



7 Voice Search Innovations for MEDICAL MARKETING



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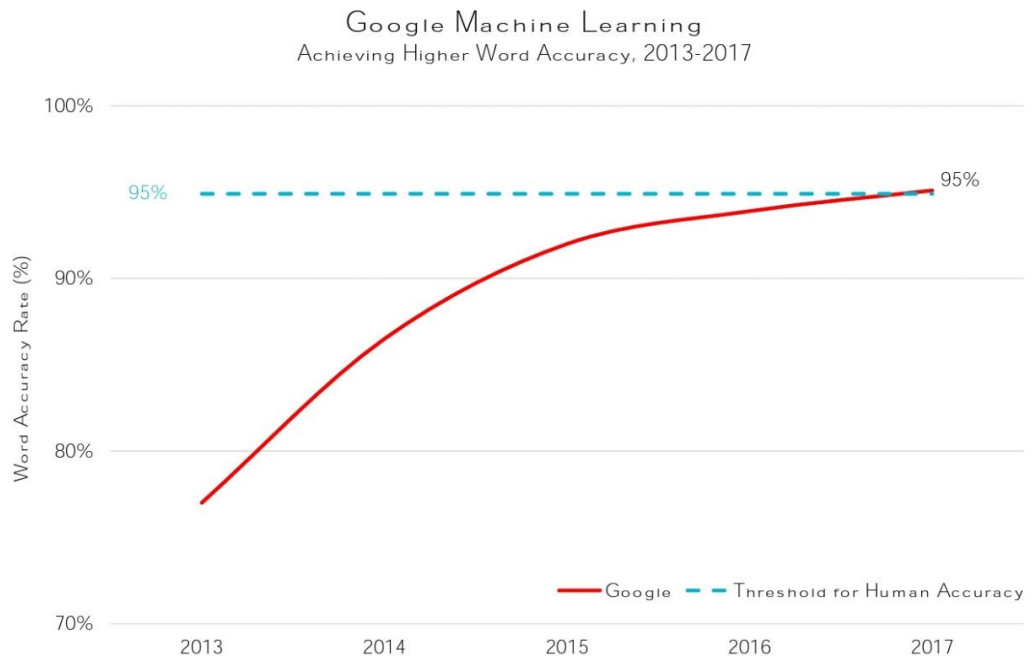
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Nowadays, voice search has really become prominent in people's lives and it's only gotten better in terms of accuracy and usage. It's also been holding strong that the most common way people carry out their searches is through texting on their mobile devices.

But even though voice search has been around since 2008, it took a long time for it to gain traction.

This is usually due to the voice recognition abilities of the devices because in the past, the voice algorithms have not done that great of a job in transcribing human voices and intonations.

However, over the years, big players like Google and Microsoft have been able to get their voice transcription accuracy up to around 95% which is a huge improvement.

