



# Making Your Practice More Successful With Google



**How Patients Search**

**Google Advertising Solutions**

**Benefits of AdWords**

**Common Misconceptions**

## Agenda

MedNet Technologies and  
Google Advertising

**How Patients Search**

**Google Advertising Solutions**

**Benefits of AdWords**

**Common Misconceptions**

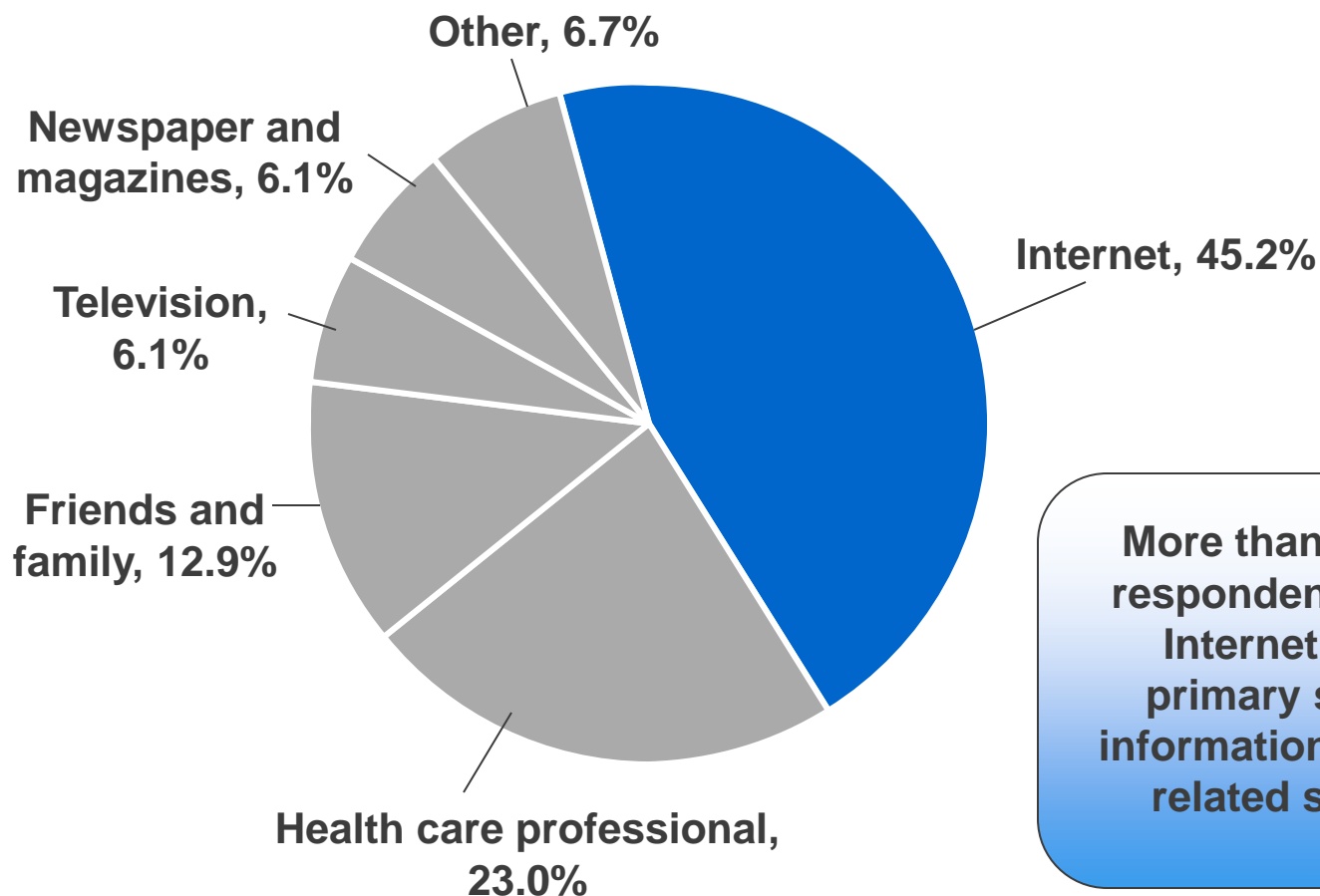
## How Patients Look for Health Information

