








Marketing the Best Kept Secret in Healthcare

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t g h r e o u k p b	Learning Objectives
	<ul style="list-style-type: none">  Review the barriers preventing wider public and professional understanding and utilization of hospice and palliative care  Identify marketing, outreach and engagement strategies that providers can utilize to communicate the value of hospice and palliative care and their specific services  Develop a communications plan that leverages national, state and local efforts, while communicating the unique strengths of their organization

t g h r e o u k p b	Your Task...
	Create and deliver the right messages to the right audience at the right time in the right place using the right tools

t g h r e o u k p b	All You Need Is
	<ul style="list-style-type: none">  A plan based upon your organization's goals  Clear, consistent and compelling messaging  The ability to evaluate the efficacy of the plan and messaging  The team to implement

t g h r e o u k p b	The Plan
	How do you communicate?

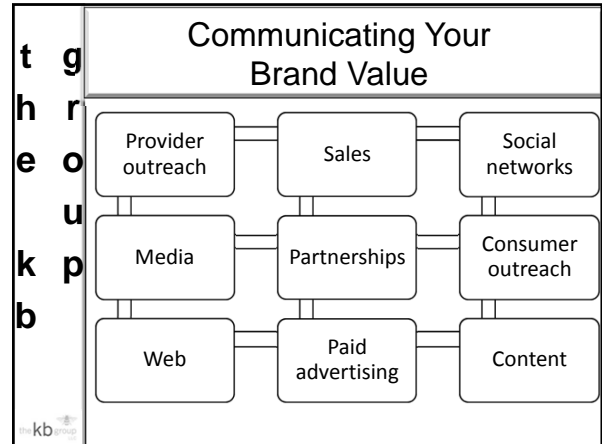
t g h r e o u k p b	What is a Marketing Communications Plan?
	<ul style="list-style-type: none">  Supports the mission of the organization  Driven by the strategic plan  Focuses and coordinates all marketing and communications  Builds and reinforces your brand  Identifies strategies, tactics and goals <ul style="list-style-type: none">  You create  You leverage

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Integrated Marketing Communications

- Is everything you do to communicate, promote or "sell" your organization
- The blending together of all your efforts to present a unified message
- Includes advertising, PR, outreach and ongoing contacts in your community

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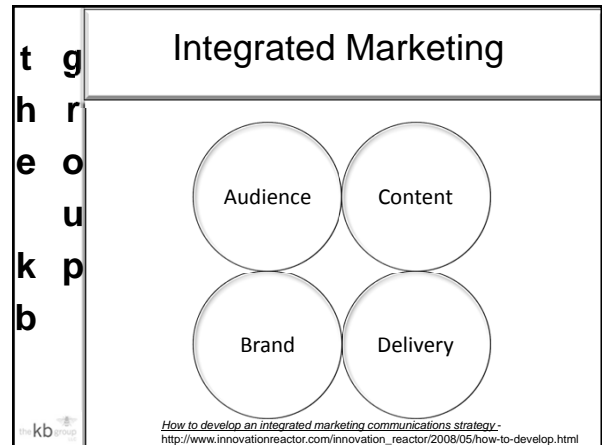
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Traditional Communications Plan

- Determine goal
- Identify and profile audience
- Develop messages
- Select communication channels
- Choose activities and materials
- Establish partnerships
- Implement the plan
- Evaluate and make mid-course corrections

WK Kellogg Foundation

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Audience - Who

- Create a buyer persona
- What do you know?
 - Demographics
 - Patterns
 - Needs
 - Connections

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Buyer Persona

Create a general persona for each audience type. Insert additional columns to provide more specific detail for types of physicians, care settings, etc. You can use outreach issues to do this for each physician group, hospital department, long-term care facility, etc.

	Physician	Office Staff	Discharge Planner	Dir of Nursing (LTC)	Patient	Caregiver	Care Manager
Demographics							
What keeps them up at night?							
Who influences their decision to contact hospice?							
Who do they trust to provide information?							
Why would they be most likely to call or visit the website?							
What are their primary frustrations with the status quo?							

Adapted from <http://www.aldenhome.org/suspense/content-marketing-strategy-templates/>

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Brand - Why

-  Unique features/attributes
-  Value to your audience/persona
-  Consistency
-  Differentiated
-  Professional
-  Presence

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Competitive Analysis





Complete the information for your organization and each competitor (replace Competitor 1 with actual name) by hand.

Your Organization	Competitor 1	Competitor 2	Competitor 3	Competitor 4
What unique services are offered?				
What is the brand reputation?				
What are the similarities between you and the competitor?				
What are the differences between you and the competitor?				
What is the best aspects of the website?				
What key words and descriptions are they using on their website?				
What marketing tactics are used?				
What social marketing tactics are used?				
Is there a frequently updated blog?				
What else do you know?				