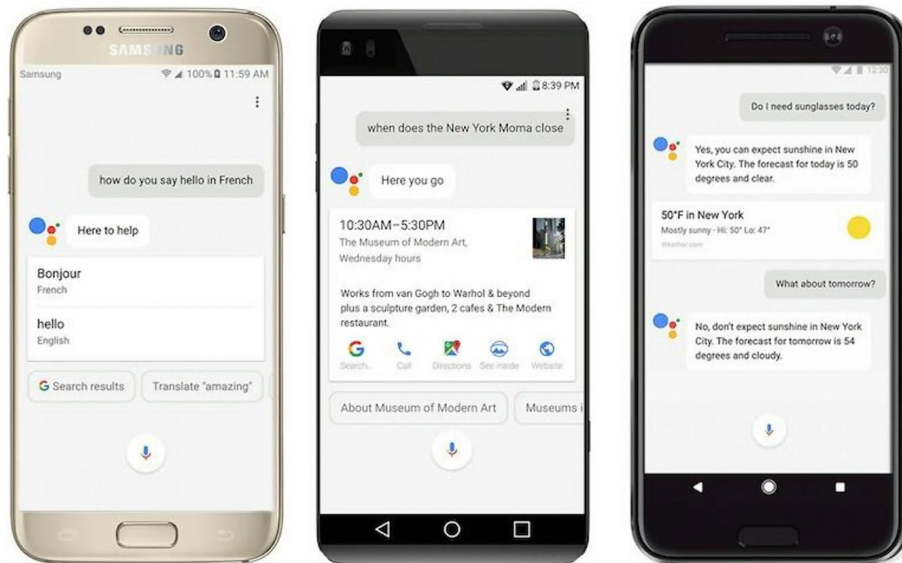


And this has led to an increase in voice searches because now they're helpful instead of just being a joke. In fact, voice search accounted for 20% of Google searches on Android devices last year.

Google Assistant

Nearly 70% of Requests are Natural / Conversational Language, 5/17

20% of Mobile Queries Made via Voice, 5/16



However, you may be asking yourself what voice search has to do with your medical service or practice. Well, as people use their voice to search for medical services, you want to make sure your medical service shows up.

This could be the difference between gaining a patient or losing them to a competitor.

Another interesting point to note is that voice search is closely related to local search, and people act fast on local searches.

Research by Google reveals that 50% of the people who carry out a local search on their smartphones visit a store within a day. Likewise, 34% of people who carry out local searches on their desktop/tablets end up doing the same.

CONSUMERS ACT QUICKLY AFTER THEIR LOCAL SEARCH

% of consumers who visit a store within a day of their local search:

Smartphone



Computer/Tablet



Consumer behavior before visiting store and while in-store:



searches on smartphone occur right before consumers visit a store



of in-store activities involve conducting smartphone searches about a product or for price comparison

