

CASE STUDY: DIGITAL BRANDING FOR HOME HEALTH



Organization

By 2019, Southeastern Home Health Services (SHHS) had grown from a single location in suburban Philadelphia to 12 locations across Pennsylvania and Virginia with services encompassing traditional home healthcare, hospice, heart failure disease management, palliative care, wound care, lymphedema, geriatric care, gero-psychiatric, oncology, mobile primary care, and telehealth programs. Due to this growth, Geneva Glen Capital, SHHS' private equity firm, was eager to build up the business at an expedited trajectory in order to prepare for a sale of the organization within the coming two to three years.

SHHS contracted with DeTora Consulting to develop a three-year Strategic Marketing Plan and a complete rebranding, including revising the name and logo, as well as a complete overhaul of the digital brand. The digital brand, which reflects the company as the outward facing brand on the web, showed SHHS as an unsophisticated mom and pop shop offering companion care. In reality, this was not at all who they were or the image they wished to project.

Challenge

In order to achieve the success required by Geneva Glen Capital, and position SHHS as the place to go *first* when consumers need the *highest caliber* of home health care, its image needed to change. An enormous part of its image was housed on its digital platforms, which were visually lacking, functionally arcane, and technically obsolete. Following is a summary of the digital platforms at the start of the project.

Website:

- The site has an out-of-date look and feel
- Site is not responsive
- Logo is too large
- Header navigation is small
- Site width is 900px should be around 1440px
- Sliders links do not have direction
- Site images are small, and some are blurry
- Too many words included in images and text does not meet 508 compliance
- Could use a "Back to Top" to return to the top of the site
- Sidebar navigation allows a user to easily go move to other pages
- Navigation never changes

Google Page Speed:

- Desktop (61/100)
- Mobile (53/100)
- Mobile friendly (66/100)
- Mobile:
 - Site really isn't responsive it's a shrunk version of the desktop site
 - Font is super small, very hard to read
 - Must finger zoom to see the navigation
 - Logo doesn't link back to home page



Screenshot of original mobile website.



Google PageSpeed

Desktop (61/100)
Mobile (53/100)
Mobile friendly (66/100)

Screenshot of original desktop website.

Traffic from social media has a direct effect on professional and consumer education and engagement, building conversion to patients and market loyalty. It is also of significant importance to Human Resources regarding employee pride and loyalty, retention, and recruitment. Competitors utilizing these channels of communications have strong results in their website usage. It was clear that SHHS was not.

Our competitive analysis revealed a significant lack of effort in this regard next to top competitors.

Channels	Metrics	SOUTHEASTERN Penn. Health	BAYADA	amedisys	Encompass Health.	Jefferson Health.	Trinity Health Mid-Atlantic	PENN HOME
	Followers/Likes	292/282	42,893/42,642	10,701/10,482	48,066/47,400	22,585/21,967	1,667/1,493	235/230
	Followers	No Instagram	4,624	No Instagram	No Instagram	3,562	445	99
	Followers	No Twitter	5,946	795	3,554	14.5k	1,054	3
	Subscribers	No YT Channel	1.08k	119	269	1.3k	181	No YT Channel
	Followers	No Vimeo	3	65	50	0	No Vimeo	No Vimeo
	Followers	No Pinterest	6	No Pinterest	No Pinterest	72	424	No Pinterest
	Followers	No blog	No blog	No blog	Actively updating- 10 post in Oct.	No blog	No blog	No blog
	Followers	243	33,969	27,863	56,081	43,417	315	20

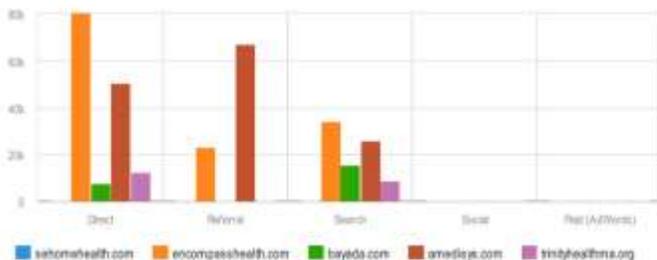
Traffic Analytics: Competitors Comparison (Overview)

