, healthcare professionals have prescribed opioids as a way to treat pain. However, with heroin and painkiller abuse becoming an epidemic, it's imperative that we all look at alternative ways to relieve chronic and severe pain.

Believe it or not, digital marketing can help.

PATIENTS IN PAIN ARE SEARCHING FOR ANSWERS. HERE'S HOW TO GUIDE THEM TO HEALTHIER CHOICES

No two patients are the same, which is why it's important for anyone suffering from chronic or significant pain to seek the advice of a professional.

However, generally speaking, many healthcare experts agree that there are a number of safer, non-addictive pain care alternatives that patients should consider pursuing before turning to opioid medications.

In a recent study by the American Society of Addiction Medicine, 21.5 million Americans 12 or older that had a substance use disorder in 2014, **1.9 million** had a substance use disorder involving prescription pain killers.

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These alternatives include, but are not limited to:

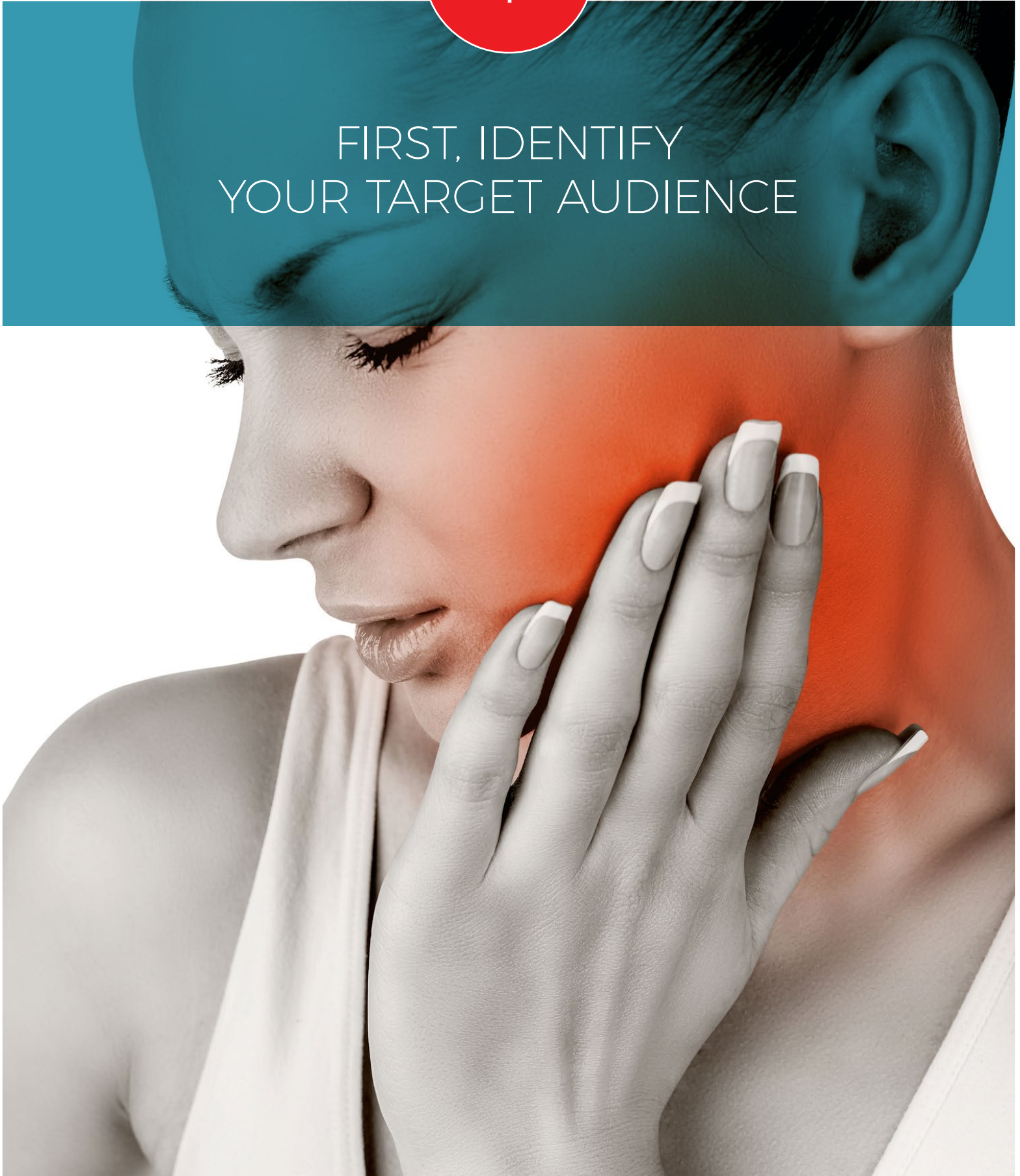
- Acupuncture
- Aromatherapy
- Biofeedback
- Chiropractic
- Hypnotherapy
- Massage
- Relaxation Therapy
- Tai Chi

