



ENHANCING HOSPICE CARE THROUGH DIGITAL INTERACTIONS: A VITAS HEALTHCARE GROWTH STRATEGY

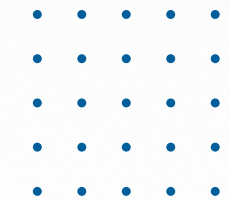
Addressing hospice industry challenges with a data-driven digital marketing and demand generation approach



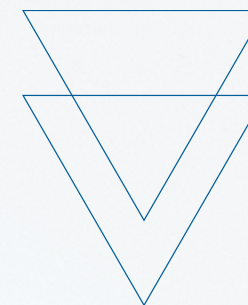
VITAS Healthcare Overview

VITAS Healthcare is the nation's leading hospice provider, delivering compassionate end-of-life care across a highly regulated, compliance-heavy industry. Operating within strict federal and state guidelines, VITAS navigates complex HIPAA requirements, CMS regulations, and ethical standards that shape every patient and family interaction.

In hospice care, trust is not a differentiator it is a prerequisite. Timing is critical: families and patients often seek support during their most vulnerable moments, requiring immediate, empathetic, and credible outreach. Every digital touchpoint must honor the sensitivity of the patient-family experience while maintaining regulatory integrity and upholding the brand's commitment to dignified, high-quality care.



The Hospice Digital Challenge



Online Reputation & Reviews

Managing online reviews in a sensitive, regulated hospice environment is complex. Negative or unverified reviews can erode trust with families at critical decision-making moments.

Organic SEO & Compliance

Achieving organic search visibility in a saturated healthcare market is difficult. Regulatory and HIPAA content restrictions further limit messaging flexibility and SEO tactics.

Attribution & Data Gaps

Multi-channel attribution remains unclear due to fragmented data systems. Gaps in visibility make it difficult to measure true campaign impact and allocate budget effectively.

CRM & Feedback Loops

Delayed patient intake and discharge feedback loops prevent timely course correction. Limited CRM lead visibility creates misalignment between sales and marketing teams.



Strategic Response



Online Reviews → Reputation & Yelp Optimization

Prioritize care quality as the foundation of reputation. Implement structured Yelp optimization and proactive review management to build trust with patients and families.



Compliance → Legal & HIPAA-Safe Content Collaboration

Partner legal, compliance, and marketing teams to produce HIPAA-compliant digital assets. Establish content review workflows ensuring regulatory adherence across all channels.



Organic SEO → Comprehensive Multi-Faceted Strategy

Deploy a full-spectrum SEO strategy spanning technical, content, and local search. Develop persona-aligned content and a knowledge center targeting non-branded hospice queries.



Attribution → Advanced Models & Integrated Data Systems

Implement advanced attribution modeling integrated with a centralized Snowflake data repository. Enable cross-channel visibility to accurately measure campaign impact and ROI.

Campaign Management & Optimization

A disciplined data infrastructure and continuous optimization cycle power every campaign decision, ensuring HIPAA compliance and measurable performance gains.

Key Steps: ➔



Centralized Data Repository

Unified campaign data stored in Snowflake with a standardized universal dictionary for consistent reporting across all channels.



HIPAA-Compliant Data Collection

Rigorous data governance with HIPAA-compliant collection protocols and regular audits to ensure patient data privacy and regulatory adherence.



Predictive Analytics

Leverage predictive models to forecast campaign trends, anticipate audience behavior, and proactively adjust media spend and targeting strategies.



A/B Testing Optimization Cycle

Continuous improvement through a structured cycle: Plan → Run → Evaluate → Optimize, driving iterative gains in conversion and engagement rates.

Website Management & Optimization

A comprehensive website strategy supporting VITAS Healthcare's digital growth through user experience, SEO, credible content, and continuous evaluation.



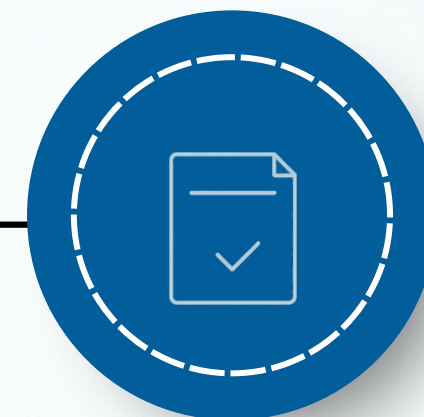
User Experience & Design

Responsive, accessible design across all devices with intuitive navigation tailored for patients, families, and healthcare professionals.



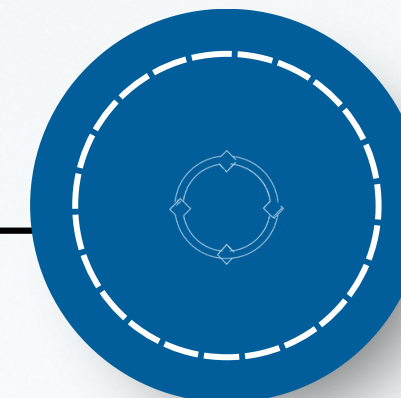
SEO Enhancements

Technical, content, and local SEO improvements to increase organic visibility in competitive and regulated hospice care markets.



Intent-Specific Content

Credible, audience-aligned content addressing the needs of patients, families, physicians, and community partners at every stage.



Build → Attract → Retain → Evaluate

A four-phase framework clarifying channel roles: building content, attracting audiences, retaining engagement, and evaluating outcomes.

Build → Attract → Retain → Evaluate



BUILD

Intent-driven, credible, and searchable content tailored to hospice audiences patients, families, physicians, and care professionals.



RETAIN

Customer engagement through SEO, social media, local events, SMS campaigns, and targeted email marketing to nurture ongoing relationships.