All Devices | All Regions | September 2019

Domain	Visits	Unique Visitors	Pages / Visit	Avg. Visit Duration	Bounce Rate
sehomehealth.com	560 < 0.01%	560 < 0.01%	2.00 +100.00%	00:08 n/a	< 0.01% -100.00%
encompasshealth.com	408.1K +4.54%	214.2K -0.99%	4.22 -6.60%	01:02 -65.17%	71.71% +32.69%
bayada.com	265.0K -3.05%	92.9K -12.31%	5.65 +8.58%	02:58 +28.99%	63.93% -4.78%
amedisys.com	251.0K +95.68%	85.4K -11.73%	4.04 +59.43%	04:49 +136.89%	62.42% -1.40%
trinityhealthma.org	32.3K +172.54%	31.5K +190.80%	2.90 +34.01%	00:53 -69.54%	31.76% -55.48%

Traffic Analytics: Competitors Comparison (Traffic Sources)

All Devices | All Regions | September 2019



Traffic Analytics: Competitors Comparison Chart (Visits)

All Devices | All Regions | Last 6 months



Approach

In order to achieve the potential ROI from the Digital Media Patient Acquisition Path that SHHS wanted to achieve, it was important to engage the target audiences, extend the brand, and create a holistic online presence, which drives conversions. Conversions must be captured within the customer relationship management (CRM) system and have a back-end clinical through-put for scheduling and clinical communications with the patient and their referring physician. To ensure a strong user experience leading to higher unique visits, lower bounce rates, and higher conversions, specific requirements for the site should be developed. We benchmarked the current site against its competitors using these requirements.

Website Competitive Comparison and Needs Assessment

							
Agency Development "Grade"	D	A+	C	B	A	C	C
508 ADA Compliant		✓			✓	✓	
Meta Description	✓	✓	✓	✓	✓	✓	✓
OpenGraph		✓	✓	✓	✓	✓	✓
Image Alt Tags		✓	✓		✓	✓	✓
Responsive	✓	✓	✓	✓	✓	✓	✓
Secure Site		✓	✓	✓	✓	✓	
SEO Score	68%	76%	76%	73%	63%	82%	88%
Speed Score	66%	57%	75%	77%	66%	88%	74%
Security Score	24%	83%	47%	59%	72%	48%	35%

Advanced CMS technology with a simple interface, smart panels, content personalization, integrated workflow, scheduled publishing of content, security management, portal integration, interactive modules and CRM database integration with marketing automation was recommended. The proposed digital advancements would be utilizing a technology that incorporates dynamic/responsive design.

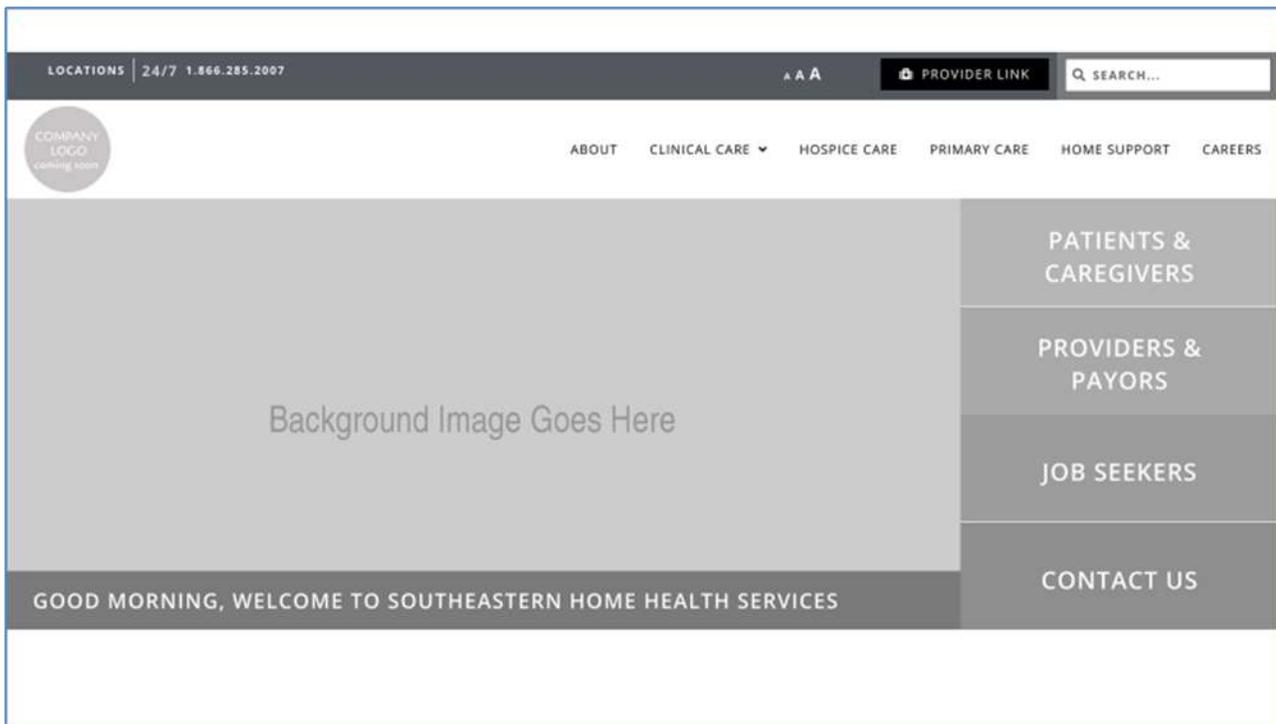
Engagement Competitive Comparison and Needs Assessment

