

Skills to Master the Constraints of Healthcare Marketing

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Disclosure

- No affiliation with any of the products discussed.
- No formal affiliation with Mind Grove in any capacity.

On with the presentation!

Agenda

1. The big question
2. What you should know about marketing channels
3. How you should analyze your marketing data
4. Which skills will serve you well
5. What we've learned
6. Q&A

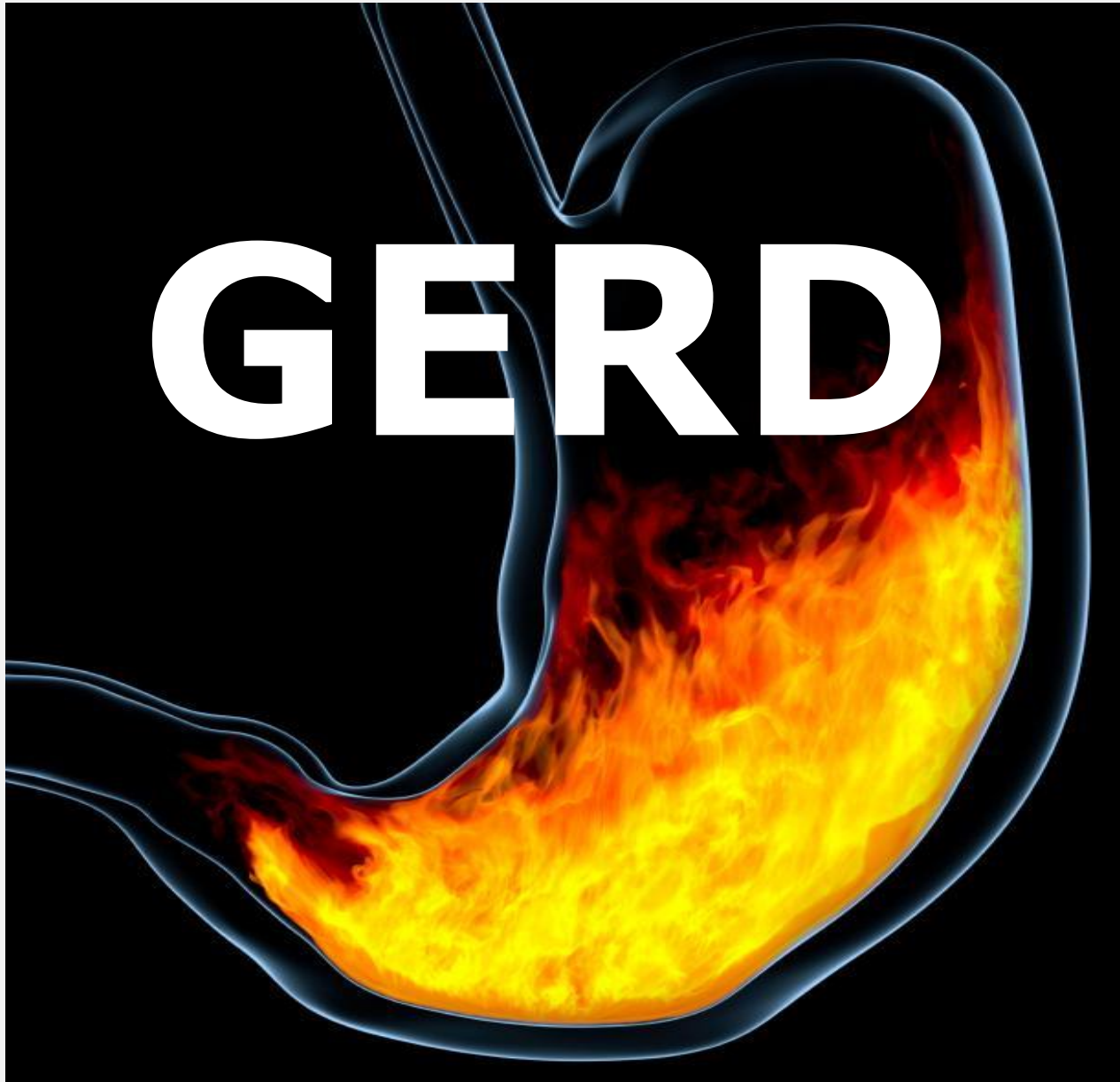
The Big Question

“How can a healthcare company market itself, when you’re limited in what you can say about your product/service?”