Internet as Primary Resource

Dominant Players: Search and Healthcare Sites

Summary and Implications

# Primary Health Information Resource for US Adult Internet Users\* (% of respondents)

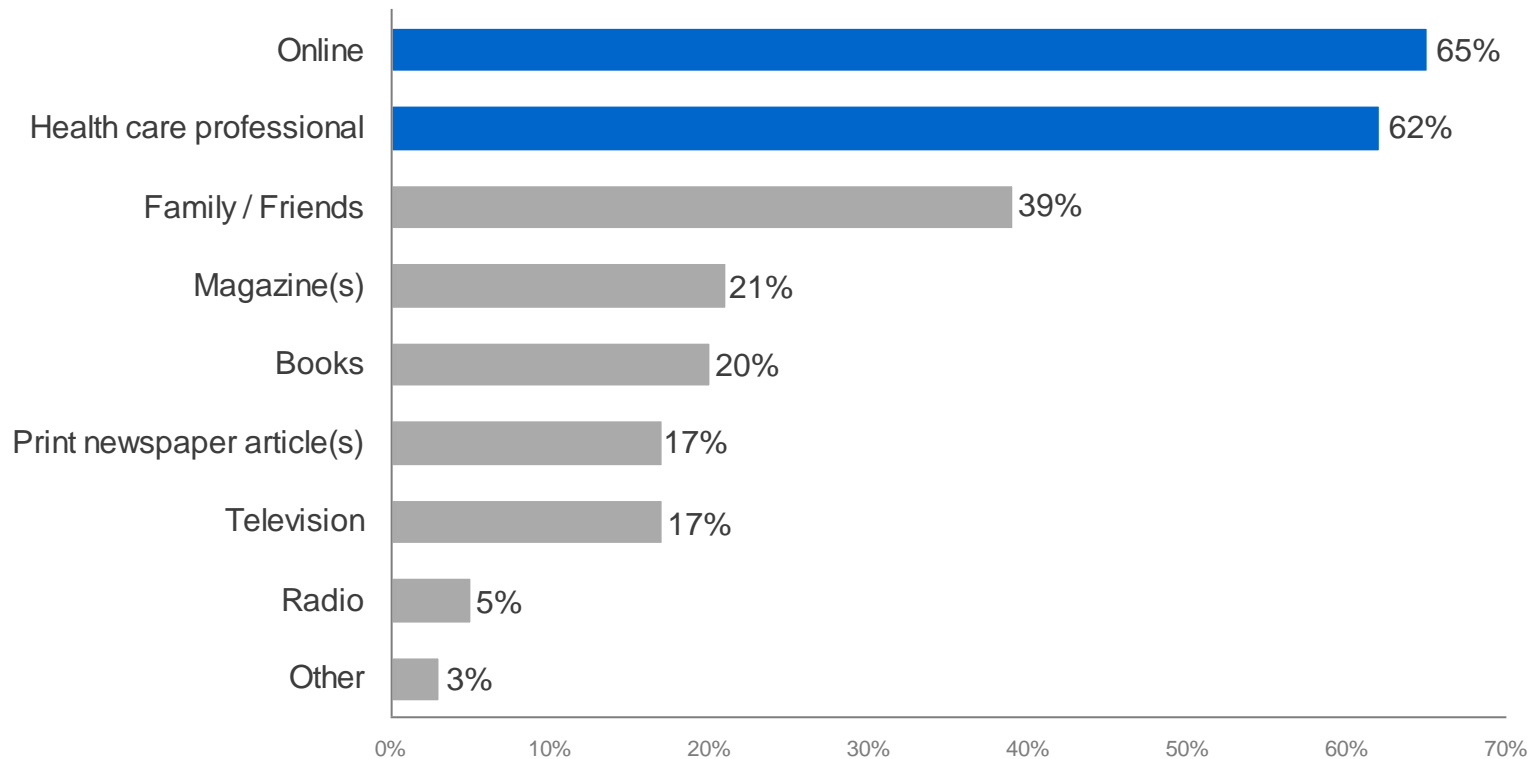


\* August 2007 data

# Internet Is Most Turned to Resource for Health Information



## Resources Used to Gather Information on a Health Question/Concern



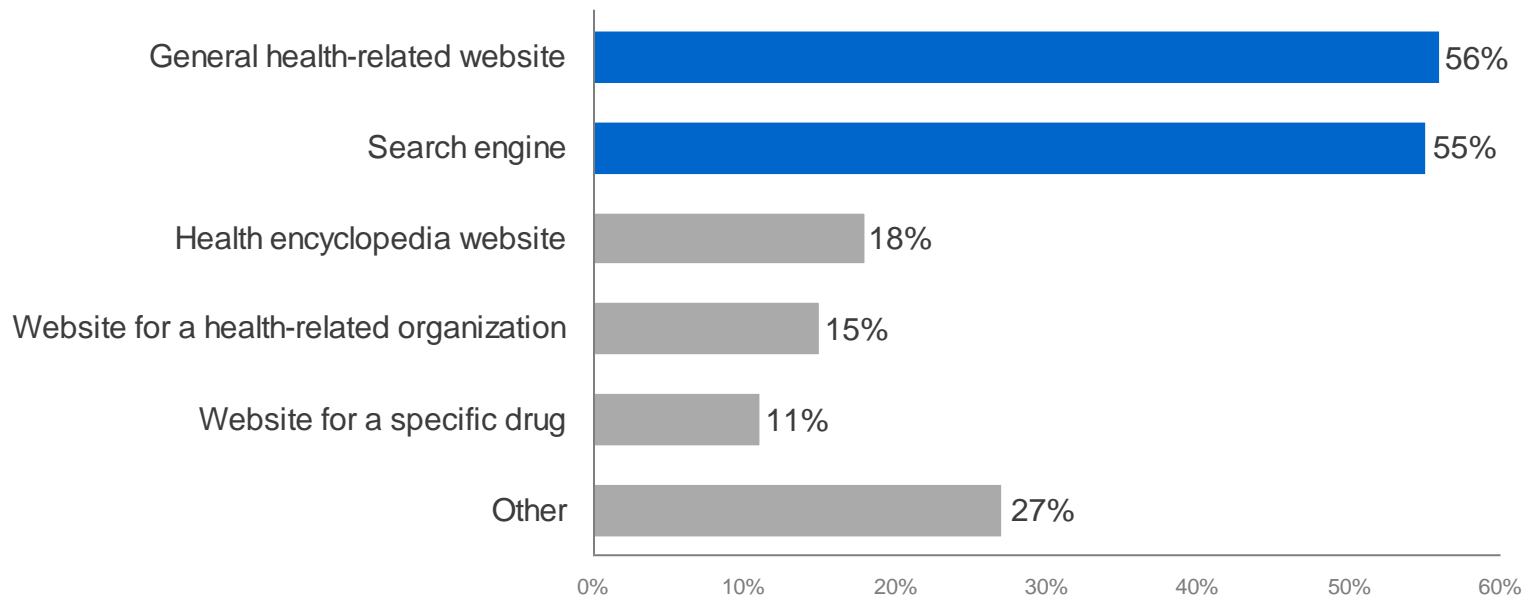
In the past 12 months, what resources have you used to obtain information on a health-related question or concern? Please select all that apply.

Base: All Qualified and Non-Qualified Respondents (n=8,200)

# Search Engines and Health Sites are the Most Used Online Resource



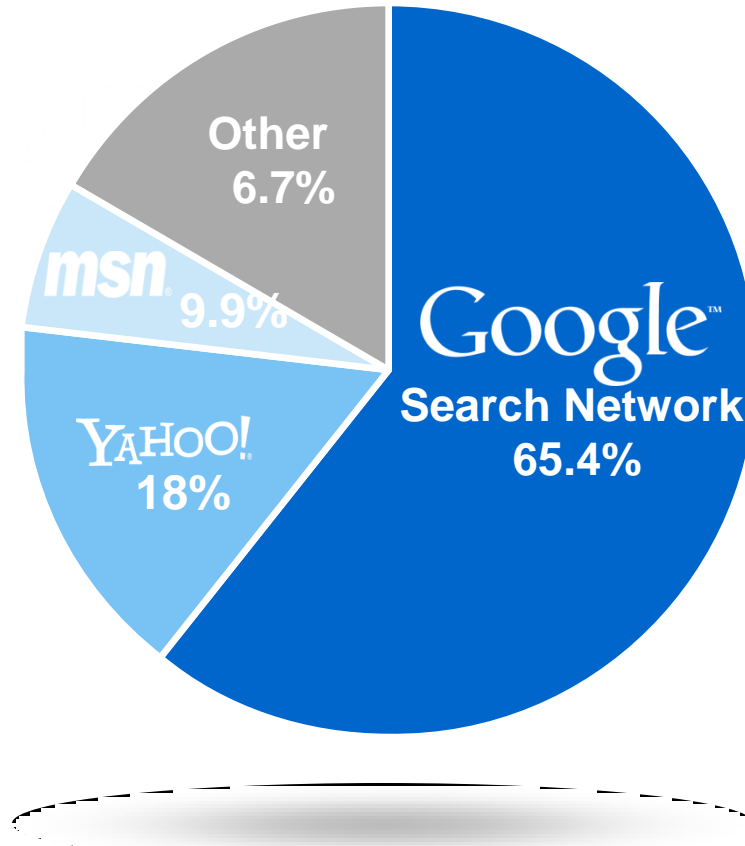
## Online Resources Used to Gather Information on a Health Question/Concern



You indicated that you used online resources to gather information about your most recent [CONDITION]-related question or concern. Which online resource(s) did you use?  
Please select all that apply.