Most patients either aren't sure of the validity of any of these alternatives, or aren't aware that they might offer some form of relief.

That's where you, and your digital marketing efforts, come into play. With the right strategies and content, you could help educate your patients and prospects about alternative pain management care options while simultaneously demonstrating to them your expertise in the area of pain management. ❖

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FIRST, IDENTIFY
YOUR TARGET AUDIENCE



First thing's first: it's important to understand who you are trying to target, what their pain points are, and how you can help solve these issues.

In the most general terms, your target audience are people in pain, but as a healthcare organization that encounters a wide variety of patients, it'd be even more beneficial to outline all potential prospects (folks suffering from back pain, migraines, etc.). That way you can deliver personalized content to these prospects.

Think about the mindset of these target audiences: they're tired of being in pain and want fast relief. They likely aren't aware of (or are skeptical of) alternative treatment options, but all they care about is **seeing results**. ❖



William overweight type 2 Diabetes

- Type 2 diabetes
- Insulin treated
- Recurrent hypoglycaemia
- Diabetes-related comorbidity
- Non smoker/drinker
- Occasional DNA
- BMI > 28

Demographics

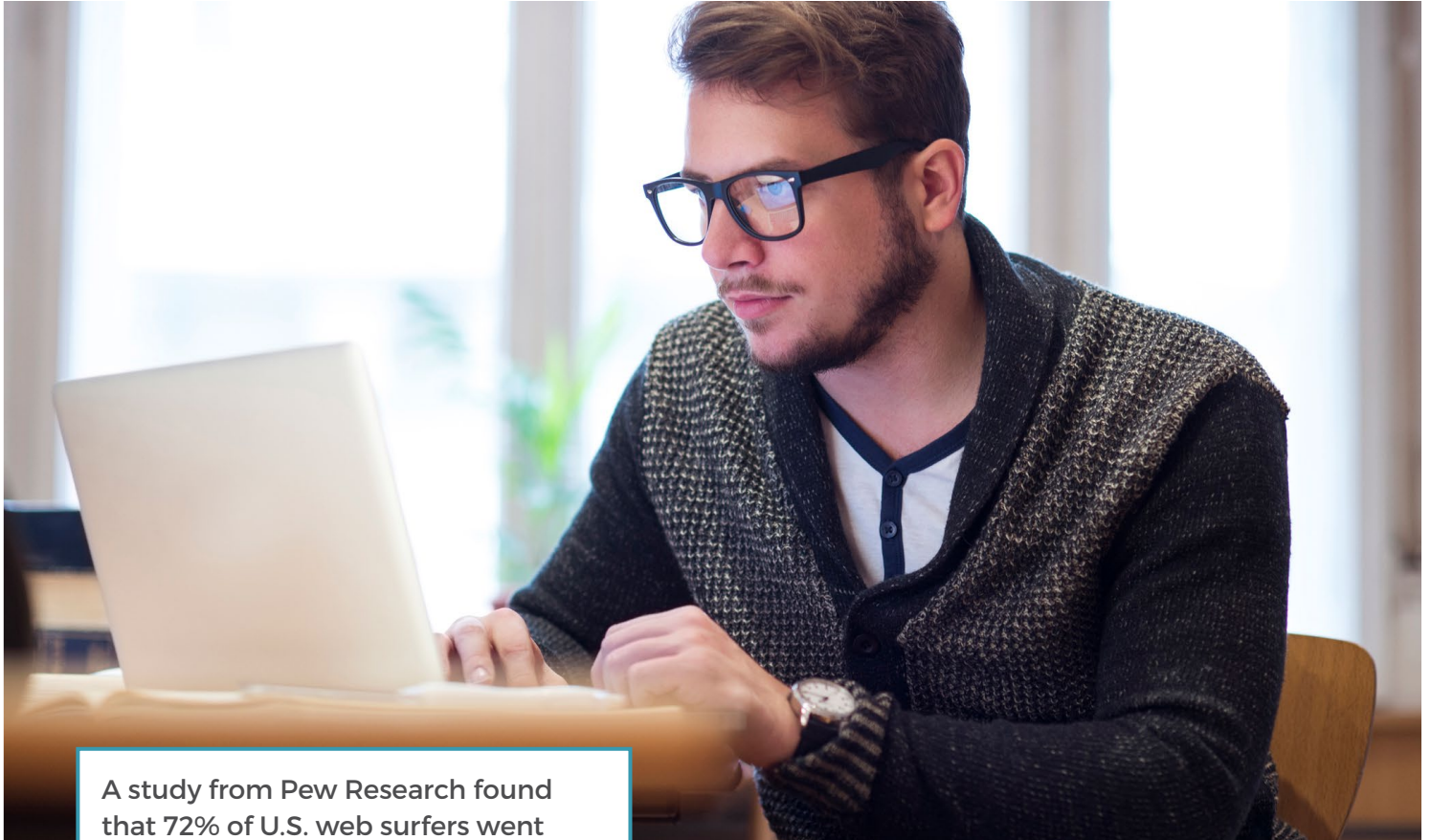
- Male
- White
- Age 40-49
- Married two children
- Manual worker
- Urban location
- First language English

