Technology: Allowing Home Care Nurses to Monitor Patients’ Vital Signs 24/7
You Have Implemented New Technology: Now What?

By Merrily Orsini

Increase ROI from New Product Offerings Using Web Site Promotion

Chances are that using new technologies in your business will definitely require a significant capital outlay. So, the question begs, how do you increase your ROI (return on investment) to offset the capital expenditure for new technologies? You guessed it; use your Web site!

If you have or are planning to offer new technologies with your care programs, you’ll need to think of their value in two different ways. First, you should promote these new technologies to existing referral sources and clients to either keep their loyalty to your services, have them give you positive referrals, and/or increase their services. Second, think of these new technologies as a way for new referral sources or clients to find you. Perhaps someone is out on the Web looking for the latest in diabetes monitoring technology. If your agency now uses this technology and you have properly showcased it, chances are that person will stumble upon your Web site and bingo, a new potential client is aware of your agency. You already know that your Web site is a powerful promotion tool; make certain to use these tips to showcase new technologies on your Web site:

1. **Vendor Resources** — Whenever offering a new technology, work with the marketing department of the product vendor. Oftentimes they will have graphics, verbiage, or entire pre-designed pages you can integrate into your own agency Web site. As a time and money saver, make certain to take advantage of these resources at your disposal.

2. **Home Page Alerts** — Depending on the design of your home page, see if you can post graphics and verbiage highlighting your new technology or device offering. This is the first page that current and potential referral sources and clients see, so capitalize on that traffic. Make the buttons, links, or information link through to a more descriptive page, with education and graphic components.

3. **Products/Technology Page** — If you have several technologies, products, or devices that set you apart from your competition, you should have a page on your Web site dedicated to sharing that information. Show product photos, provide descriptions, and most importantly, describe how this device or technology improves the client outcome. Make certain to link to this page from different areas throughout the site such as the home page, service page, news, and updates, to name a few.

4. **Email Alert** — While this isn’t directly related to the Web, it is electronic marketing, so it needs to be mentioned. Don’t overlook the opportunity to talk about new technology implementations or device offerings in your eNewsletters. If you don’t publish an eNewsletter, create an email telling your referral and client base about this development. Chances are that a lot of existing referral sources and clients won’t regularly visit your Web site, so a little proactive outreach may be
in order. Always link back to your Web page from any eNewsletter and provide ways for easy contact.

5. **Press Release** – Something as simple as a press release is often overlooked. If this new technology is impactful enough on your business to integrate it, chances are you have a newsworthy item. Creating a press release and housing it on your Web site shows current referral sources and clients that you are proactively improving their experience, and demonstrates to potential referral sources and clients that you are on the cutting edge of what is new and current in the industry.

6. **SEO** – When you are creating Press Releases or information pages on your Web site about your new product or technology, spend a little extra time and money to make sure you are using the best Search Engine Optimization (SEO) techniques. By using the right keywords, meta-tags and page layout, users on the Web who might be looking for the particular device or technology you are now using will be able to find your agency in their searches. While this might be a small time and money investment up front, the long-term benefits will outweigh any initial costs. If you don't have the capabilities in-house, seek out a professional marketing firm to help you.

There are a great deal of proactive marketing activities you can do when integrating a new technology; however, few will be as quick to show results and as easy as using your most powerful marketing tool, your Web site. Take advantage of the resources provided to you from your new vendor partner and market away! You will be surprised at the influx of positive response you should receive.

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**About the Author:** Merrill Orsini, MSSW, is managing director of CareHub, an integrated marketing communications company that specializes in home care and home health industries. Merrill has been active in internet marketing since 1990. She is an 18-year veteran of the private duty industry and currently serves on the advisory board of the Private Duty Homecare Association of America.

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