Start with a website and some social properties; go from there.

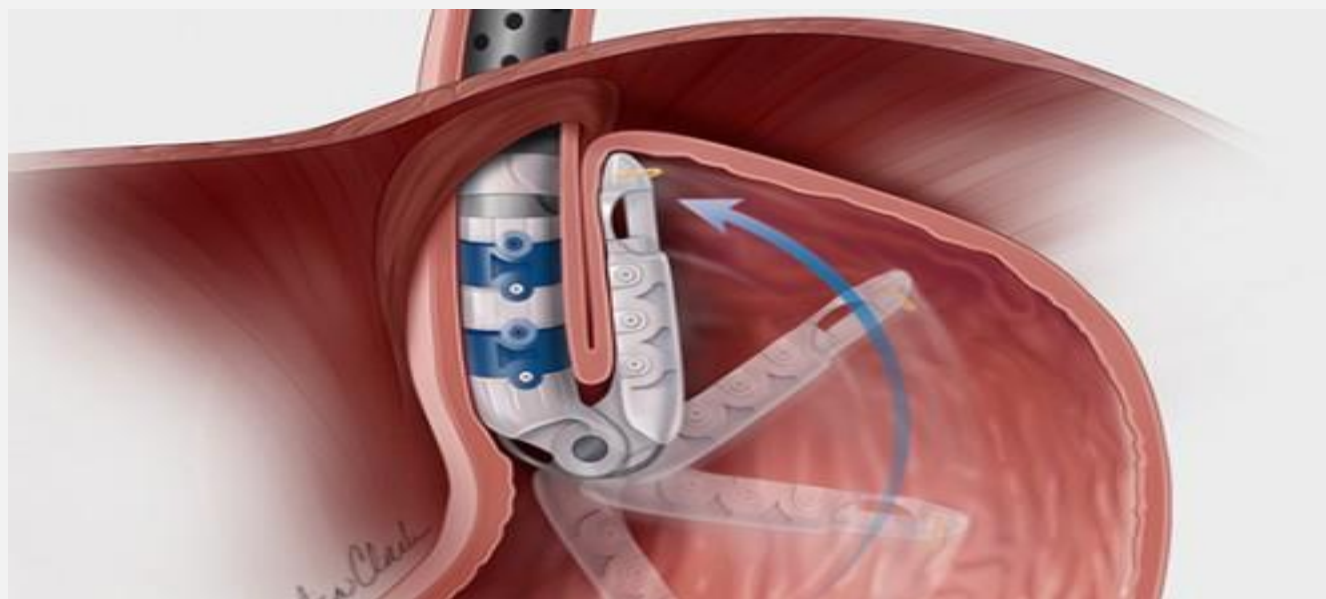
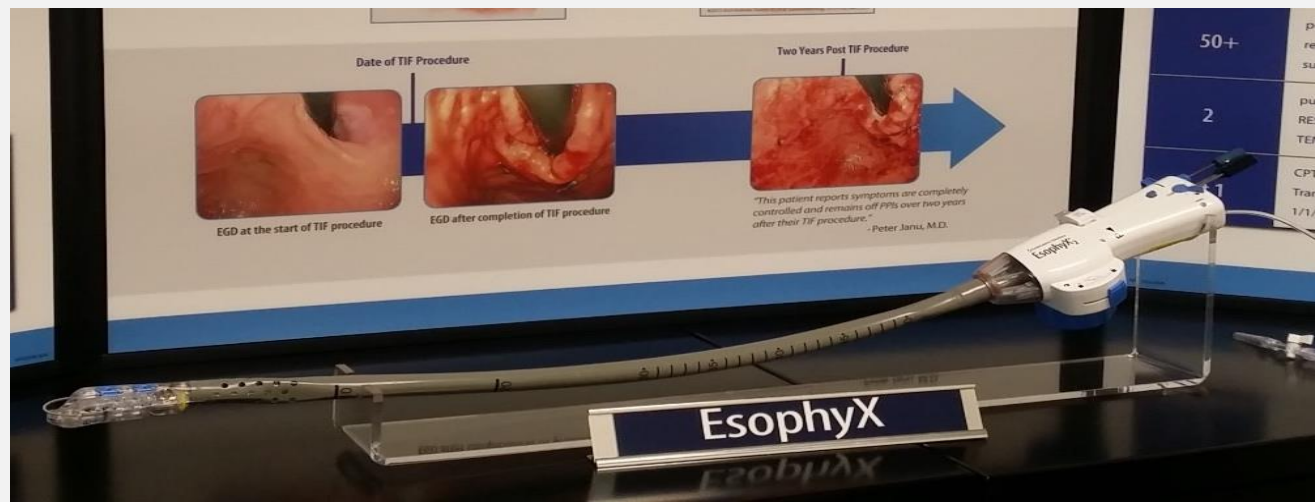