							
GENERAL ENGAGEMENT							
Blog		✓	✓	✓	✓	✓	
Click to Call			✓		✓	✓	✓
Map/Directions	✓	✓	✓	✓	✓	✓	
Social Media Links		✓	✓	✓	✓	✓	✓
Testimonials	✓	✓	✓		✓	✓	✓
Video			✓			✓	✓
LEAD GENERATION							
Book An Appointment					✓	✓	
Chat			✓				
Email		✓	✓	✓	✓	✓	✓
Form-Fill	✓	✓	✓	✓	✓	✓	✓
Gated Content			✓	✓	✓	✓	✓

Next, we established digital marketing designed to generate strong target results through the e-health experience for patients and prospects. Successful implementation and maintenance of this marketing will shift the reputation and attitude about SHHS. To do so, we:

- Established a leadership and visionary commitment to e-health
- Extended standard customer engagement transactions to digital
- Leveraged clinical content for care/disease content
- Extended the brand with the easily accessible new and expert capabilities
- Boosted convenient access to providers
- Made it mobile, local and personal
- Capitalized on social media as widespread and directed.

For user experience and ease of navigation, strategic wireframing was essential. This was an important communication tool to give SHHS, the developer, and the designer an opportunity to walk through the structure of the website without getting sidetracked by design elements such as colors and images. A dedicated mobile wireframe was also developed to ensure that mobile users also experienced a more responsive site with the same ease of navigation.



COMPANY LOGO coming soon

ABOUT CLINICAL CARE ▾ HOSPICE CARE PRIMARY CARE HOME SUPPORT CAREERS

FORBIDDEN, WELCOME TO SOUTHEASTERN HOME HEALTH SERVICES

TITLE

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean commodo ligula eget dolor. Aenean massa. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Donec quam felis, ultricies nec, pellentesque eu, pretium quis, sem. Nulla consequat massa quis enim. Donec pede justo, fringilla vel, aliquet nec, vulputate eget, arcu. dapibus. dapibus in, viverra quis, feugiat a, tellus.