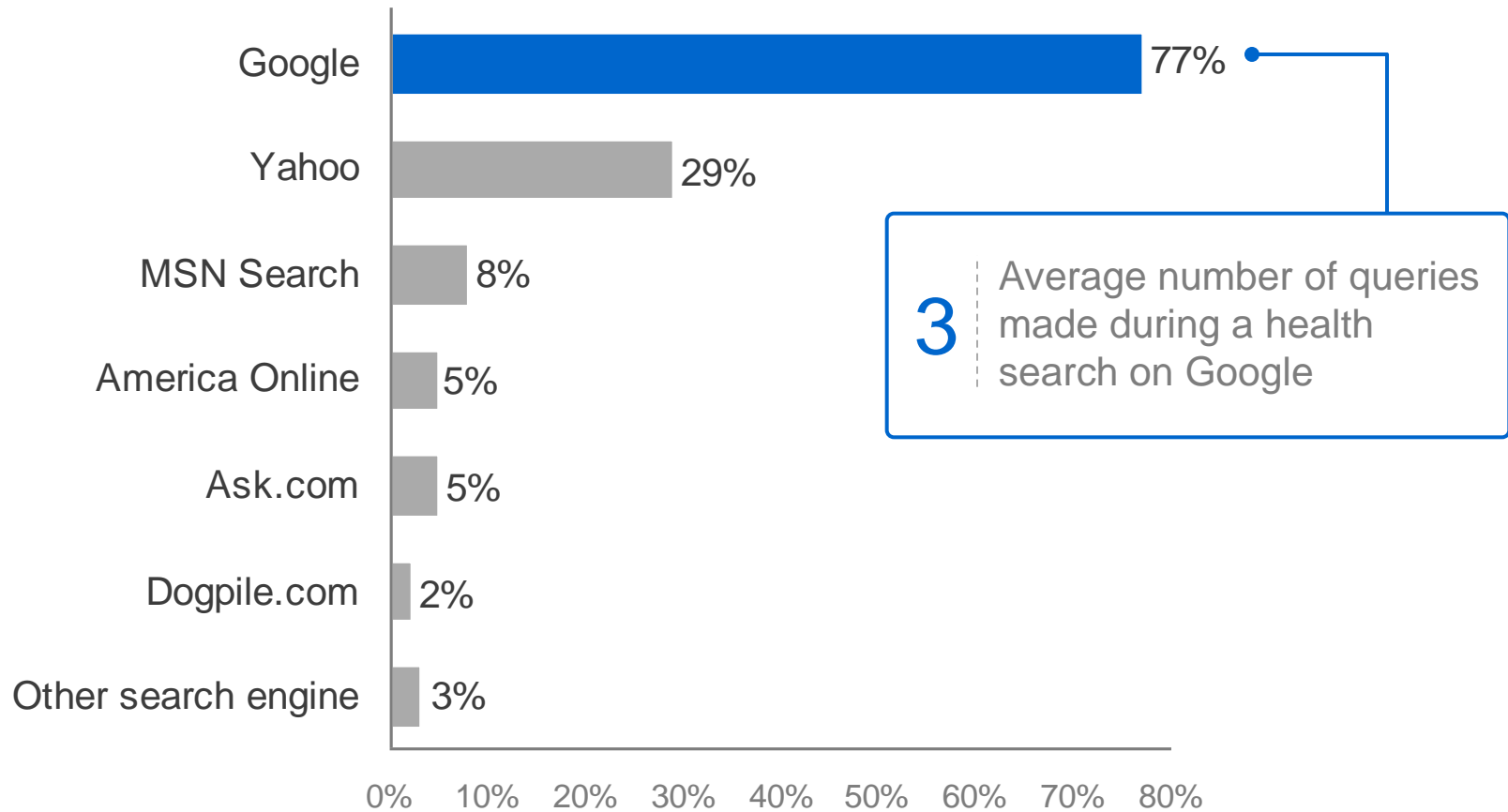
Base: All Qualified Respondents (n=4,224)

# Search Engine Preference



During October 2009, Google accounted for **65.4%** of US search engine traffic

# Consumers Conduct Multiple Searches on Google

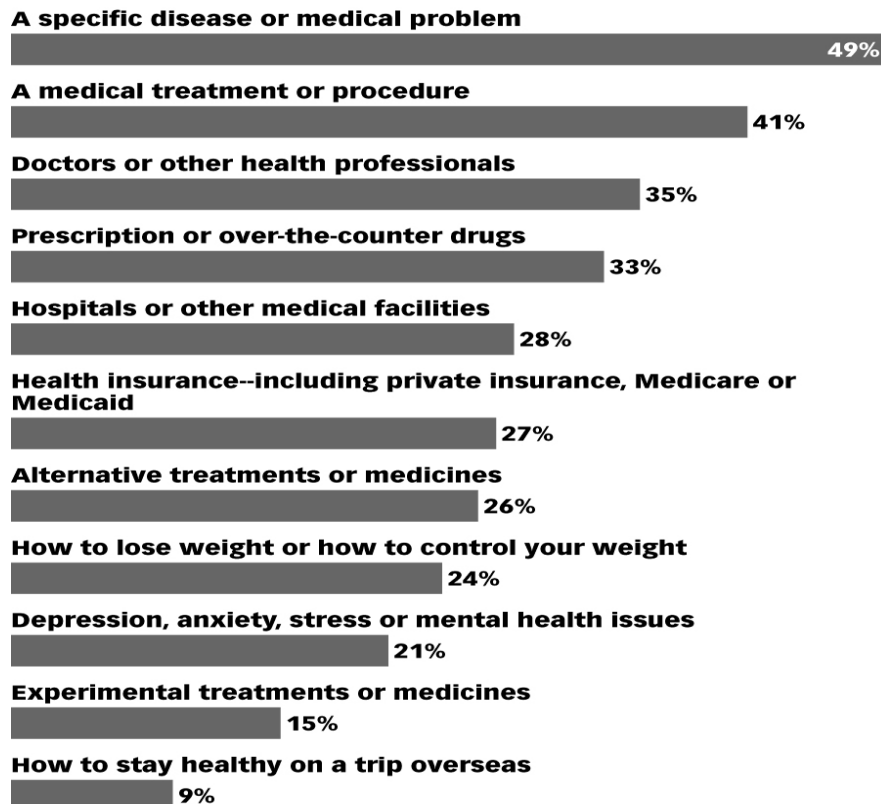


Q530 Still thinking about your most recent [CONDITION]-related question or concern, what search engine(s) did you use to search for information?

Base: Respondents who used search engines (n=2,390)

# What Adults Are Looking For Online...

## Types of Health/Medical Information US Adults Have Looked for Online, November-December 2008 (% of respondents)



Note: n=2,253 ages 18+

Source: Pew Internet & American Life Project and the California HealthCare Foundation, "The Social Life of Health Information," June 11, 2009