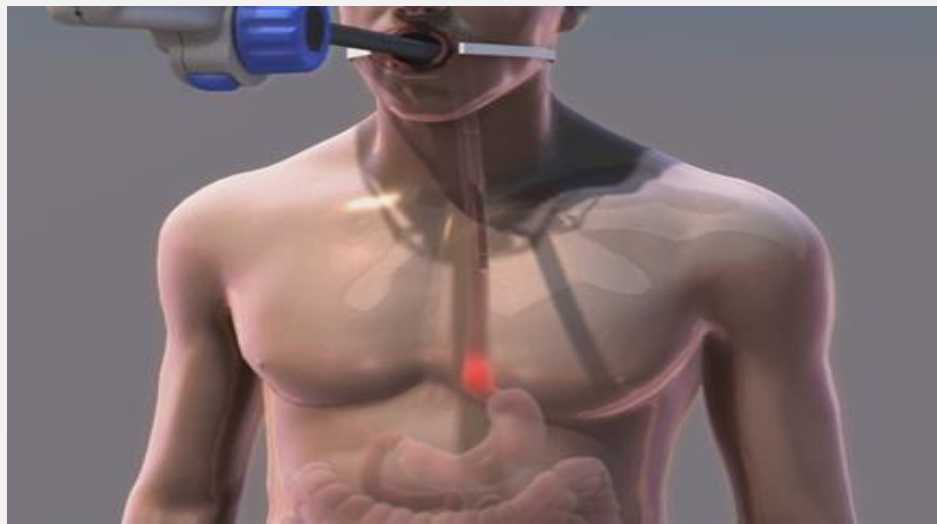
Safer using what patients directly share with you than 3rd party data.