Related issues

- Medication for diabetes related anxiety
- Previous history of reactive depression
- Difficulty in management of diet

NEXT, CREATE VALUABLE
PIECES OF CONTENT
TO REACH THESE AUDIENCES





A study from Pew Research found that 72% of U.S. web surfers went online within the past year specifically for health-related information.

This gives you an incredible opportunity to reach these online searchers. To do so, you need quality content.

Your content has to speak directly to your target audience. In this case, your target audience wants fast, proven relief for their pain.

Understanding this, you can then begin to outline ideas that your audiences will find useful. Again (we can't stress this enough), keep in mind, your audience:

- Is in pain
- Wants relief
- Wants proof of the effectiveness of treatments (in the form of testimonials, easy-to-digest data, and quotes from healthcare professionals)

One idea that could serve valuable to your readers is: **10 Doctor-Approved Pain Management Alternatives Worth Looking Into.**

We created this working title for a number of reasons:

- It includes key terms that folks in pain might be looking for
- It is a list item, which is very attractive and user-friendly
- It emphasizes that these alternatives have been approved by healthcare professionals ❖

NOW IT'S TIME TO DECIDE WHAT TYPES
OF CONTENT YOU WANT TO PRODUCE
AROUND THIS ONE TITLE/IDEA



More often than not, people associate “content” with blog posts. Blogs are a great way to rank high for targeted keywords (in this instance, **pain management alternatives** is the keyphrase we’re focused on).

A blog post is a good start; articles require you to create a good amount of content focused on being informative, yet entertaining. It serves as a good foundation for your repurposing efforts.