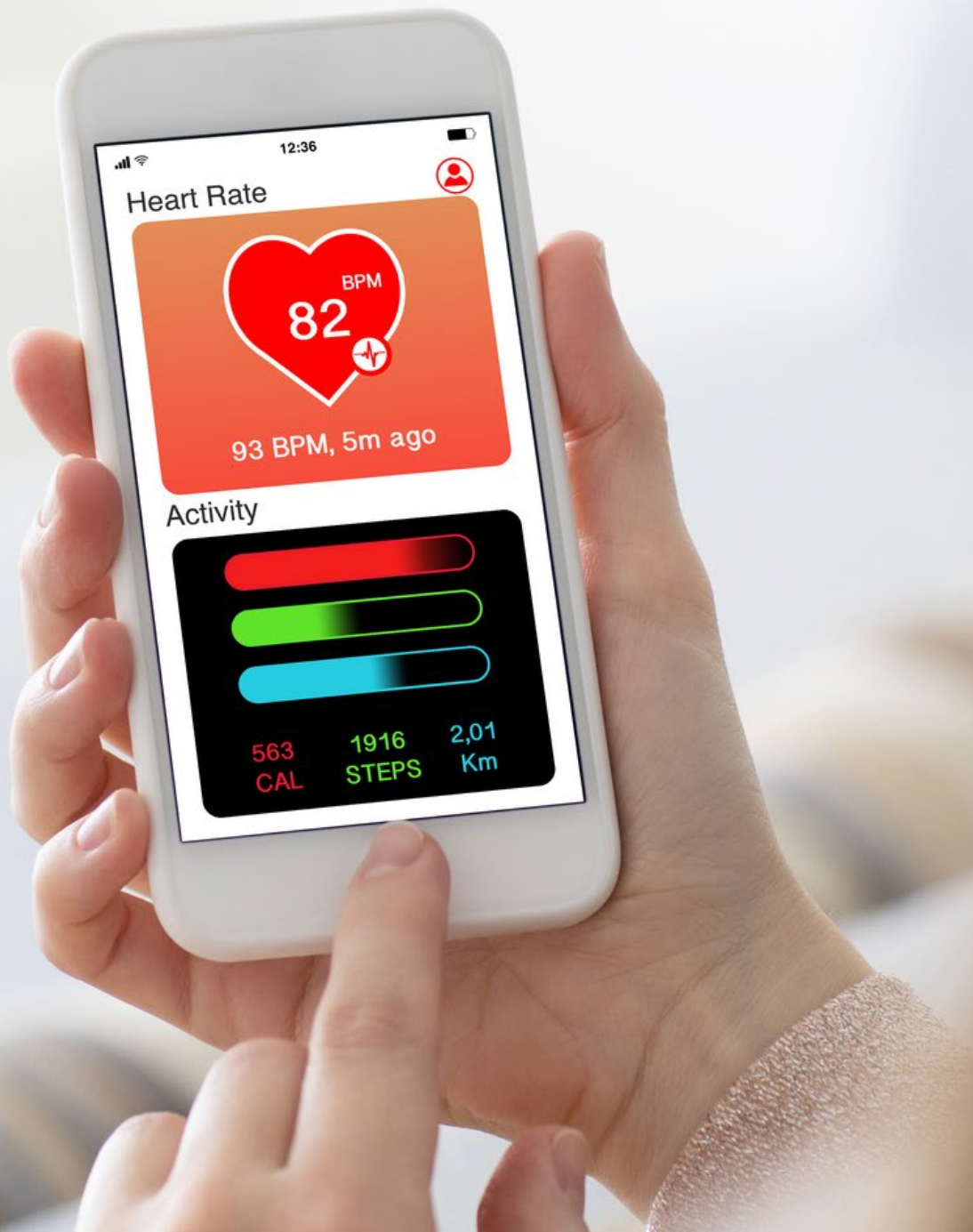


Research by Google reveals that **50%** of the people who carry out a local search on their smartphones visit a store within a day.

This can be even more critical for medical services because people tend to act faster when they are in immediate need of medical care. For instance, some people will search for a medical practice the instant they have an emergency.

You may be wondering what some voice search innovations are that you can apply to your own medical service. We're here to share some of Cardinal's top picks ❖:

HEALTH APPS IN SMART SPEAKERS



Apart from the number of voice searches people carry out on their smartphones, there's also an increase in the number of voice searches from people who aren't looking at any screens. For instance, smart speakers are devices that operate with voice like the Amazon Echo.

Nowadays users don't have to use a screen to get their queries answered. Frankly, smart speakers have been adopted by consumers at a very fast rate which is why companies like Amazon are crushing the market right now.

And since the Amazon Echo release, other companies like Google and Apple have followed suit by releasing competing products such as the Google Home and Apple HomePod speakers.

According to NPR and Edison Research, 16% of American adults now own smart speakers, equating to about 39 million Americans.



With these speakers, people carry out many activities just by using their voice. You can switch on the light, turn on your outside sprinklers, or order a cup of coffee, just by talking into your smart speaker.

This also creates an opportunity for medical companies to reach more of their potential customers because with voice search patients can get medical information about their health issues, common symptoms of sicknesses, product information of medications, etc.



Also, people can quickly learn what to do in emergency situations as smart speakers have even helped administer first aid through voice direction.

Plus, people can quickly connect to the appropriate doctors through their smart speakers and talk to them about current health challenges they are currently experiencing, without having to open their computer and find their website.

In a survey by Boston Children's Hospital, 62% of health professionals claim they've used voice assistant technologies and one-third of them own/use at least one smart speaker.

This shows that both medical practitioners and their patients can utilize smart speaker technology to its fullest extent to make medical service and products more available and accessible.

For instance, the Dragon Medical AI helps doctors to fill prescriptions, edit records, and perform other functions- just by using their voice.

In coming years, it's likely that more devices will allow people use their voices to control them. This will increase the number of tasks that people carry out strictly using voice and thus make them less dependent on their smartphones.

Likewise, many people will research their own health issues without even talking to their doctors.

Doctors will also be able to reach their patients and get their medications delivered to them through using smart speakers. ❖

USING VOICE TO PERFORM LOCAL SEARCHES



When people carry out voice searches, a large portion of them are looking for products or services within their vicinity.

