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TECHNOLOGY

QR Codes Make A Comeback in Healthcare Marketing



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Overview

In this modern-day we live in, it has become increasingly impossible to sustain our way of life without implementing seemingly constant technology advancements. Technology has undoubtedly bettered our lives and made things easier and more attainable than ever. We've all encountered QR codes being used in many major industries. Primarily in business, marketing, social media, or contactless payment. But what about the Healthcare industry? How can QR codes help with market strategy in this sector?

QR Codes: What are they and how do they work?

Before we begin - QR Codes: What are they and how do they work? Even if you're not entirely familiar with QR codes or have simply overlooked them in your day-to-day life, chances are you've encountered more than your fair share.

These days QR codes are used throughout a wide range of different marketing materials, recently becoming more common than ever! Many successful companies have been incorporating QR codes into their marketing materials for quite some time now. QR codes can regularly be spotted on business cards, flyers, posters, brochures, websites, direct mail, promo products - the possibilities are endless. Unfortunately, not all marketers are aware of just how powerful QR codes can be. We're going to change that!

What is a QR Code? If you take a look at this image of a direct mail piece you'll notice a crazy-looking graphic, consisting of a seemingly irregular pattern of black dots and squares. This is what a QR code looks like.





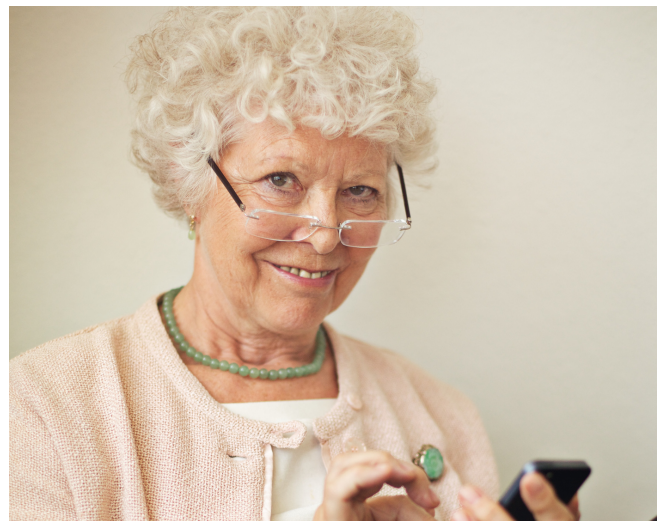
Traditionally QR codes were used to contain web address information and links, but they can be used for so much more.

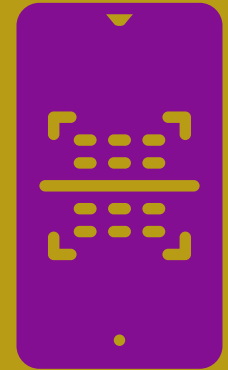
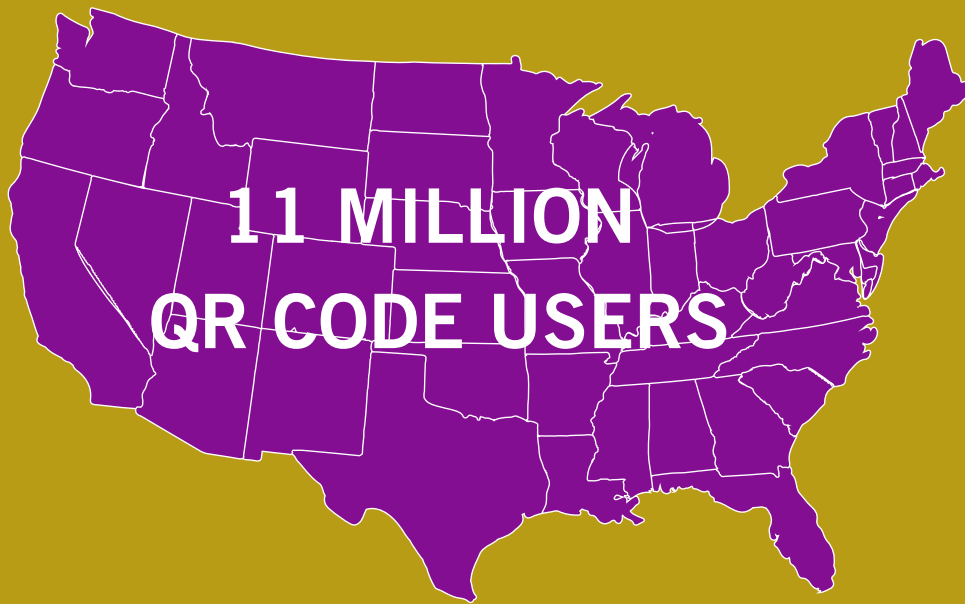