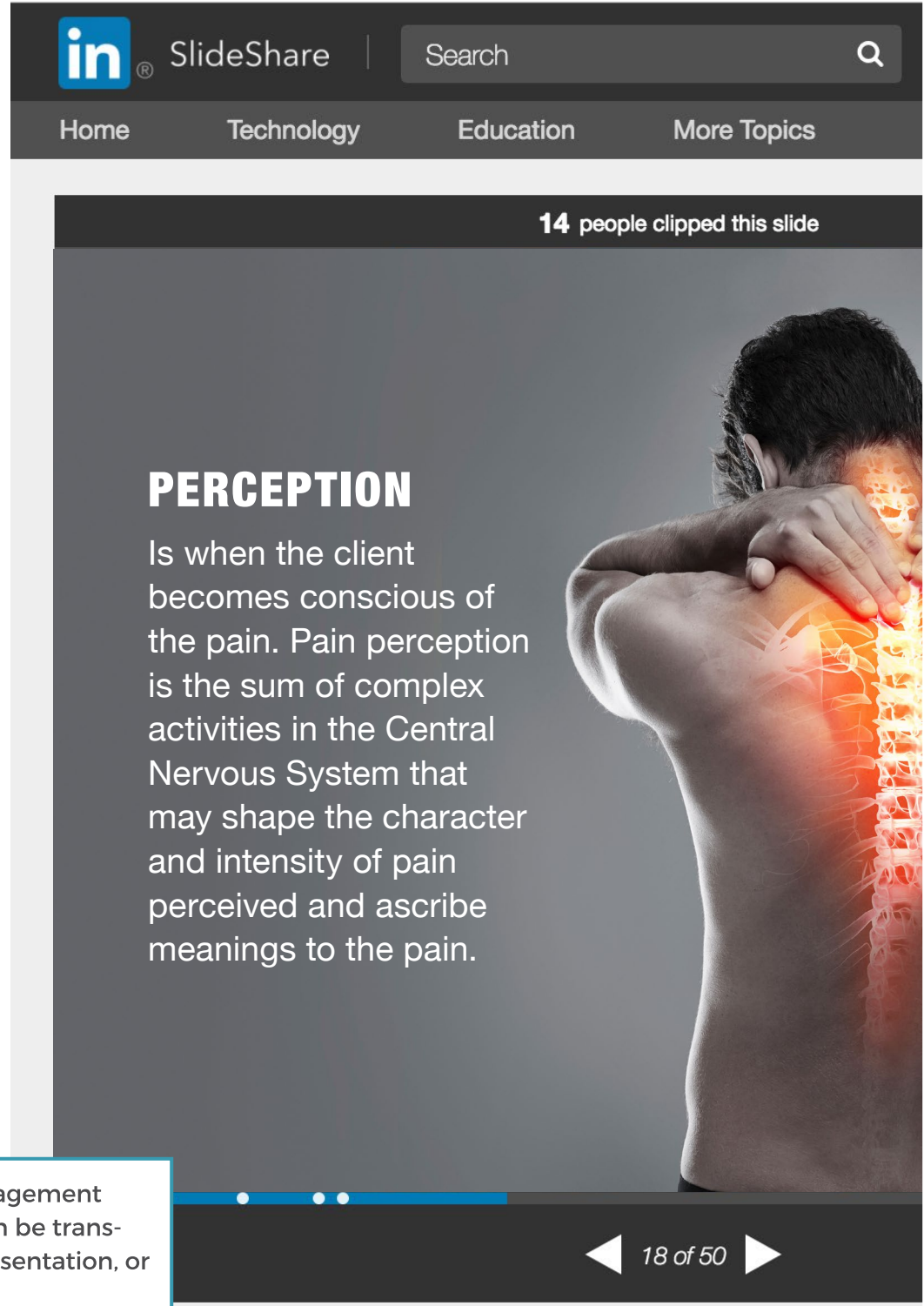
WHAT IS REPURPOSING

The one thing many folks struggle with when it comes to using content to reach audiences is that creating content takes a lot of work.

But you don’t always have to recreate the wheel. Repurposing content is a fantastic way not only to minimize your workload, but to reach a wider audience.

Your blog post on pain management alternatives, for example, can be transformed into a Slideshare presentation, or an infographic, or a video.