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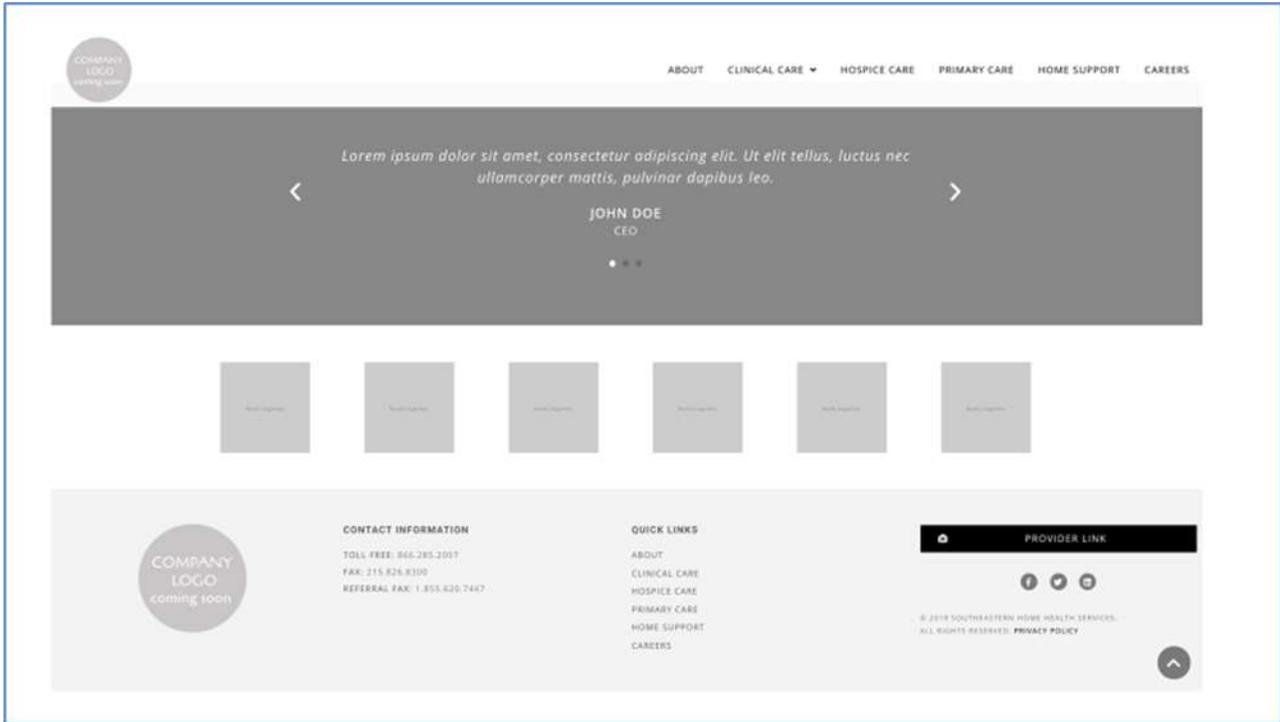
COMPANY LOGO coming soon

ABOUT CLINICAL CARE ▾ HOSPICE CARE PRIMARY CARE HOME SUPPORT CAREERS

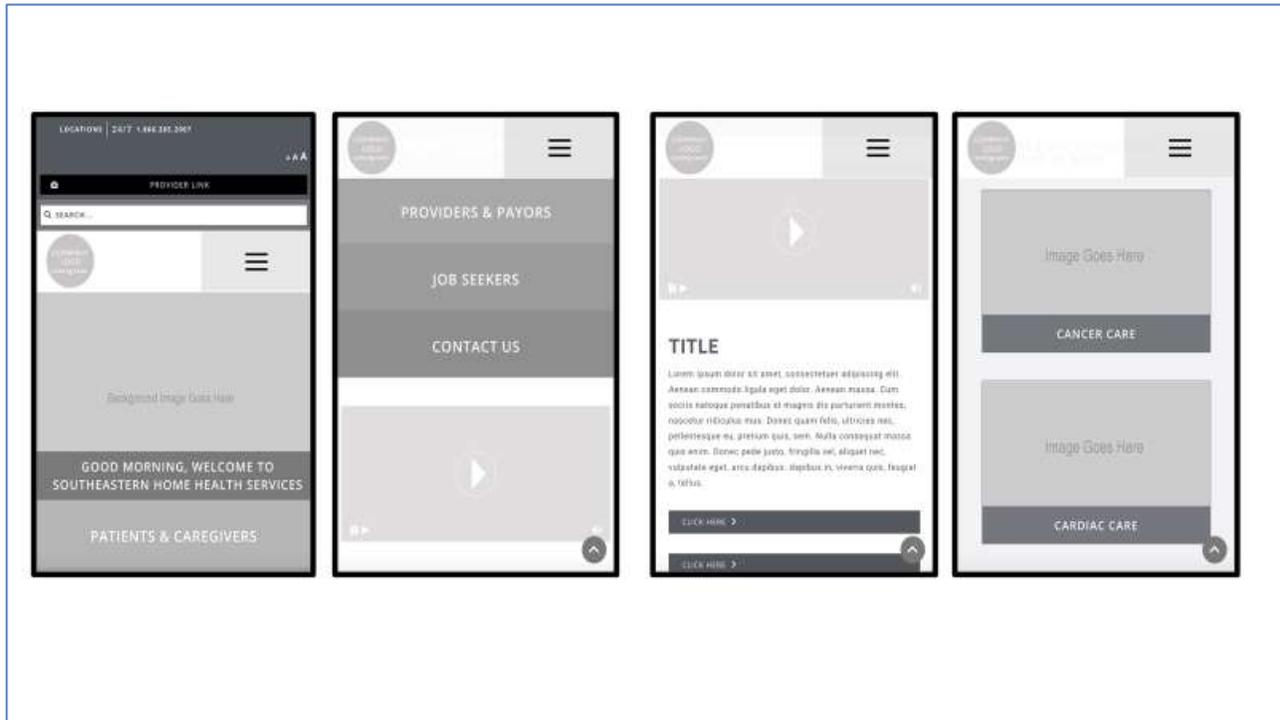
CLINICAL CARE ACROSS THE SPECTRUM OF NEED