QR codes can direct Smartphone users to a multitude of other media as well, such as videos, client forms, geo-maps, etc. You might be asking yourself the question, “What’s the point? Can’t people just type in a web address and look up info that way?”. The answer is simple - Yes, but they won’t.

The majority of people cannot be bothered to type in a website address on their Smartphone. Not to mention, not all users are entirely comfortable with using all the features on their devices.

Think of your dear sweet granny, wouldn’t it be easier for her to simply scan an image of one of those crazy squiggly boxes?





QR Code Statistics: They are everywhere. Time to get onboard

CHAPTER

02

America QR Code Statistics: According to a survey by Statista, a total of 11 million households will scan a QR code by the end of the year. Compare this to 9.76 million in 2018 and you can see their growth is in millions every year.

One of the reasons QR codes are so prevalent right now is because most people have a QR code scanner right in their pocket. Their smartphone. To understand why QR codes are growing and why they need to be implemented into current marketing strategies, the market presence of smartphones is important. So let's crunch some numbers:

- 91% of users of iOS devices have built-in QR code scanners
- 81% of Americans owned a smartphone in 2019
- 90% of Americans used the internet in 2019
- 11 million Americans will scan a QR code by year-end

Understanding the age brackets that are utilizing QR codes will help mode your use of QR codes and ensure effectiveness.

The statistics from QR-Tiger show that the ages between 24-54 years old had the most interaction with QR codes. As they break it down further, 20% are from 24-34 years old, 27% from 34-44, and 21% from 44-54.

Since individuals over 54 may not be as up-to-date on the QR technology, they typically do have a smartphone. If you see the value of including QR codes in your marketing and your demographics is in the 60+ range don't give up. We recommend you start utilizing QR codes and educate your audience as to how easy they are to use and how to use them. They will appreciate you sharing this knowledge with them.



Source: QR-Tiger QR Code Statistics



A QR code's main purpose is to simplify the process and therefore MAKE IT EASIER FOR INDIVIDUALS TO visit a website or piece of content.

It's 2021, and frankly, if it's not easy, people probably won't bother with it. For instance - given this particular scenario above, wouldn't you prefer to simply click on the QR code to access your preferred prescription reorder App (which you will need to log into once accessed, for security reasons) - or would you want to visit your Pharmacy in person or call and go through the lengthy prerecordings to request your refill? Which would you choose?

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HOW CAN QR CODES BE UTILIZED IN HEALTHCARE MARKETING?

As with any other marketing campaign, QR codes are certainly more than ideal for the Healthcare marketing field. Smartphones have become an integral part of our lives, we use them for everything - And healthcare patients aren't any different.

In fact, 38% of Smartphone users in the USA state that their mobile devices are absolutely essential in easily accessing medical and health information.

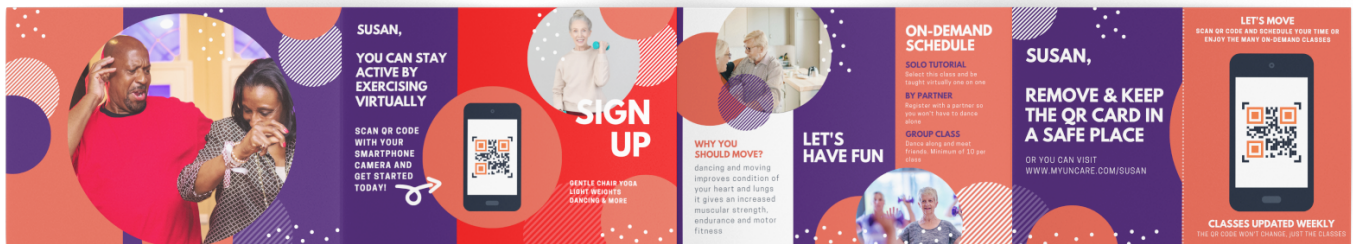
There are many applications for using a QR Code and many benefits. A QR Code can be modified at any point in time to update information or redirect it to different content applicable to the user.