It is a constant balancing act between compliance and results.



GERD innovation by EndoGastric Solutions

1



What You Should Know About Marketing Channels

Search platforms: dependant on quality of your own content.

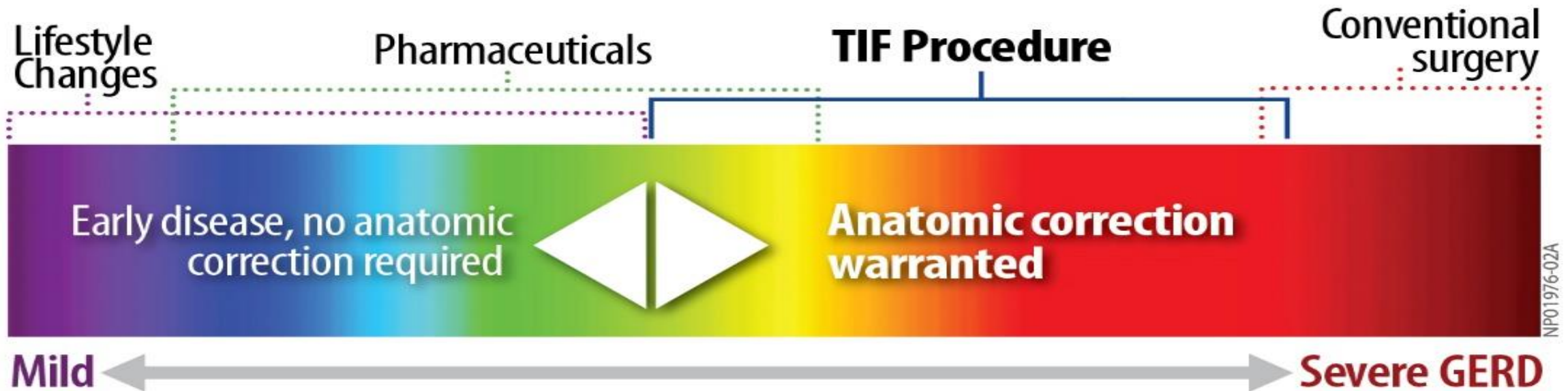
Major social platforms premised on User-Generated Content

Guidelines:

- Use pre-approved content
- Have policies ready on handling responses to user-generated comments.




Paid Media Analytics - Basic Metrics and Common Dimensions			
Basic Metrics — Impressions, Clicks, Conversions, Revenue, Cost			
Consumer Dimensions			Technology Dimensions
Behavior	Acquisition	Audience	
<ul style="list-style-type: none">• Conversion names• Campaign• Ad• Keyword		<ul style="list-style-type: none">• Demographics• Location• In-market• Interests	

You can find customers
by helping them where they're at



You can find customers
by what problem they have





[All](#) [News](#) [Images](#) [Videos](#) [Maps](#) [More](#) [Settings](#) [Tools](#)

About 1,010,000,000 results (0.70 seconds)

TIF Procedure: An Effective Solution for Chronic Acid Reflux
www.endogastricsolutions.com/tif-procedure/ ▼
An Effective Solution for Chronic Acid Reflux. The transoral incisionless fundoplication is a minimally invasive treatment for gastroesophageal reflux disease (GERD) that is performed in the outpatient setting. The TIF procedure is performed from inside the patient's stomach without incisions.

TIF procedure and traditional antireflux surgery - Endogastric Solutions
www.endogastricsolutions.com/tif-procedure/tif-vs-antireflux-surgery/ ▼
The surgery involves several abdominal incisions and typically includes side effects such as difficulty swallowing (26%), bloating (36%), and increased flatulence (65%). The TIF (Transoral Incisionless Fundoplication) procedure for chronic acid reflux treats the underlying cause of GERD without incisions.

Solution for Chronic GERD. Get back to your life - GERDHelp.com
www.gerdhelp.com/ ▼
The TIF procedure (Transoral Incisionless Fundoplication) represents the next step in the field of minimally invasive surgery for the treatment of GERD. Benefits ...

Long-term outcomes after transoral incisionless fundoplication in ...
<https://www.ncbi.nlm.nih.gov> > NCBI > Literature > PubMed Central (PMC)
by KS Trad - 2012 - Cited by 32 - Related articles
Sep 30, 2011 - Patients considered for surgery had persistent GERD and/or LPR ... The TIF procedure was considered appropriate and was offered to the ...

Corporate (branded)

Interest (non-branded)

How You Should Analyze Your Marketing Data (a)

Google Analytics 4 (GA4) should be setup with compliance in mind:

- Implement consent mode, take solace in GA's use of synthetic data
- Identify key/conversion events but don't pass direct identifiers submitted in forms to GA4
- Exercise caution turning on Signals, Enhanced Measurement