And the same thing applies to your medical practice. Except if you're a specialist, most of your patients will be from your locality.

Therefore, the question is: will your practice show up when in search engine results when people instigate a voice search with keywords relevant to your business?

For instance, if your practice is based in Chicago, a potential client may ask for something like, "Where can I get medical treatment in Chicago?" into their Google speaker device.

So as a medical practice, you should be constantly optimizing your website and other online properties for keywords that are likely to be used in voice searches.

Let's look at some of the ways to take advantage of voice searches in your locality:

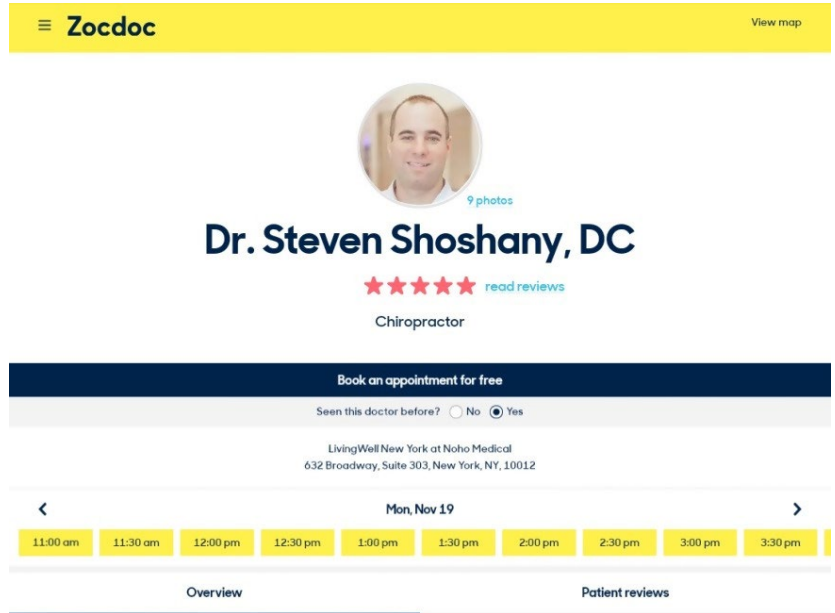
SET UP GOOGLE MY BUSINESS AND OTHER DIRECTORY PAGES

Having your page show up in search local listings online helps you establish your credibility amongst other practitioners.

There are many types of local listings and directories your practice could appear on. Some of these listings are general while others are related to the medical industry. Here is a snapshot of some of the most common ones:

- Bing Places for Business
- Yelp
- Facebook
- Foursquare
- HealthGrades
- ZocDoc
- Wellness.com
- RateMDs
- Manta

Having your page
show up in search local
listings online
helps you
establish your
credibility
amongst other
practitioners.



The screenshot shows a Zocdoc profile for Dr. Steven Shoshany, DC, a Chiropractor. The profile includes a circular profile picture with a '9 photos' link, a 5-star rating with a 'read reviews' link, and a 'Book an appointment for free' button. Below the button is a form to check if the user has seen the doctor before, with 'No' and 'Yes' radio buttons. The address is listed as 'LivingWell New York at Noho Medical, 632 Broadway, Suite 303, New York, NY, 10012'. A calendar view for 'Mon, Nov 19' shows time slots from 11:00 am to 3:30 pm. The page has tabs for 'Overview' and 'Patient reviews'.

Professional statement

Dr. Steven Shoshany is a chiropractor treating patients in New York City and the surrounding communities. Dedicated to providing his patients with the best service and highest-quality care, he strives to maintain his status as the best chiropractor in the city. He is a recognized expert in the field of spinal rehabilitation and pain management, publishing in both print and online [...read more](#)

However, it's important to ensure that the information about your practice is consistent across all the listings it appears such as the name, address, and phone number of your practice.

Inconsistent details on different listings can confuse search engines and cause you to lose your rankings for important keywords.

ENCOURAGE REVIEWS

Another way to help your business show up on local searches through voice is to encourage your patients to write reviews on your practice listings.