It could even serve as the foundation for a healthcare calculator, to help readers determine **which** types of alternative care they could pursue based on their specific pain symptoms. ❖

A screenshot of a Slideshare presentation slide. The slide has a dark background with a large image of a person's back and neck, showing a glowing orange and red area indicating pain or inflammation. The text on the slide is white. At the top, there's a navigation bar with 'in SlideShare' and a search bar. Below that, there are tabs for 'Home', 'Technology', 'Education', and 'More Topics'. The slide itself has a title 'PERCEPTION' and a definition of pain perception. At the bottom, there's a progress bar and navigation arrows. A small text box at the top right of the slide says '14 people clipped this slide'.

in SlideShare | Search

Home Technology Education More Topics

14 people clipped this slide

PERCEPTION

Is when the client becomes conscious of the pain. Pain perception is the sum of complex activities in the Central Nervous System that may shape the character and intensity of pain perceived and ascribe meanings to the pain.

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NOW LET'S HELP GET
THE WORD OUT WITH SOCIAL



Just because you create blog posts or other forms of content, and publish them online, doesn't mean your target audiences will find them. There's a lot of content being produced each day, particularly in the healthcare industry.

You have to find a way to bring attention to your valuable blogs, videos, graphics and other tools.

Fortunately, social media can be a **tremendous** asset. By using trending hashtags and by tagging influencers, you can bring attention to your content without having to spend a dime.

For example, let's say that in the post we've focused on above, we reference this article by PBS: [How Bad is the Opioid Epidemic?](#) While promoting your article on social media, you **could** tag PBS, or more specifically, Frontline (@frontlinepbs). When doing so, be sure to highlight the piece you borrowed from them, to increase the likelihood they'll share it to their own audiences.

FRONTLINE

WATCH SCHEDULE INVESTIGATIONS

CHASING HEROIN

How Bad is the Opioid Epidemic?



FEBRUARY 23, 2016 / by [DAN NOLAN](#) · [CHRIS AMICO](#)

The opioid epidemic has been called the worst drug crisis in American history. Death rates now rival those of AIDS during the 1990s, and with overdoses from heroin and other opioids now killing more than 27,000 people a year, the crisis has led to urgent calls



Mass. Public Health
@MassDPH

 **Follow**

You need to understand a problem before you can solve it. Learn about the state's findings on the [#OpioidEpidemic](https://bit.ly/2guqVBH): bit.ly/2guqVBH



If and whenever possible, you should also try to tag the authors of a piece of content, as they're more likely to share your post than larger organizations.

For example, you wouldn't say: "Read Our Latest Blog, Which Features a Great Stat from @FrontlinePBS."

Rather, you'd say: **Opioid prescriptions tripled over 20 years (via @FrontlinePBS). Here are 10 doctor-approved pain mgmt. alternatives worth considering. #OpioidEpidemic**

Using hashtags is also just as effective. #OpioidEpidemic, for example, is regularly trending on Twitter (which is why we used it above). By promoting your content with that hashtag, you access a wider audience and, because you took time to create quality content with a catchy title, these audiences are more inclined to click on your link and share your posts. ❖

RINSE AND REPEAT

Keep in mind so far we've focused only on just one topic: **10 Doctor-Approved Pain Management Alternatives Worth Looking Into.**

That's just the tip of the iceberg and a good example of why it's so important to understand your audiences.