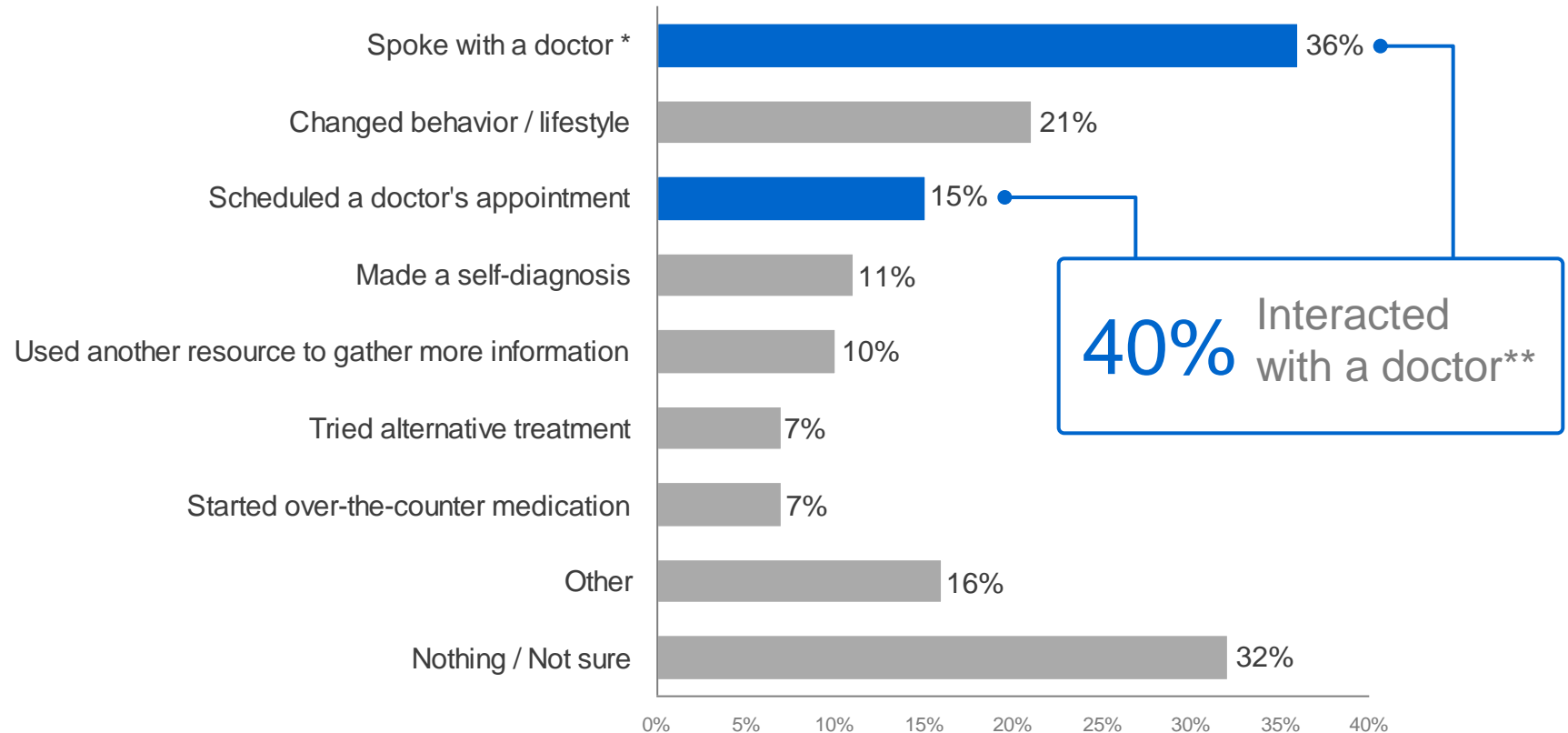
104852

www.eMarketer.com

35% of adults look online for doctors or other health professionals

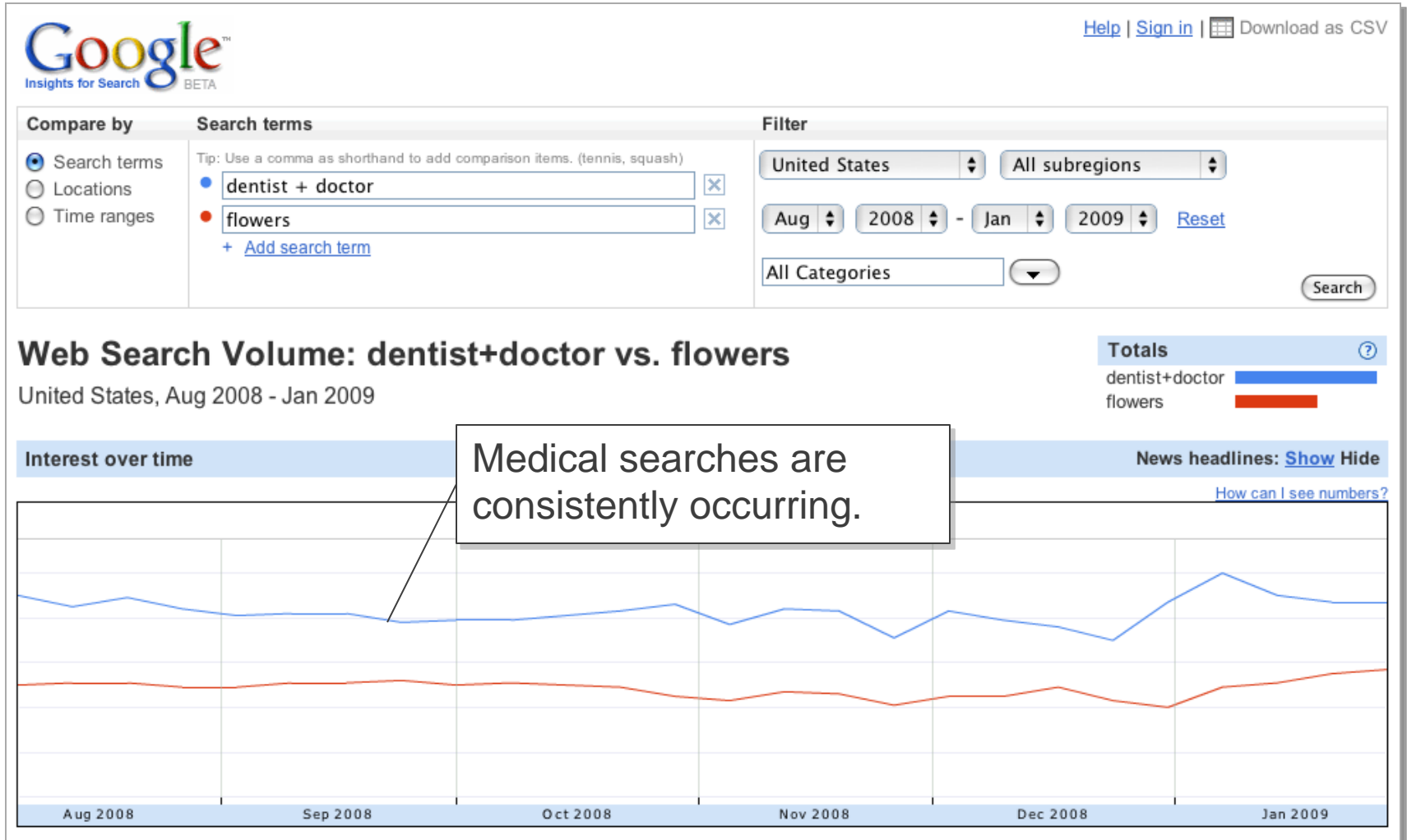
# After Gathering Health Information Online, Consumers are Likely to Interact With a Doctor

## Activities Conducted Due to Information Gathered Online



Again, thinking about your most recent [CONDITION]-related question or concern, what did you/they do because of the [CONDITION] information you gathered online? Please select all that apply. More than one answer was allowed.  
Base: All Qualified Respondents (n=4,224)

# Potential Patients Are Looking for Your Practice



- The **Internet** is an effective platform for reaching your engaged patients
- **Search engines** and **health sites** are optimal channels for reach and targeting as these are where patients begin their research
- **Research online** prompts actions that bring patients into the healthcare system and/or effects their healthcare decisions
- The impact of a patient's research online can often be seen in a month's time, implying the speed and importance of the **Internet as a marketing channel**

**How Patients Search**

**Google Advertising Solutions**

**Benefits of AdWords**

**Common Misconceptions**

# Google Advertising Solutions

# At a Glance: Google's Global Platform

- **#1 global Internet property** with 76% reach of Internet users
- **#1 in search** in US and globally
- **Largest global advertising network**
- **#1 video site** YouTube in US
- **Innovative offline ad platforms** (TV, Audio)



Example content network and search partners:



# Search Advertising

Connect with users searching for your products and services – whether on Google.com or on one of our Search Partner sites.