Let us count the ways.



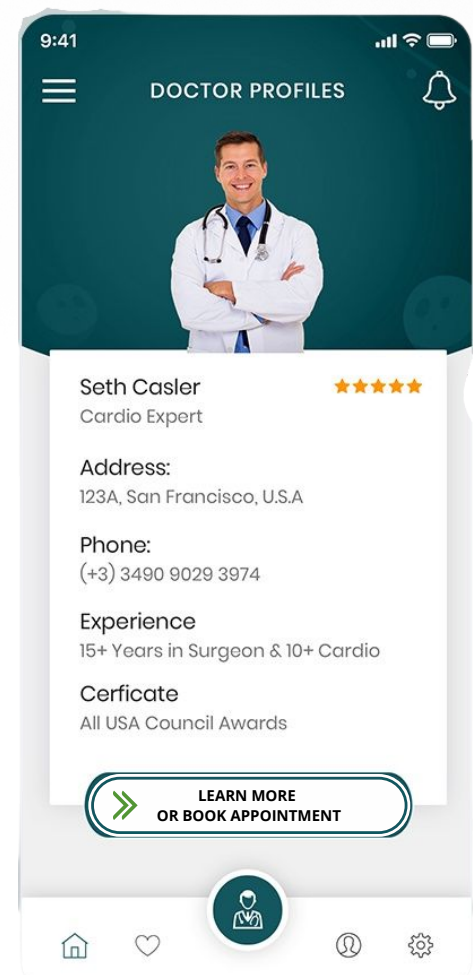
HEALTH TIPS, ADVICE & ENGAGEMENT

The internet is a vast wealth of knowledge; one that is used everyday to research countless medical questions. By linking QR codes to websites, blogs, videos, podcasts, and other internet-based health information platforms, you can easily put yourself in front of potential patients. Furthermore, patients won't find themselves having to search for the timely advice they are seeking, they can simply just point their smartphone at your QR code and connect immediately to the help they need.



PHYSICIANS AND HEALTH INSURANCE BROKER PROFILES

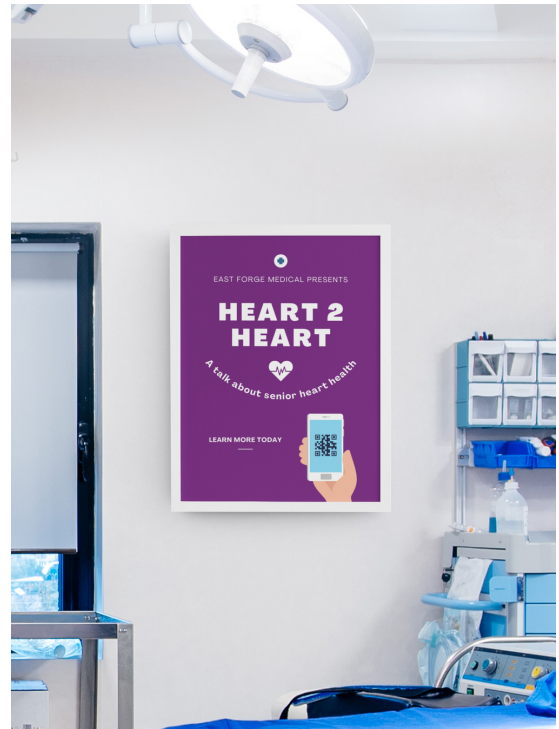
Wouldn't it be great if there was a simple way to give customers and patients more compelling content within moments? Simple indeed - with the help of a QR code you can easily link them to your company website or online profile. Better yet - link them to a personal video of you telling them about yourself and your specialties. Allowing individuals to experience some of your unique personalities will undoubtedly help them decide whether you're the sort of provider and person they'd like to work with.



EVENTS

Promotional marketing increases the likelihood that customers will remember specific details about your event. Are you hosting an online seminar? Do you have a free or low-cost health screening offer? Offering a special gift in exchange for contact information and response to a short survey? You can easily connect and collect information directly with a QR code. It's that simple.

From adding a QR Code to your printed posters, pamphlets, or direct mail you can use this technology to make it easier for the recipient to access the information they need when they need it.