Someone looking for medical treatment right now will most likely trust a practice with positive reviews about its services.


And according to a BrightLocal study, 85% of consumers trust online reviews as much as personal recommendations. This can even be more critical when you provide services in healthcare because going to the wrong medical practice could have an adverse effect on your body or even put your life at risk.



Maintaining positive reviews on your listing pages will help you rank higher for relevant search terms. But even more than that, it will help you convert those web visitors into patients.


However, people rarely write reviews unless you remind them. Therefore, you should always encourage your patients to write reviews for your practice on the platforms where you appear. ❖

Google reviews

 **Amore Rubirosa**
3 reviews


★★★★★ 2 months ago

Pain reduction in 1 visit. Pain free in 2 visits! No Bull!
I'm a amateur bodybuilder, personal trainer and work banquets at a fast paced 5 star hotel. I'm very active! Just a week ago I injured my right lumbar area ... [More](#)

 Like


Response from the owner 2 months ago


So glad you are feeling better! Chiropractors have been helping Bodybuilders for a long time. Did you know that the greatest athletes in the world utilize Chiropractic regularly to reach their potential, recover faster, and gain an edge? ... [More](#)

 **John Parks**
Local Guide · 17 reviews

★★★★★ 2 weeks ago


Great facility, staff, and service. Excellent atmosphere. I had most of the best feedback. I truly loved and enjoyed all the service. Thank You!!

 Like

 **Katy Haggis**
1 review

★★★★★ a month ago

In the 20+ years that I've seen chiropractors throughout my life for scoliosis, Dr. Shoshany is by far one of the best! He's hands on and thorough in every visit and his office staff are super friendly and accommodating. Added bonus: his ... [More](#)

 Like


Response from the owner a month ago

Thank you for your kind words. We take great pride in patient satisfaction. The tables we use are state of the art and are very comfortable due to the memory foam cushions. Scoliosis is something that we are very comfortable treating.

[More Google reviews](#)

From Dr. Steven Shoshany Chiropractor

Our office has on-site X-rays and we offer a integrated approach. We combine evidence based Chiropractic care with Physical therapy, Medical massage and Acupuncture. We specialize in treating Disc herniation's with non-surgical spinal decompression... [More](#)



EMERGENCY HEALTH
INFORMATION



During certain times, people may find themselves in the middle of a situation and need emergency health information to help someone with a sudden health problem. This could be a case of heart attack or an auto accident or other health challenges.

With consistent improvements in voice search technology, people can turn to their smartphones to get adequate first aid information before a medical team arrives, potentially saving their life.

For some searches, especially on smart speakers, a snippet of a page with the information can be read out to the user in a stressful situation.



One way to have your page content read aloud is to have possible questions clients might ask on your website. Then, provide the best answer possible to these questions so that the smart speaker can easily find it.

Another advantage with this is that your website will be mentioned as a source before the result is read out. ❖

How do weather satellites work?

Weather satellites carry instruments called radiometers (not cameras) that scan the Earth to form images. These instruments usually have some sort of small telescope or antenna, a scanning mechanism, and one or more detectors that detect either visible, infrared, or microwave radiation for the purpose of monitoring weather systems around the world.

The measurements these instruments make are in the form of electrical voltages, which are digitized and then transmitted to receiving stations on the ground. The data are then relayed to various weather forecast centers around the world, and are made available over the internet in the form of images. Because weather changes quickly, the time from satellite measurement to image availability can be less than a minute.

Most of the satellites and instruments they carry are designed to operate for 3 to 7 years, although many of them last much longer than that.

Weather satellites are put into one of two kinds of orbits around the Earth, each of which has advantages (and disadvantages) for weather monitoring. The first is a "geostationary" orbit, with the satellite at a very high altitude (about 22,500 miles) and orbiting over the equator at the same rate that the Earth turns. This allows the satellite to view the same geographic area continuously, and is used to provide most of the satellite imagery you see on TV or the internet.