ATTRACT

Multi-channel organic SEO, social media presence, digital advertising, and multi-tier campaigns to drive qualified inbound traffic.



EVALUATE

Cross-channel performance tracking, data-driven decision making, and continuous optimization using analytics and attribution insights.

Vendor Management: Partner Ecosystem



Our digital strategy is supported by a robust ecosystem of specialized vendor partners across web development, SEO, content, CMS, CRM, marketing automation, and paid media — each selected to ensure HIPAA compliance, scalability, and performance excellence.

01 Web Development Agencies

02 SEO Content Creators

03 CMS Platforms

04 CRM Systems

05 Marketing Automation

06 Paid Media Agencies

Priority Play 1 — Win Organic SEO for Non-Branded Searches



Target Audiences & Tactics

Physicians, patients & families, case workers, nurses, social workers, and community partners. Tactics: owned media channels (website, microsites, portals, Facebook, LinkedIn, YouTube), persona-aligned content, and knowledge center development.

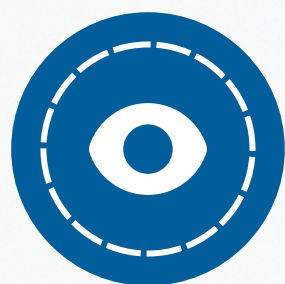


Measurement & Success Metrics

Website analytics tracking organic traffic growth, keyword ranking improvements for non-branded search terms, engagement metrics including time-on-page and content downloads, and social media indicators across LinkedIn and Facebook channels.

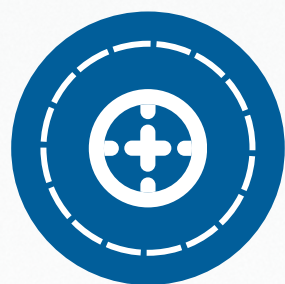


Priority Play 2: Personalize the Paid Ads Journey



Target Audiences

Physicians, patients & families, case workers, nurses, social workers each segment receives persona-aligned ad messaging tailored to their unique decision-making needs and care journey stage.



Tactics & Measurement

- Targeted paid ads by service, location & persona
- Personalized landing pages for each audience segment
- GTM tagging for precise conversion tracking
- Custom GA4 dashboards for real-time campaign performance monitoring and optimization.



Priority Play 3 — Align with Local Events



Audiences & Tactics

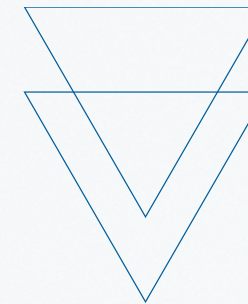
Target local community members, healthcare professionals, physicians, and social workers. Deploy event-specific marketing materials, marketing automation integration, and evergreen content. Capture HIPAA-compliant data for compliant follow-up outreach.



Measurement & Impact

Track email campaign open rates, click-through rates, and marketing engagement analytics. Leverage evergreen content to extend event value beyond the event date and drive sustained community engagement.





Priority Play 4 — Invest in Paid Search

Google Ads

Custom audience segments tailored by persona (physicians, case workers, nurses). Location and demographic targeting to reach high-intent local audiences.

Bing Ads

Leverage LinkedIn professional targeting via Microsoft Ads. Device and placement optimization for healthcare professionals. Empathetic, compliant ad copy.

Campaign Distribution

Search 70% high-intent keyword capture. Display 20% awareness and retargeting. Video 10% brand storytelling and education.

Key Metrics

CTR, CPC, CVR, and ROAS tracked via custom GA4 dashboards. Conversion tracking across all paid channels for full attribution visibility.



Priority Play 5 — Build Corporate-Specific Pages



Target Audiences

Employees, job seekers, media representatives, and investors each requiring tailored messaging, dedicated landing pages, and relevant brand assets to build trust and engagement.



Key Tactics

Dedicated news and corporate sections, video testimonials from staff and leadership, and a media relations hub featuring press kits, brand assets, and investor resources.



Team & Leadership Approach



Cross-Functional Teams

Blending marketing, compliance, analytics, and creative expertise to deliver cohesive, compliant digital strategies.



Dynamic Leadership

Clear vision with delegated responsibility, empowering teams to execute with agility and accountability.



Talent Development

Individualized growth plans, continuous learning programs, and recognition frameworks to retain top talent.



Inclusive Culture

A positive, collaborative environment that fosters innovation, open communication, and shared purpose.

Alignment with Business Objectives

Our digital strategy directly supports VITAS Healthcare's core mission and growth goals delivering meaningful, trustworthy experiences across every touchpoint.



Mission Fulfillment

Delivering trustworthy, high-quality digital experiences to patients, families, and care partners at every stage of the hospice journey.

Growth

Enhancing organic visibility, improving attribution insights, and optimizing the marketing-to-sales handoff for measurable business impact.

Community Engagement

Aligning marketing with local events, proactive reputation management, and meaningful content creation that resonates with communities.

Key Takeaways



A summary of core insights and lessons learned from the VITAS Healthcare digital strategy purpose built for a complex, regulated, and deeply human industry.

- 01 Purpose-Built Strategy
- 02 Patient Feedback Loop
- 03 Disciplined Data Foundation
- 04 Build → Attract → Retain → Evaluate
- 05 Team Structure & Talent
- 16 Sustained Digital Growth

A Closing Thought



"In a crowded marketplace, fitting in is a failure. In a busy marketplace, not standing out is the same as being invisible." Seth Godin

This principle has guided every element of the VITAS Healthcare digital strategy: to stand out with purpose, lead with empathy, and deliver meaningful digital experiences that connect patients, families, and care teams at the moments that matter most.