Sample keyword

Google Search

I'm Feeling Lucky

Example Headline

Desc. Line #1

Desc. Line #2

[www.URL.com](#)

The screenshot shows a Google search for "dog training". The search bar contains "dog training" and the search button is visible. Below the search bar, there are radio buttons for "the web" (selected) and "pages from India". The search results show "Results 1 - 10 of about 1,760,000 for dog training. (0.11 seconds)". A yellow highlighted sponsored link is shown with the headline "How To Train Your Dog" and description "End All Dog Behavior Problems! 6 Day Training System - Start Now". Other search results include "Dog Training Secrets" from TheDogTrainingSecret.com, a Wikipedia entry for "Dog training", and various other training guides and books.



# Search Solutions: Google Search

Find what you're looking for.

The screenshot shows a Google search for "public companies". The search bar is at the top left, with "public companies" entered and a "Search" button. Below the search bar, there are navigation links for "Web" and "News". The search results are displayed in two columns. The left column contains organic search results, including "Full Company Profiles" (Sponsored Links), "Company Profiles" (Sponsored Links), "Public Company Info" (Sponsored Links), "The World's 2000 Largest Public Companies - Forbes.com", "The World's 2000 Largest Public Companies - Forbes.com", "Public company - Wikipedia, the free encyclopedia", "SEC Filings & Forms (EDGAR)", "Company and Fund Index - Yahoo! Finance", "Free Annual Reports - The Public Register's Annual Report Service ...", and "San Diego Business Journal Online". The right column contains sponsored links, including "Public Company Info", "Public Companies", "Company Profiles", "Public Companies", "StockPromoters.com", "Public Company Directory", "Find Company Profiles", and "Go Public w/ Your Company". A red box highlights a sponsored link for "Promote Your Practice" with the text "Help Patients Find You When They Need You. www.doctorscom". A red arrow points from this box to a green box containing the text "Go Public w/ Your Company" and "More Sponsored Links >".

## How does it work?

- User types search term and Google displays your text ad in the Sponsored Links section on right-hand side and top of search results page

## Benefits for Doctors

- **Target users:** Adwords ads are displayed adjacent to relevant search results
- **Flexible:** Add or remove keywords, adjust your bids, and continually optimize your campaign
- **Cost-effective:** Pay market rates and only when users click on your ad

# Contextually-Targeted Advertising

Connect with users browsing relevant content in the Google content network

## Example Headline

Desc. Line #1

Desc. Line #2

[www.URL.com](http://www.URL.com)

### **SEROQUEL® Facts**

(quetiapine fumarate) Get The Facts And See Prescribing Information  
[www.SEROQUELFACTS.com](http://www.SEROQUELFACTS.com)



### **Drug detox program**

World Class Rehabilitation Center Call 1-866-4-HANLEY Today!  
[www.HanleyCenter.org](http://www.HanleyCenter.org)

Ads by Google



Physicians | Hospitals | Nursing Homes | Health

## Prescription Drug Ratings <sup>Beta</sup>

Do you know if you are getting the most effective medication for your condition?

Find Information

More than 4,000 Drugs

- **Broaden your reach:** Ads are displayed on websites that contain your keywords
- **Manage costs:** Pay on a cost-per-click basis to drive direct response goals
- **Format options:** Both text and display ads can be keyword-targeted in the content network

# Display Advertising Options

## Engagement through icons and imagery on the Google content network

- **All standard IAB sizes:** Choose from eight standard IAB sizes to display your advertising message and expand your reach on our partner sites.
- **Gain Creative Depth:** Increase your level of engagement with users by utilizing flash, gadget or click-to-play video ads.
- **Performance reporting:** Clicks, impressions, conversions, reach/frequency and more—Optimize based on campaign goals.



# Further Pinpointing Your Audience: Regional Targeting

Connect with audiences located in specific geographic locations

Choose country, region or city-level targeting

Region



City



Or define the area with customized targeting

Within a defined radius



Within defined borders



- **Target a country:** Effective for global businesses who serve specific countries
- **Target a region or city:** Effective for businesses specializing in certain cities and states and stores with target customers located throughout a city
- **Create a custom target location :** Effective for businesses serving a specific area

“Locally targeted ads...represent a more efficient allocation of ad dollars.” - Brian Jurutka, VP Comscore