BOOK
APPOINTMENTS

What can I help you with?





Nowadays, people want to immediately book an appointment with a medical doctor without having to jump through any hoops.

Fortunately, with personal assistants on smartphones and smart speakers, a patient can easily book an appointment with your practice.

On the back end of your app or website, you can schedule periods of time when you'll be available to see patients and then those who seek information about your service or make a request for booking have their details filled in your schedule. ❖

VOICE
COMMERCE

ONLINE
MEDICAL
CONSULTATION

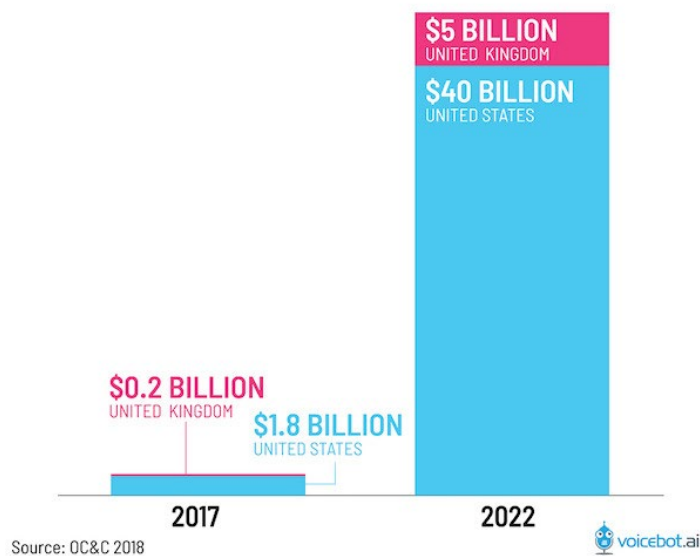


LEARN MORE

With voice command becoming popular, businesses are looking to take full advantage of it to reach more of the customers and make more sales.

Even a study by OC&C Strategy revealed that voice commerce is expected to grow from \$1.8 billion in 2017 to \$40 billion in 2022 in the United States:

Voice Commerce Sales 2017, 2022 in U.S. & U.K.



When you look at this statistic, it shows that voice will be a major way of doing business in the future. And for businesses that ignore voice search right now, they could have problems when the general population fully migrates to using voice search to conduct business.

And if you run a medical practice or own a company that provides medications to people, you should be aware that an innovative way of purchasing products in the coming years will be through voice.

For instance, consider this scenario: a potential customer wants to check out a company's catalog through voice to pick a specific product. They can then easily order a product to be delivered to their home within a couple of minutes, all conducted through voice command.