Image Goes Here CANCER CARE	Image Goes Here CARDIAC CARE	Image Goes Here DIABETIC CARE
Image Goes Here HOSPICE CARE	Image Goes Here PRIMARY CARE	Image Goes Here REHABILITATION

<https://www.efkgroup.com>



Mobile Wireframe



While the visual design and usability of the new site was important to its success, the content presented on the site was the real reason patients and consumers would return to the site. A content strategy was developed to improve the user experience, enhance SEO, convert SEM, and maximize web content best practices in order to ensure content would:

- Improve Search Engine Placement and click-throughs
- Reduce reading time
- Increase comprehension and recall
- Boost visitor satisfaction with the site.

Once the site map was complete, the taxonomy for migration was developed and content was developed to optimize:

- Image alt tags
- Meaningful directory and file
- Lightweight code
- Database import/export
- User-defined navigation options and priority site search
- Meta data fields .

The proliferation of tablets and smartphones is on the rise and designing the site to display properly on mobile devices helped increase SHHS's visibility in the market. The website needed to be developed using a responsive design platform so the pages easily translate to mobile devices. It was important to do this from the design inception as it is more difficult to adjust the site at a later time, and Google penalizes sites that are not mobile-friendly.

The design had to allow users to easily view/navigate/schedule appointments, as well as access the patient portal and provide patients with real-time access to the clinical data contained in SHHS's back-end clinical systems, including lab results, encounter summaries, allergies, prescriptions, and past and upcoming appointments through integration with EMR and/or PMS provider-facing applications.

To improve the effectiveness of digital marketing, DeTora Consulting outlined the communications opportunity available through the customer lifecycle. Lifecycle marketing is the prioritized contact strategy and integrated into the marketing communications channels and experiences, guiding customers in their path-to-purchase using techniques such as persuasive personalized messaging and re-targeting.

To execute on the integrated Strategic Marketing Plan for brand recognition, employee pride, and recruitment, it was recommended to integrate SHHS's online presence across multiple sites and drive traffic to the SHHS website from social media dedicated pages on channels such as:

- Facebook
- YouTube
- Twitter strategies, including live Tweets
- Instagram
- Twitter
- LinkedIn

In reverse, the implementation of social media networks within the website itself (widgets, calls-to-action, social sharing toolbars) are important to promote community building.