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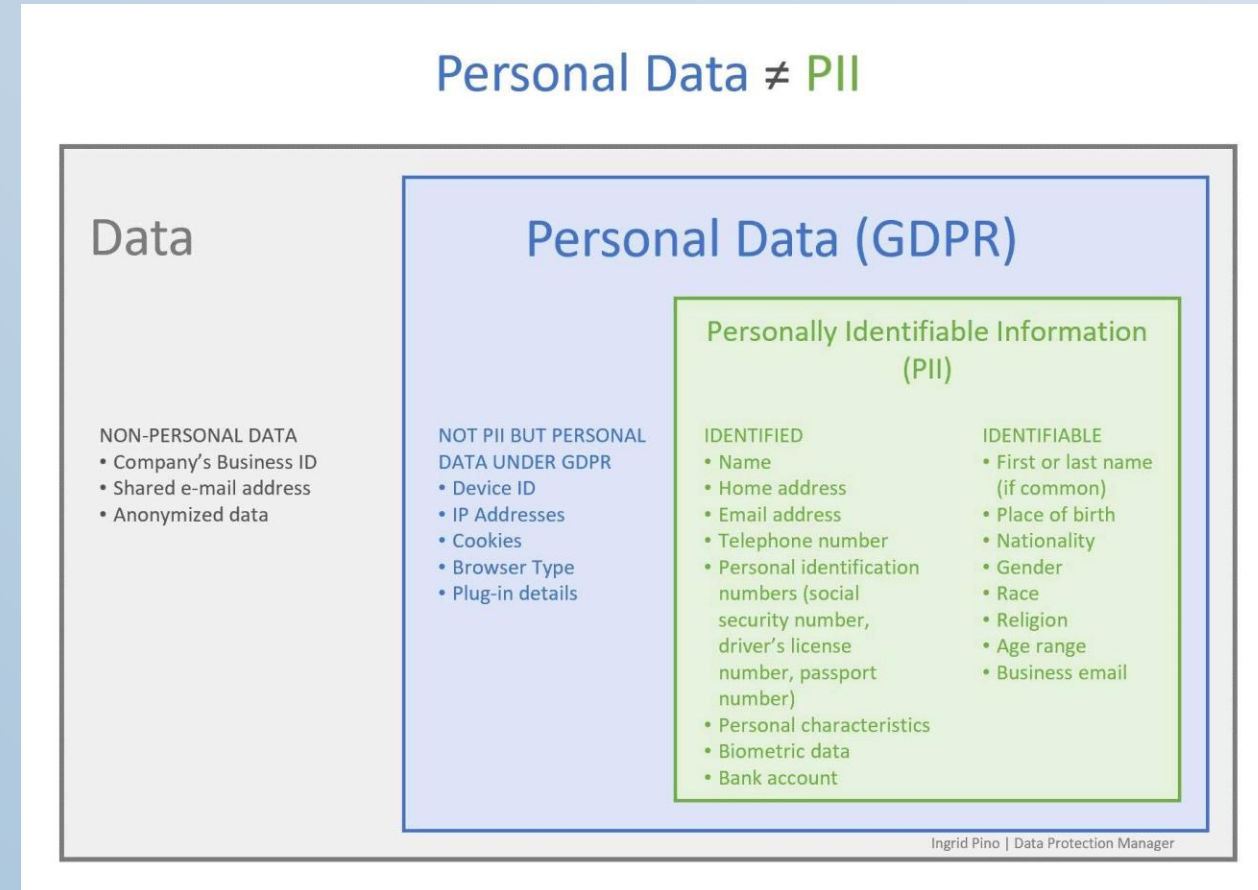
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How You Should Analyze Your Marketing Data (b)

How to interpret data without micro-tracking users:

- Attribution modeling - admit what is not knowable, find actionable insights anyway
- Calculate ROI aggregating across channels, over long time period

Learn what's working but work within what's trackable



You can use data to find customers
without abusing customer data



Website(s)