How Patients Search

Google Advertising Solutions

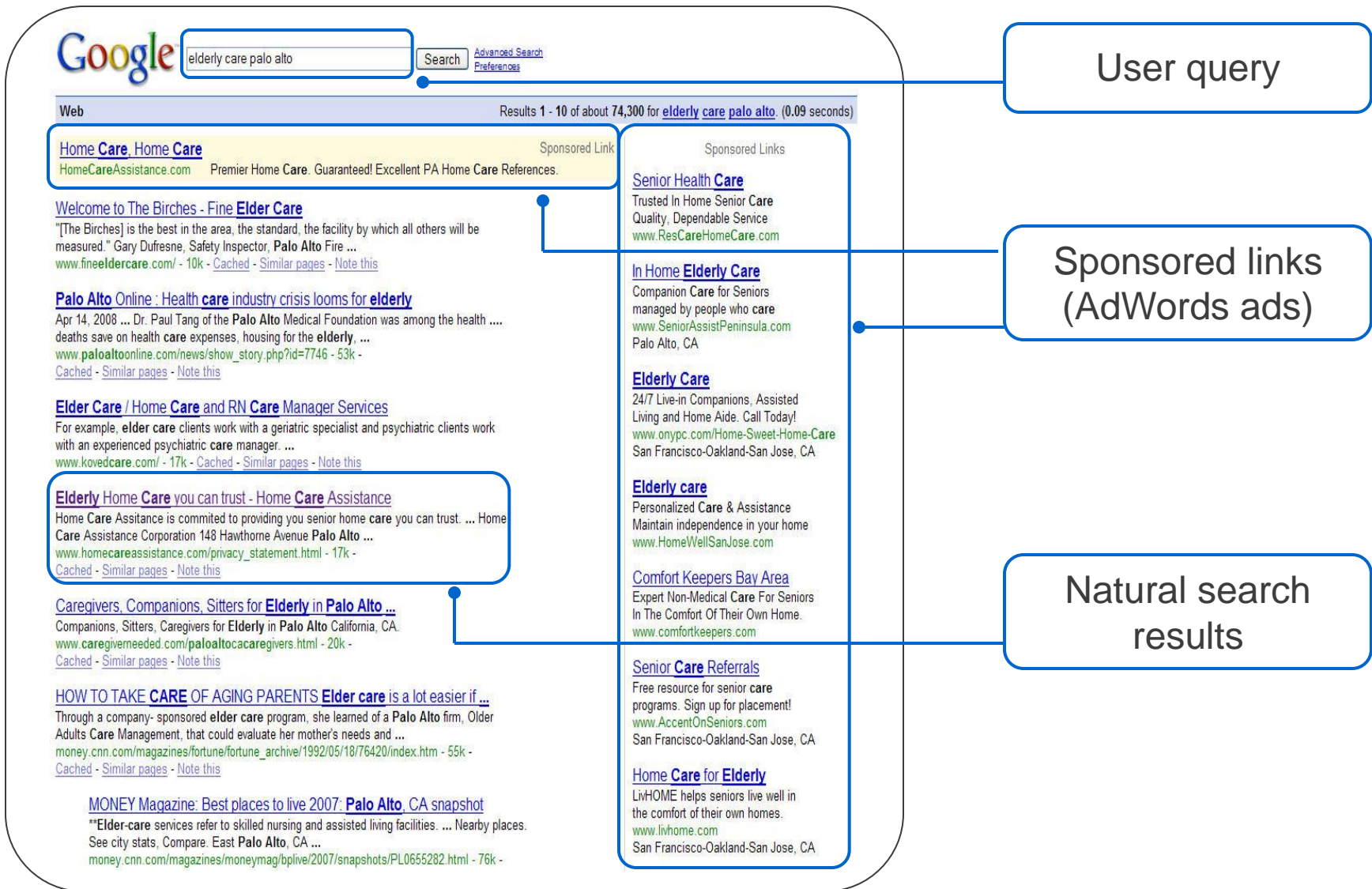
**Benefits of AdWords**

Common Misconceptions

## Benefits of AdWords

Keyword Targeting  
Geographic Targeting Options  
Cost-per-click Pricing Model

# Keyword Targeting



Connect with audiences searching for information on a particular topic on Google and the Google search network

Google elderly care palo alto Search Advanced Search Preferences

Web Results 1 - 10 of about 74,300 for elderly care palo alto. (0.09 seconds)

**Home Care, Home Care** Sponsored Link  
HomeCareAssistance.com Premier Home Care. Guaranteed! Excellent PA Home Care References.

Welcome to The Birches - Fine **Elder Care**  
[The Birches] is the best in the area, the standard, the facility by which all others will be measured." Gary Dufresne, Safety Inspector, Palo Alto Fire ...  
www.fineeldercare.com/ - 10k - Cached - Similar pages - Note this

**Palo Alto Online: Health care industry crisis looms for elderly**  
Apr 14, 2008 ... Dr. Paul Tang of the Palo Alto Medical Foundation was among the health ... deaths save on health care expenses, housing for the elderly, ...  
www.paloaltoonline.com/news/show\_story.php?id=7746 - 53k - Cached - Similar pages - Note this

**Elder Care / Home Care and RN Care Manager Services**  
For example, elderly care clients work with a geriatric specialist and psychiatric clients work with an experienced psychiatric care manager. ...  
www.lovedcare.com/ - 17k - Cached - Similar pages - Note this

**Elderly Home Care you can trust - Home Care Assistance**  
Home Care Assistance is committed to providing you senior home care you can trust. ... Home Care Assistance Corporation 148 Hawthorne Avenue Palo Alto ...  
www.homecareassistance.com/privacy\_statement.html - 17k - Cached - Similar pages - Note this

**Caregivers, Companions, Sitters for Elderly in Palo Alto ...**  
Companions, Sitters, Caregivers for Elderly in Palo Alto California, CA.  
www.caregiverneeded.com/paloaltocaregivers.html - 20k - Cached - Similar pages - Note this

**HOW TO TAKE CARE OF AGING PARENTS Elder care is a lot easier if ...**  
Through a company-sponsored elder care program, she learned of a Palo Alto firm, Older Adults Care Management, that could evaluate her mother's needs and ...  
money.cnn.com/magazines/fortune/fortune\_archive/1992/05/18/76420/index.htm - 55k - Cached - Similar pages - Note this

**MONEY Magazine: Best places to live 2007: Palo Alto, CA snapshot**  
\*\*Elder-care services refer to skilled nursing and assisted living facilities. ... Nearby places. See city stats. Compare. East Palo Alto, CA ...  
money.cnn.com/magazines/moneymag/bplive/2007/snapshots/PL0665282.html - 76k -

**Senior Health Care** Sponsored Links  
Trusted In Home Senior Care Quality, Dependable Service  
www.ResCareHomeCare.com

**In Home Elderly Care**  
Companion Care for Seniors managed by people who care  
www.SeniorAssistPeninsula.com Palo Alto, CA

**Elderly Care**  
24/7 Live-in Companions, Assisted Living and Home Aide. Call Today!  
www.onypc.com/Home-Sweet-Home-Care San Francisco-Oakland-San Jose, CA

**Elderly care**  
Personalized Care & Assistance Maintain independence in your home  
www.HomeWellsSanJose.com

**Comfort Keepers Bay Area**  
Expert Non-Medical Care For Seniors In The Comfort Of Their Own Home.  
www.comfortkeepers.com

**Senior Care Referrals**  
Free resource for senior care programs. Sign up for placement!  
www.AccentOnSeniors.com San Francisco-Oakland-San Jose, CA

**Home Care for Elderly**  
LiVHOME helps seniors live well in the comfort of their own homes.  
www.livhome.com San Francisco-Oakland-San Jose, CA

- Broad reach
- Precise timing
- Achieve marketing goals
- Effective pricing
- Measure performance

Ads appear beside search results on sites such as:

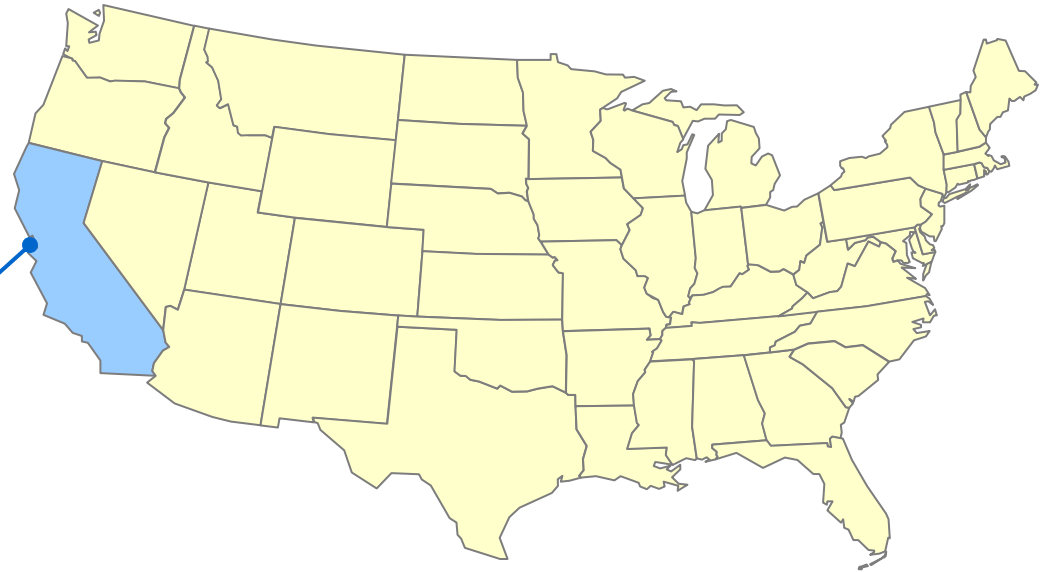


# Local Targeting



## Connect with audiences located in specific geographic locations

- Target a country
- Target a region, state or city
- Create a custom target location