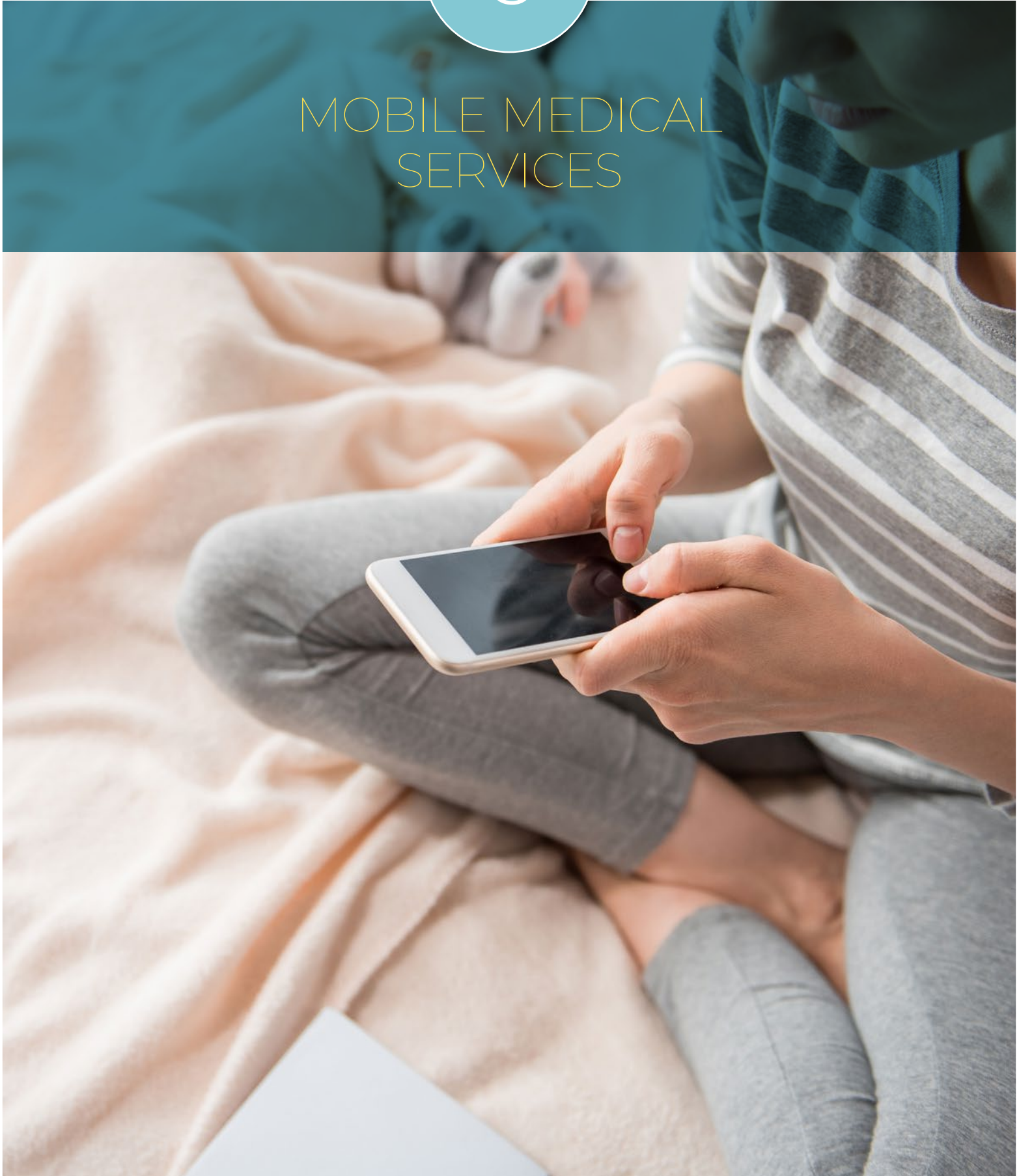
Of course, this technique is much easier than having to browse through this catalog on a phone and far easier than having to physically go to the store.

One thing voice search brings to commerce is convenience -- it delivers results that online consumers can never get enough of.

There are already many ways to make a subscription for your service or purchase of your products easier and with voice command, the opportunity will only increase.

As voice becomes a way of doing business, there'll even be more solutions that can be applied to your medical practice. ❖

MOBILE MEDICAL
SERVICES



What happens when someone suddenly sustains an injury that incapacitates them, and they need help immediately?

Usually, someone near them will take all the necessary steps to ensure they get the treatment vital to staying alive. But what if this person is alone, say they slip and fall in their home?

Well, now they can use the personal assistants in their smart speakers or smartphones to call for a mobile medical team for immediate help.

A mobile medical team can see this person's location and act quickly to save the person in time.

A situation which could have led to serious injuries or even death can now be an opportunity to save precious lives. ❖