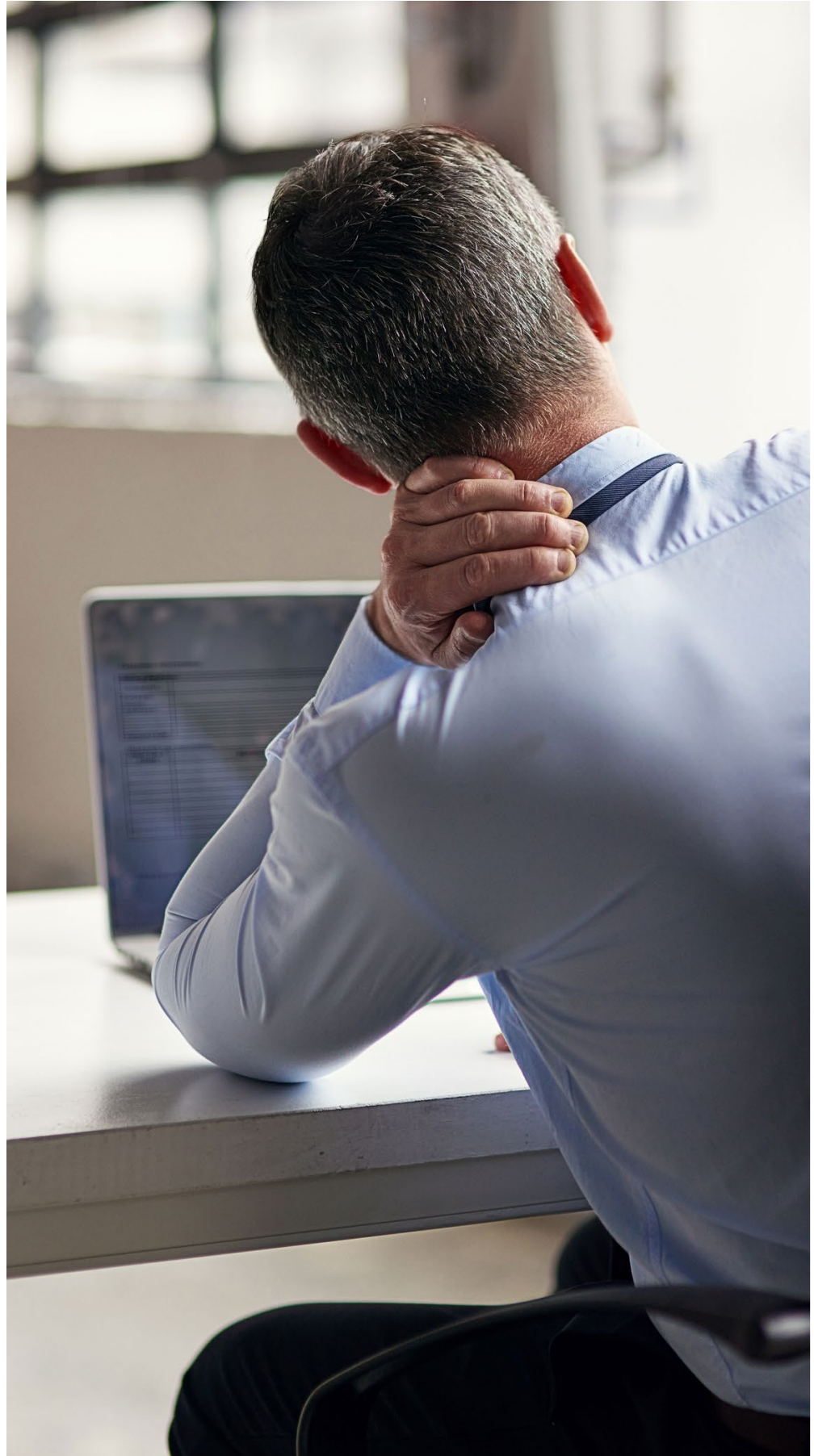
Your **10 Doctor-Approved Pain Management Alternatives Worth Looking Into** content piece is great for folks looking for general information on alternative care.


But what about patients in pain who want to know more about **specific** alternatives?

That's when it's worth your while to produce targeted content pieces on specific care options, such as acupuncture, Tai Chi and so on.

For each piece of content, go through the same process we went above:

- Come up with a working title
- Decide which types of content you can produce – often this will begin with a blog, after which you'll repurpose that blog
- Get the word out with social media



A close-up, profile shot of a man with a dark beard and mustache, wearing a white dress shirt and a blue patterned tie. He is adjusting his dark-rimmed glasses with his right hand, looking off to the side with a thoughtful expression. The background is a plain, light gray.

By continuing to produce high-quality, keyword-targeted content around the topic of pain management, you're creating a library of helpful resources that you can proudly promote across your site.

While patients in pain might have initially stumbled your way through an online search, they'll likely return directly to your website to pore through the rest of your alternative-pain-management resource center. ❖

If you need further elaboration on anything discussed please reach out:
www.CardinalWebSolutions.com