### [Palo Alto Eldercare](#)

24/7 Senior Care Specialists

Call Now For Worry-Free Home Care

[www.HomeCareAssistance.com](http://www.HomeCareAssistance.com)

San Francisco-Oakland-San Jose, CA

Web [Images](#) [Video](#) [News](#) [Maps](#) [Gmail](#) [more](#) ▼


**Google**   [Advanced Search](#)  
[Preferences](#)

Web [Maps](#)

[Joseph Cappucci Salon](#)  
[www.JosephCappucciSalon.com](http://www.JosephCappucciSalon.com) The Top San Francisco Hair Salon. High End, Full Service Salon & Spa

[San Francisco Hair Salons](#)  
[sanfrancisco.Citysearch.com](http://sanfrancisco.Citysearch.com) Look for Top-rated Hair Salons near you with our Ratings!

Local business results for [hair salon](#) near [San Francisco, CA](#)



- A** [Spa Sole](#) - [www.spasole.com](http://www.spasole.com)  
2500 Clay St, San Francisco - (415) 929-6886  
★★★★★ [28 reviews, directions, and more](#) »
- B** [BellaPelle Skin Studio](#) - [www.bellapelle.com](http://www.bellapelle.com)  
9 Maiden Lane, San Francisco - (415) 362-6384  
★★★★★ [62 reviews, directions, hours, and more](#) »
- C** [Dolci Beauty Lounge](#) - [www.dolcibeautylounge.com](http://www.dolcibeautylounge.com)  
211 Steiner St, San Francisco, AL - (415) 355-9255  
★★★★☆ [30 reviews, directions, hours, and more](#) »

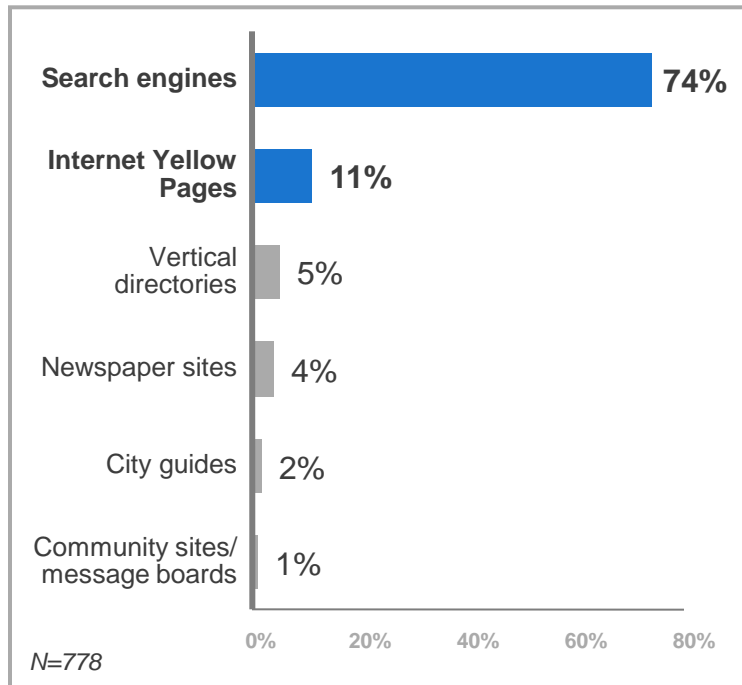
[More results near San Francisco, CA](#) »

[Local Hair Salons on San Francisco Citysearch](#)  
3115 Clement St, San Francisco, CA This high-end salon offers cuts and color along with unique treatments, such as live enzyme hair treatments. ...  
[sanfrancisco.citysearch.com/roundup/40445/](http://sanfrancisco.citysearch.com/roundup/40445/) - 62k - [Cached](#) - [Similar pages](#) - [Note this](#)

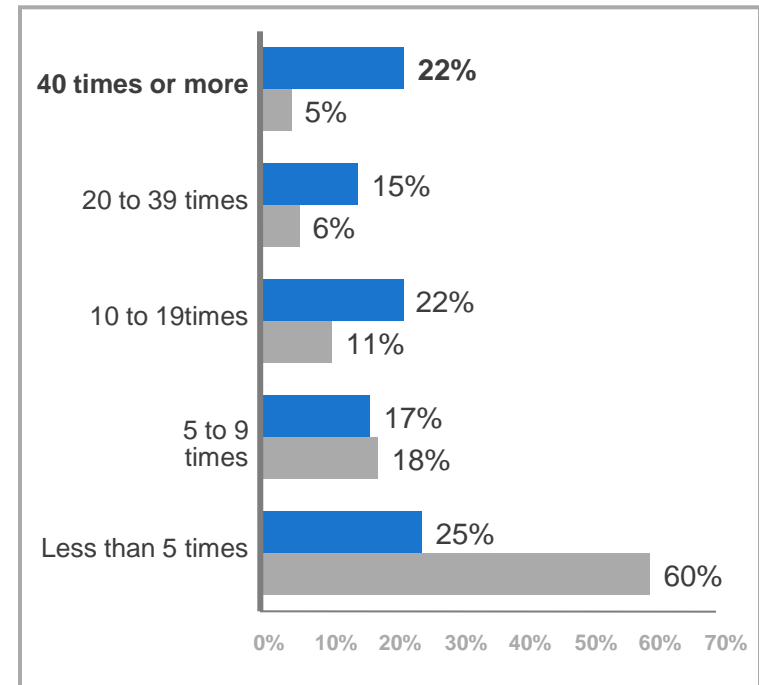
[Beauty Salons in San Francisco Beauty & Fitness on Citysearch](#)  
Got a recommendation for a great beauty salon in San Francisco? ... 1.11 miles | Map 266  
Sutter St San Francisco, CA 94108 ...  
[sanfrancisco.citysearch.com/yellowpages/directory/San\\_Francisco\\_CA/200/501/page1.html](http://sanfrancisco.citysearch.com/yellowpages/directory/San_Francisco_CA/200/501/page1.html)  
- 114k - [Cached](#) - [Similar pages](#) - [Note this](#)  
[ [More results from sanfrancisco.citysearch.com](#) ]

70% of US households use the Internet for local information

# Search Engines are the Starting Point for Most Local Searches



Internet sources used most recently when looking for local businesses.



■ Search engines, N=698   ■ Internet Yellow Pages, N=428

Number of times source was used in the last month for shopping locally.

## Daily Budget

- You decide your daily budget for each campaign
- Ad serving (the amount your ads will show) is dependent on this

## Cost per Click (CPC)

- You select the maximum amount you want to pay for each click
  - Works on an auction basis
  - Each keyword can have a different CPC bid
  - Change keyword bids at any time
- You are only charged when a user clicks on your ad

## Additional benefits of Google AdWords

- Advanced reporting
- Many other venues and forms of advertising to reach target market
- Other feature of AdWords
  - local business ads
  - demographic targeting
  - Many, many more!