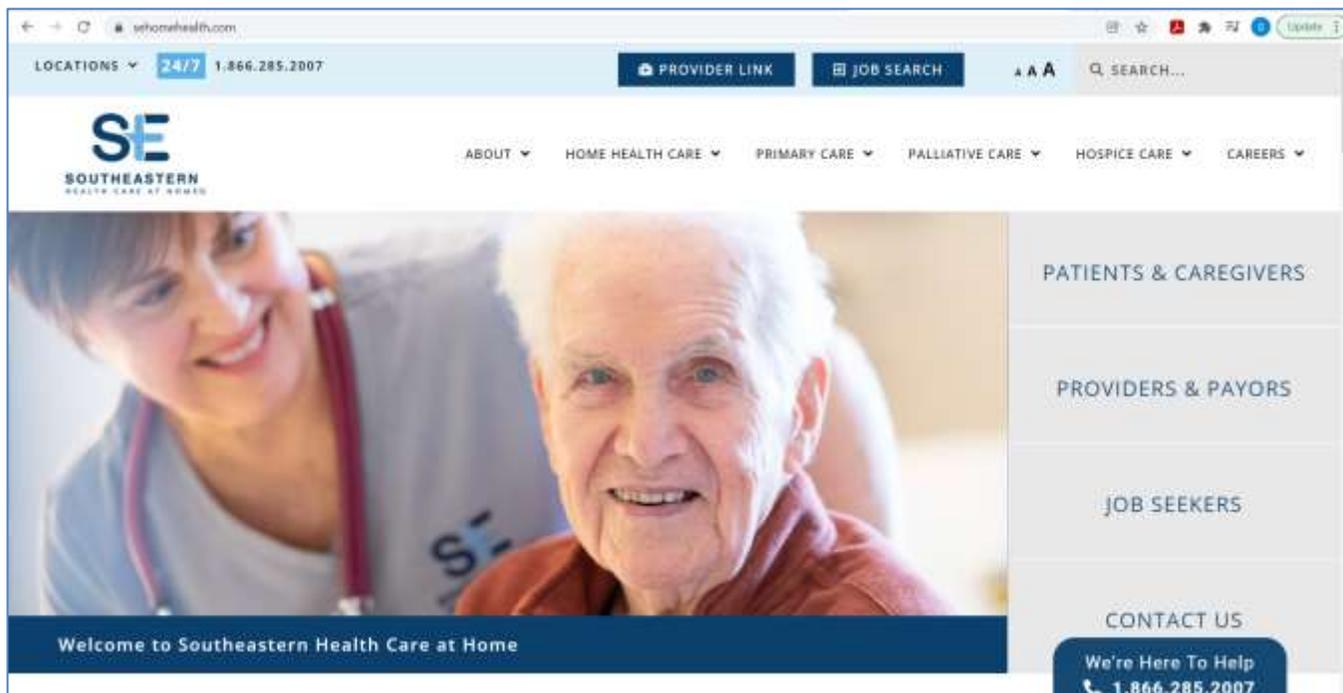
Results

The results speak for themselves. All benchmarked resting was outstanding. SHHS rebranded itself as Southeastern Health Care at Home (SE). In conjunction with the launch of the Strategic Marketing and Sales Plan, SE experienced the following *in the first year*.

