How to sell Pinterest to your hospital C-Suite.

Now that Pinterest is past infancy with undeniably impressive numbers (it’s the fourth largest social network and among the fastest growing), maybe this is the year to launch the virtual online pinboard to your hospital community.

If your hospital C-Suite is one of your hurdles, perhaps our elevator speech, key selling points, leading trends and examples can help make a convincing argument for this critical stakeholder.

Julia Mastropaolo, Partner, Healthcare Director at Brogan & Partners.
Elevator speech:

If you happen to run into the CEO between floors, here’s an engaging conversation-opener, sure to get you on the next C-Suite team agenda.

“I’ve been wanting to talk with you about Pinterest. I’m really excited about it, and I think we should consider starting a page. It’s the fourth largest social media network now with an 83 percent female user base, perfect to reach our female healthcare decision maker. We could easily launch some boards on (fill in blanks of hospital’s key initiative areas) and grow it from there. I think it would be perfect to illustrate our leadership position. Can I send you a proposal and present this idea at the next E-Team meeting?”
Key selling points:

Here’s a little more meat to incorporate into your proposal or presentation, with key facts, figures and selling points to help you gain approval to launch your hospital’s Pinterest page.

1. **83 percent of the 47 million U.S. users are female**, the primary healthcare decision maker.
2. **50 percent of users have kids**, a bullseye for your pediatric services.
3. **Half of users make $50K+**, so yes, they’re likely insured.
4. **Builds engagement and loyalty** among your target audience, as Pinterest users spend a lot of time on the site **(more than 20 minutes per day)**.
5. **Supports your brand and key centers of excellence**, because it’s highly visual. You can showcase ads, billboards, physician videos, new additions, etc.
6. **Perfect for wellness**, especially crucial with accountable care – heart healthy tips, quizzes, healthy recipes, exercise ideas.
7. **Illustrates** leadership as many leading hospitals are on the site (so much better than playing me-too later).
8. Great for infographics, social media presence, increasing traffic and backlinks.
9. Ultimately, helps to retain and increase your patient base.
Leading trends & examples:

Pinterest is a visual medium and is best communicated via visual presentation. You can best explain Pinterest by showing your C-Suite some impressive examples of hospital Pinterest use. Following are some of our top picks of leading trends and examples.

1. Recipes – Recipes are repinned frequently. While many hospitals repurpose other user’s content to fill their recipe boards, Mayo Clinic is an example of one that posts their own.
2. Hospital spaces/design – Pinterest is one of the best places to impress people with the look and feel of your hospital, including layout, décor, etc. Phoenix Children’s Hospital does a great job of showcasing their space.
3. Patient stories – People love real stories and a patient story board allows viewers to feel the emotional side of your brand. Dayton Children’s Medical Center does a great job with their Miracle Stories board.
4. Hospital facts – You can bring those hard stats to life with an infographic, ideal for Pinterest. The Cleveland Clinic is our favorite, as it’s quick and witty, making it interesting to learn about the hospital.
5. **Health infographics** – We think this is one of the best trends, as hospitals can showcase helpful health information in an interesting, simplified format. Scripps Health has some great examples, including this When to Visit an Urgent Care vs. ER.

6. **Fitness** – The majority of hospitals on Pinterest have fitness boards, posting fitness tips and videos from their health experts. Mayo Clinic does an excellent job with their fitness board.

7. **Clinical areas** – Specialty hospitals are including boards on their key specialty areas. The Cleveland Clinic has a nice mix of images, including physician videos and colon cancer risk assessments.

8. **Safety tips** – The majority of hospitals include some type of variation of a board dedicated to safety tips. We like the one found on the Nationwide Kids board.

9. **Blogs** – Extend the lifespan of your blogs by adding an image or video and posting to Pinterest. This will both enhance your Pinterest site and bolster your blog views.
To learn more about how to set up your hospital Pinterest page, contact Julia Mastropaolo, Partner and Healthcare Director at Brogan & Partners at 248-341-8225. Brogan & Partners creates and converges advertising, social media and mobile media with an emphasis on brand engagement and specialties in healthcare marketing and marketing to women. Since its start in 1984, Brogan & Partners has built a solid reputation on results-driven campaigns that build brands, transform opinions and deliver consistently excellent ROI for its clients. The agency is headquartered in Birmingham, Mich. and has a service office in Morrisville, NC. For more information, visit www.brogan.com.