# Direct Patients Your Way With Local Listings: Free!

Local Listings on Google.com

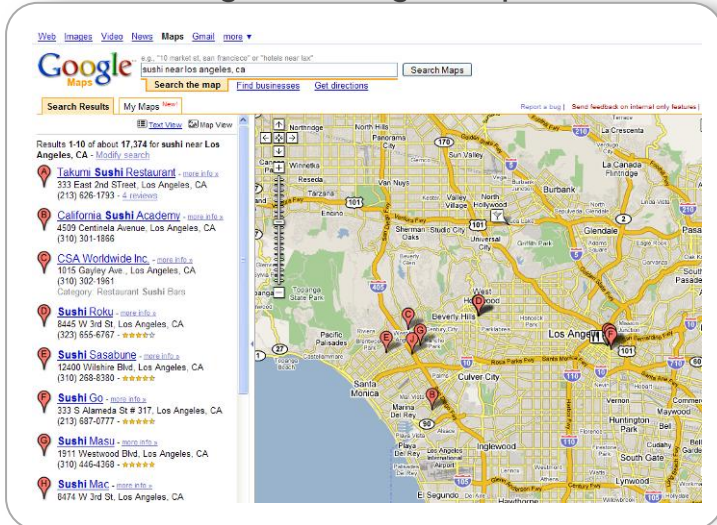


The screenshot shows a Google search for "sushi near los angeles, ca". The search bar contains the text "sushi near los angeles, ca" and a "Search" button. Below the search bar, there are tabs for "Web" and "Maps". The results are titled "Local business results for **sushi** near **Los Angeles, CA**". A map on the left shows the Los Angeles area with several red location pins. To the right of the map, three business listings are shown:

- A Takumi Sushi Restaurant** - [www.takumirestaurant.com](http://www.takumirestaurant.com)  
333 East 2nd Street, Los Angeles - (213) 626-1793  
[4 reviews, directions, menu, and more »](#)
- B California Sushi Academy** - [www.sushi-academy.com](http://www.sushi-academy.com)  
4509 Centinela Avenue, Los Angeles - (310) 301-1866  
[Directions and more »](#)
- C CSA Worldwide Inc.** - [www.thinkgift.com](http://www.thinkgift.com)  
1015 Gayley Ave., Los Angeles - (310) 302-1961  
[Directions and more »](#)

Below the listings, there is a link: [More results near Los Angeles, CA »](#). At the bottom of the screenshot, there is a link: [Top 10 Ten Best Sushi Restaurants Los Angeles Gayot](#)

Local Listings on Google Maps



The screenshot shows Google Maps with a search for "sushi near los angeles, ca". The search bar contains the text "sushi near los angeles, ca" and a "Search Maps" button. Below the search bar, there are tabs for "Search Results" and "My Maps". The results are titled "Results 1-10 of about 17,374 for **sushi** near Los Angeles, CA". A map on the right shows the Los Angeles area with several red location pins. To the left of the map, ten business listings are shown:

- Takumi Sushi Restaurant** - [www.takumi.com](http://www.takumi.com)  
333 East 2nd Street, Los Angeles, CA (213) 626-1793 - [4 reviews](#)
- California Sushi Academy** - [www.sushi-academy.com](http://www.sushi-academy.com)  
4509 Centinela Avenue, Los Angeles, CA (310) 301-1866
- CSA Worldwide Inc.** - [www.info.sushi](http://www.info.sushi)  
1015 Gayley Ave., Los Angeles, CA (310) 302-1961  
Category: Restaurant Sushi Bars
- Sushi Roku** - [www.info.sushi](http://www.info.sushi)  
8445 W 3rd St, Los Angeles, CA (323) 855-6787 - [4 reviews](#)
- Sushi Sasabune** - [www.info.sushi](http://www.info.sushi)  
12400 Wilshire Blvd, Los Angeles, CA (310) 258-8380 - [4 reviews](#)
- Sushi Go** - [www.info.sushi](http://www.info.sushi)  
233 S Alameda St # 317, Los Angeles, CA (213) 687-0777 - [4 reviews](#)
- Sushi Masu** - [www.info.sushi](http://www.info.sushi)  
1511 Westwood Blvd, Los Angeles, CA (310) 464-3568 - [4 reviews](#)
- Sushi Mac** - [www.info.sushi](http://www.info.sushi)  
6474 W 3rd St, Los Angeles, CA

## How does it work?

- People search Google.com and Google Maps to find local businesses
- Business listings and enhanced data gathered from multiple sources including:
  - Websites
  - Yellow pages data
  - Direct feeds and submissions
- Businesses can add or edit their business listing using Google's free **Local Business Center**

# Ensure Inclusion Using Local Business Center

The screenshot shows the Google Local Business Center interface. At the top left is the Google Maps logo and the text "Local Business Center". To the right is a "Change Language" dropdown menu set to "English". Below the logo is a heading "Help customers find you on Google Maps" followed by a paragraph explaining that millions of people search Google Maps every day and that a free listing makes it easy for them to find you. Another paragraph explains that the Local Business Center is used to create a free listing, which includes address, hours, coupons, and a website. Below this is a "Sign up now" button. To the right of the sign-up button is a "Sign in with your Google Account" section with fields for "Email:" and "Password:", a checkbox for "Remember me on this computer.", and a "Sign in" button. Below the sign-in section are three small images: "People search for products in your area...", "Find your local listing...", and "...And connect to your business". The bottom part of the screenshot shows a form titled "What's your business name and location?". The form has two tabs: "Locations" (selected) and "Coupons". The form fields are: "Business name:", "Street address:", "City:", "State:" (a dropdown menu with "< select state >"), "Zip code:" (with a note "Zip or zip+4"), and "Country:" (a dropdown menu with "United States"). To the right of the form is a note: "Please create separate listings for each of your business locations. If you have more than ten locations, you can [send us a data file.](#)". At the bottom of the form are "Cancel" and "Continue" buttons.

## Help consumers connect with your business

- Conveniently control and manage your business listing info, including:
  - Addresses
  - Phone numbers
  - Hours of operation
  - Website
  - Photos
- Provide printable coupons
- Bulk upload functionality

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**Benefits of AdWords**

**Common Misconceptions**

## Common Misconceptions

# Common Misconceptions



- Less people click on sponsored listings
- Visitors that click sponsored listings are of a lower quality
- Competitors will purposely click on my ads to drive up costs
- Advertising on search will tarnish my reputation

- Less people click on sponsored listings  
Millions of people do every day, but more importantly, you only pay when someone clicks on your ad.
- Visitors that click sponsored listings are of a lower quality  
Actually, searchers who click on paid search listings are twice as likely to convert into leads/sales according to a study by Comscore & I.A.B.
- Competitors will purposely click on my ads to drive up costs  
Google has an advanced filtering and monitoring system in place to detect this type of activity and filters these clicks out before they even reach your account.
- Advertising on search will tarnish my reputation  
There are many doctors who have had success using AdWords to expand their client base.

- 1** Make Sure You Can Be Found By Name

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- 2** Put Yourself In the Patient's Shoes: Use Relevant Keywords

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- 3** Highlight Unique Qualifications or Specializations In Ad Text

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- 4** Leverage Local Targeting Options to Get Patients Looking for Local Specialists

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- 5** Think About Promoting Your Practice on Properties Past Search



# Questions and Answers