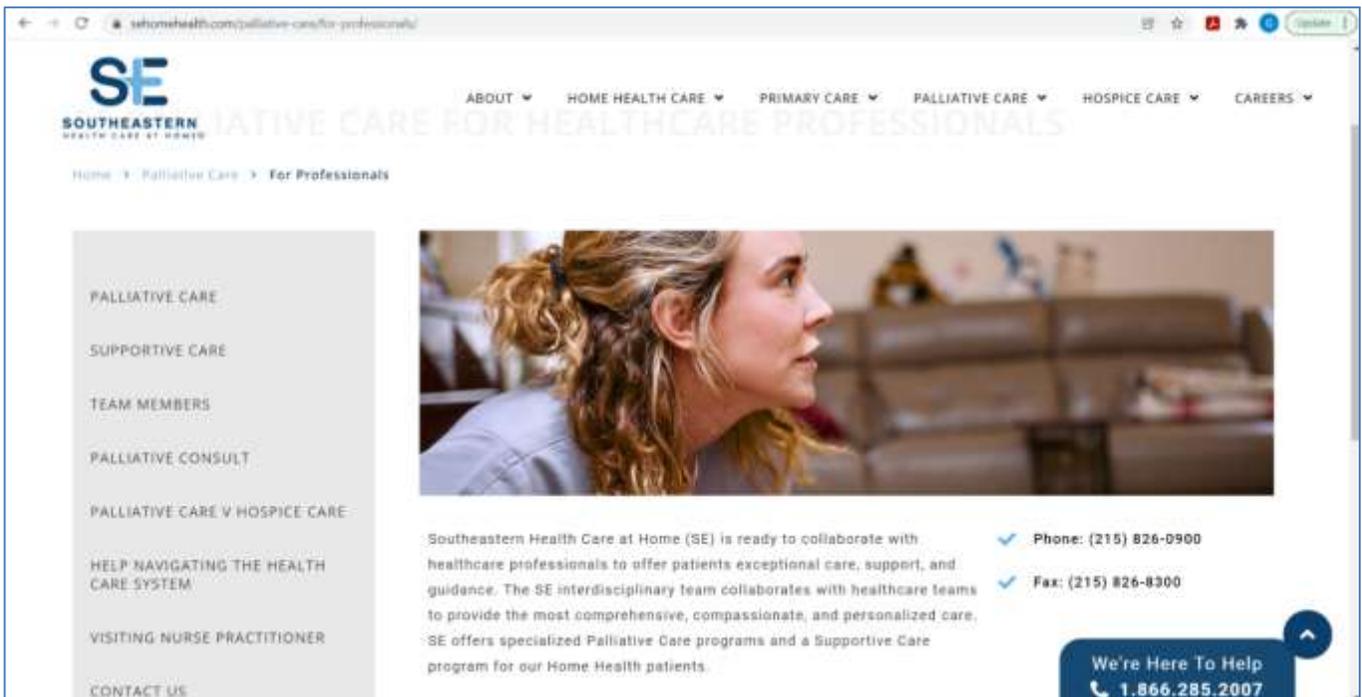
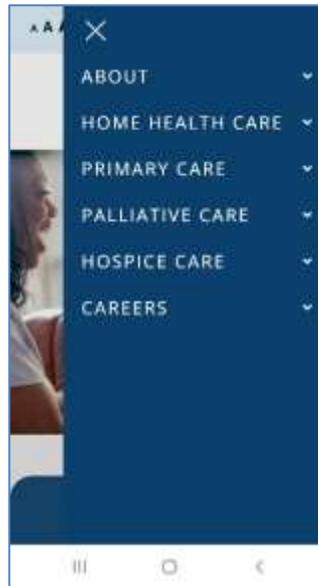
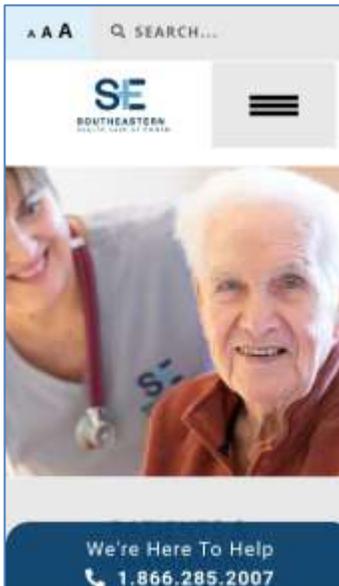
- Awareness increased by 48%
- Lead generation advanced by 61%
- Online patient conversions increased by 38%
- Both customer and employee satisfaction increased by 78%
- Overall volumes increased 25% across the board.

Based on this sales and marketing success, and SE's efforts to continually form partnerships with prominent acute care providers, in June of 2021 AccentCare announced it had purchased SE from its parent private equity firm Geneva Glen Capital.

Website



Mobile



← → × seshomehealth.com [Icons] Update

Clinical Care Across The Spectrum Of Need



CANCER CARE



CARDIAC CARE



HOSPICE CARE



PALLIATIVE



PRIMARY CARE



REHABILITATION



We Honor Veterans

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HOSPICE CARE



ABOUT HOSPICE CARE



THE SOUTHEASTERN HOSPICE TEAM



PATIENT SERVICES



FAMILY & CAREGIVER SUPPORT



SPECIAL PROGRAMS



WE HONOR VETERANS



TESTIMONIALS



LOCATIONS



CONTACT US

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Videos

Who we are, what we do, and why we do it.

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Top 100

Who we are, what we do, and why we do it.

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10,000 patients annually

Who we are, what we do, and why we do it.

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Patients of all types

Primary Care
COVID-19
Palliative Care
Behavioral Health
Heart Failure
Cardiopulmonary
Dementia
Infusion Therapy
Rehabilitation
Hospice and more
Wound Care
Lymphedema
Tele-health
Oncology

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