MAPS

Your QR code can seamlessly link to a geo-map giving your patients a simple and efficient way to find your location or event. One simple scan can show your audience right where you are and how to get there. Plus, it can actually show them the route from their home to your facility. Can I hear a "show me the way?"



Gifts

By sending a welcome postcard or mailer with a QR Code linking to your gift landing page, you enable shoppers to choose their preferred gift. Not only will you delight them, you can also receive feedback and track what's hot and what's not.

Drug Safety

The use of QR Codes for drug safety can help tackle drug counterfeit, alert caregivers in medication administration. the exact dosage, the timing of the medicine, and the procedure of the medication to be given, thereby, saving time and error.



PROCEDURE AND EQUIPMENT VIDEO

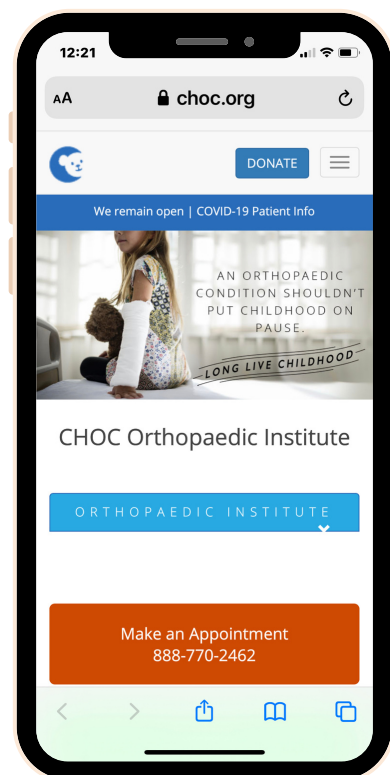
Do you have the newest or best of a particular piece of equipment? Want to highlight those ooooh and ahhh features only you can offer? Great! Patients generally want to know exactly what's in store for them before they agree to a procedure. Answer all their burning questions with the help of a QR code. Pictures and descriptions of a new high-tech piece of equipment are helpful, but wouldn't it be better to actually show them how it works with a web video linked to a QR code? Also, you can walk them through how to prepare for their appointment and what to expect.



CARE INSTRUCTIONS

How many times has your healthcare provider given you pages of discharge instructions, only to be folded up and lost in your purse or the crevices of your car? A QR code can link patients with online documents that provide instructions on how to properly care for themselves after a procedure or hospital visit.

Let's take a look at how QR Codes linked to a landing page, could be an effective way to communicate at-home cast care instructions to patients and families...



QR CODES IMPROVE CAST CARE FOR PEDIATRIC PATIENTS

According to a study co-authored by an CHOC orthopaedic surgeon, the use of a QR code that leads to a website detailing care instructions could help enhance the retention of care instructions, possibly leading to improved outcomes and reducing emergency department visits.

As stated in the American Academy of Orthopaedic Surgeons' (AAOS) recent Virtual Education Experience, QR Codes for cast care instructions in children tracked 88 children with fractures who didn't require surgery and had a family member with a smartphone. A waterproof QR code was secured to the child's cast, allowing a family member to scan the code with their phone.

The researchers monitored cast complications, the number of times the QR code was scanned, treatment satisfaction, and whether the code helped prevent a call to the physician. The results:

- 60 families used the QR Code
- QR Code was scanned an average of 2.4 times by each family.
- 64% of patients were very satisfied with the convenience and 90% of the patients found the QR code convenient and useful.
- 37% of participants reported that the information on the website kept them from needing to contact a physician to ask a question.
- Eleven cast complications – including eight wet casts – were reported among participants.



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CONCLUSION

For Healthcare Marketers, QR codes offer immeasurable benefits and endless possibilities. They allow advertisements, direct mailers, brochures, even posters to direct users to mobile landing pages that are able to contain much more information and an interactive experience that simply can't be crammed onto a printed page. This integration between typical forms of print ads and web-based mobile ads gives marketers and advertisers a new dimension of communication to their current marketing or outreach efforts. You have the information and content your patients need, QR codes give you limitless sharing capabilities. Moreover, by attaching QR codes to Healthcare marketing materials you are able to strategically influence your audience and grow brand awareness as well. This can make a huge difference and impact on your reputation, client experience and ultimately your profits.

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