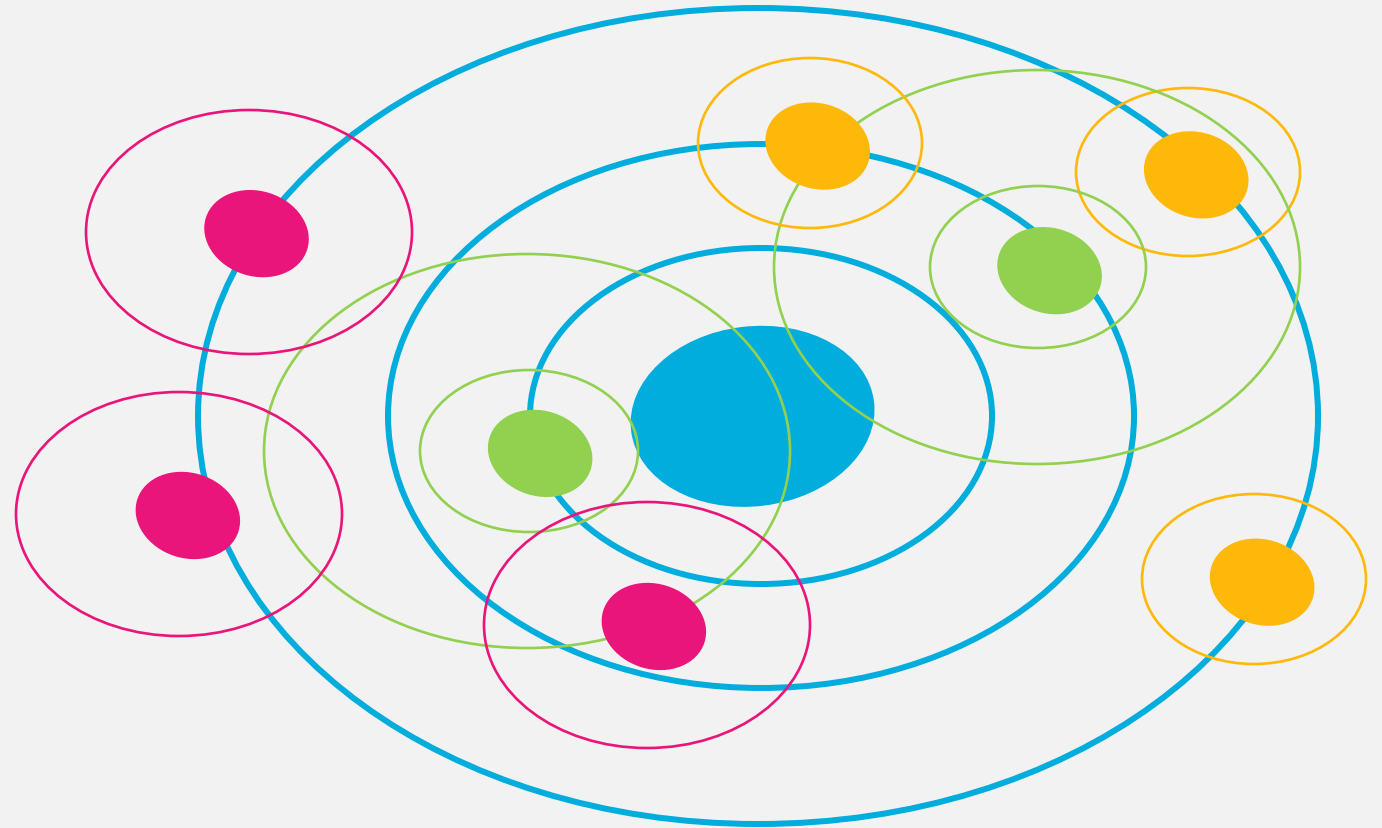
Search Engines
Google
Bing



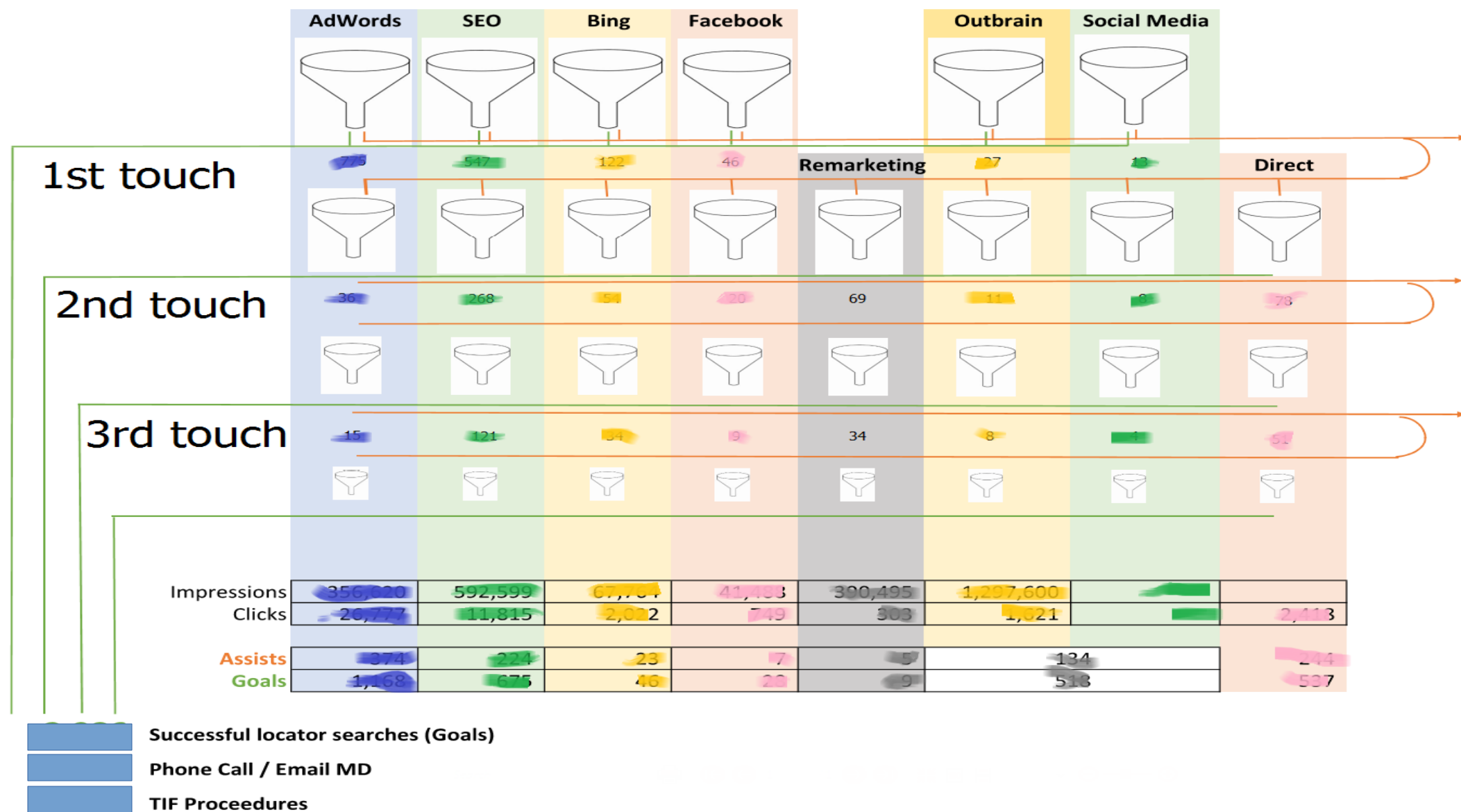
Facebook Twitter
YouTube



Retargeting
Native Ads



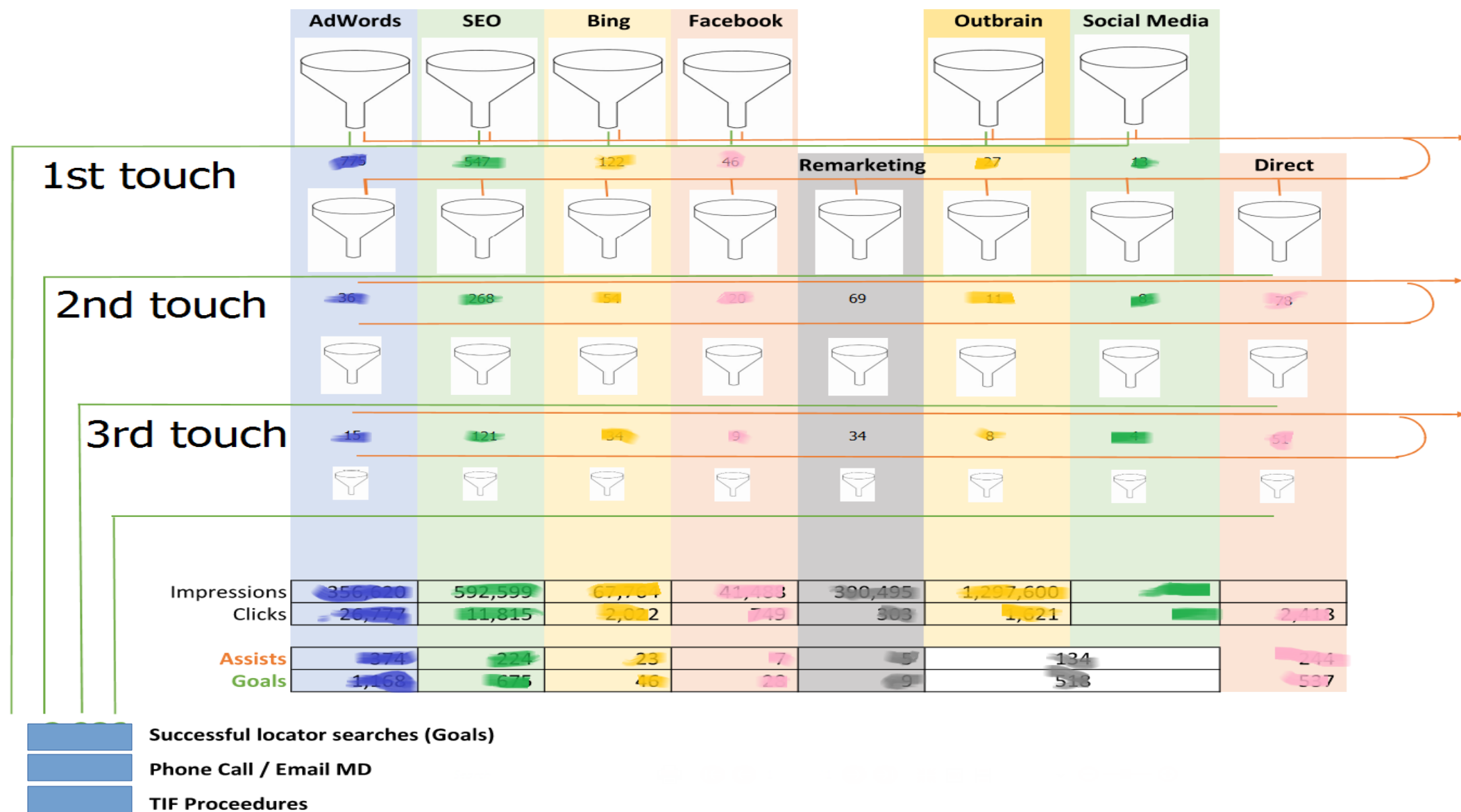
Visits over time



Which Skills Will Serve You Well

- Regulatory understanding help you know what can get past advertising guidelines
- Story-telling skills help you inform decision-makers of customer insights that lead to funnel improvements.
- Soft skills help in interactions with legal, product, and IT.
- Data literacy helps you think of new ideas to test: Ingenious campaigns.

Visits over time



What We've Learned

- Balance compliance and results.
- Leverage different strengths on search and social channels.
- Setup your Analytics right with privacy in-mind
- When analyzing, not everything is knowable...and that's OK.
- Lean into your Marketing skills

Q&A

Connecting with Glenn

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FUNNEL REBOOT