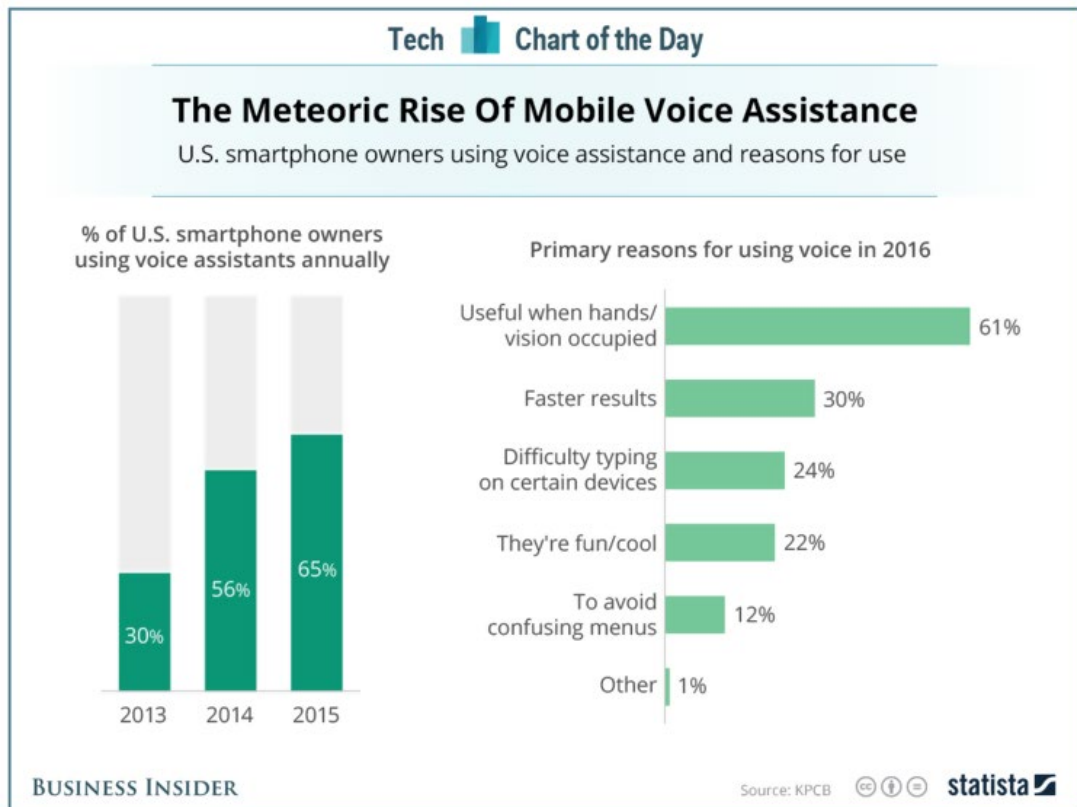


VOICE SEARCH
IN VEHICLES



Our vehicles have become more than machines that just move us from one place to another, but did you know that your vehicle is one of the best environments for voice search?

Many people use voice search in their cars because their hands are on the wheel, concentrated on the road. For example, a study by Kleiner Perkins revealed that 61% of people use voice search because it's useful when their hands and/or vision are occupied.



When you're driving, it's usually unsafe, possibly illegal, to type a search term into your smartphone because then your diverting your attention from the main task of driving.

Therefore, the best option to find directions or try to multitask is to carry out a voice search. And with personal assistants now integrated into many vehicles, people can reach medical professionals through their vehicle.



This is especially ideal when a person is traveling through a city and has a medical emergency to take care of. They can easily find the nearest medical practice or hospital by using their vehicle's navigation to reach the hospital.

Before getting to the hospital, they can contact the hospital with their emergency to ensure they're capable of solving those problems.

The hospital can then get ready for your arrival or refer you to another hospital more capable of providing better healthcare.

Apart from making medical care convenient, it also makes it faster and more effective. ❖



CONCLUSION

Voice search is here and it's only getting bigger. Therefore, if you run a medical practice or a healthcare company, it's in your best interest to implement strategies to exploit voice search.

It will also give you an advantage at gaining more patients online and over competing medical practices. You can start by carrying out extensive keyword research to find keywords that people are seeking and what they are likely to say into their devices.

When you target these keywords, then optimize your pages to them in order to attract more people to your service.

Of course, there are more voice search innovations you can use to market your medical practice, but these are some popular ones that are already in existence and being used by other medical practices.

For more information please reach out to Cardinal at:

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404-585-2096. ❖