Adapted from http://www.slideshare.net/Inuspark/content-marketing-strategy-templates?u=gf1&b=8&from_search=2

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Content - What

-  Engages your audience
-  Is thought provoking
-  Differentiates you from competitors
-  Reinforces your brand (without selling)
-  Drives potential customers to your website
-  Is a mix of time-sensitive and enduring content

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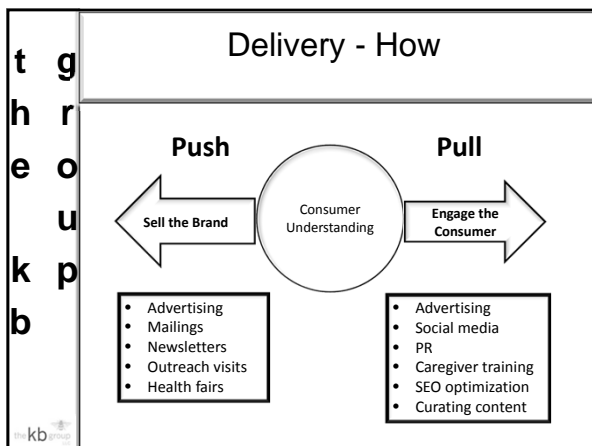
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Content

For each persona, map the content you have and need based upon what you learned during the competitive analysis and your organization's strategic goals.











Content Goal	Topic		Purpose		Format(s)	
	Have	Need	Have	Need	Have	Need
Raise awareness of issue(s)						
Identify a need for something you offer						
Learn more						
Find a solution						

Adapted from http://www.slideshare.net/Inuspark/content-marketing-strategy-templates?u=g1&b=8&from_search=2



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Content Delivery Vehicles

-  Blog posts
-  Newsletters
-  PowerPoint presentations
-  Podcasts
-  Standard videos
-  Micro-videos (ie, Vine)
-  Social media posts
-  Live presentations
-  Webinars
-  White papers

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Content Marketing Enables You to...

- Supply people with value-added information, tools, resources to create engagement and build long-term relationships

The Messaging

What Are We Saying?

Consumer's Don't Know What Palliative Care Is

Knowledge Level	Percentage
Very knowledgeable	3%
Knowledgeable	14%
Somewhat	58%
Not at all	14%
Don't know	8%

2011 Public Opinion Research on Palliative Care - CAPC

But Once They Understand It, They Want It!

How Likely Are You to Use Palliative Care?

	25-64	65+
Very likely	63%	62%
Somewhat likely	29%	28%
Not too likely/Not at all likely	6%	6%

2011 Public Opinion Research on Palliative Care - CAPC

And We Can Meet Their Needs

Biggest Concerns for Patients with Serious Illness

58%	Doctors might not provide all of the treatment options or choices available
55%	Doctors might not talk and share information with each other
54%	Doctors might not choose the best treatment option for a seriously ill patient's medical condition
51%	Patients with serious illness and their families leave a doctor's office or hospital feeling unsure about what they are supposed to do when they get home
51%	Patients with serious illness and their families do not have enough control over their treatment options
50%	Doctors do not spend enough time talking with and listening to patients and their families

2011 Public Opinion Research on Palliative Care - CAPC

Consumers Consistently Say

- They want to be:
 - Kept comfortable (pain free)
 - Cared for at home
 - Surrounded by loved ones
- They don't want to be:
 - A burden to their families

t h e u n i k p b	g	And Consumers
	r	<ul style="list-style-type: none"> Are still confused about what hospice is, even though they know it is a positive thing
	o	<ul style="list-style-type: none"> It's a place, for people with cancer...
	u	<ul style="list-style-type: none"> It's "brink of death" care
	b	<ul style="list-style-type: none"> It is for people when "nothing more can be done"
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t h e u n i k p b	g	Physicians' Understanding
	r	<ul style="list-style-type: none"> Is much clearer than it was in the 80s, 90s and 2000s, yet barriers still exist:
	o	<ul style="list-style-type: none"> Inability to accurately predict 6 month prognosis
	u	<ul style="list-style-type: none"> Fears related to shattering hope, patient fragility
	b	<ul style="list-style-type: none"> Reluctance to give up on patients – let go of them
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t h e u n i k p b	g	Messaging Process
	r	
	o	1. Identify/elicit needs/hopes/fears
	u	2. Communicate the unique value you offer in response to those needs
	b	3. Check to see if you've correctly matched your service to their need/hope/fear
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t h e u n i k p b	g	Continual Needs Assessment
	r	<ul style="list-style-type: none"> Every interaction
	o	<ul style="list-style-type: none"> Every referral source
	u	<ul style="list-style-type: none"> Globally through satisfaction surveys Segment results
	b	<ul style="list-style-type: none"> Your goal is to determine what the person needs/hopes/fears And then communicate unique ability to meet the need, sustain hope, alleviate fear
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t h e u n i k p b	g	Sell Your Unique Value
	r	<ul style="list-style-type: none"> How can you uniquely meet the needs of your audience?
	o	<ul style="list-style-type: none"> What are the compelling reasons you are most qualified to serve their needs?
	u	<ul style="list-style-type: none"> What value can you add to their experience?
	b	<ul style="list-style-type: none"> How will you help them, in ways your competitors can't?
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	r	Messaging Answers the Question
	o	
	u	
	b	Why us.
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t g h r e o u k p b	What Value Do You Offer Consumers in Relation to...?	
	Biggest Concerns for Patients with Serious Illness	
	58 %	Doctors might not provide all of the treatment options or choices available
	55 %	Doctors might not talk and share information with each other
	54 %	Doctors might not choose the best treatment option for a seriously ill patient's medical condition
	51 %	Patients with serious illness and their families leave a doctor's office or hospital feeling unsure about what they are supposed to do when they get home
	51 %	Patients with serious illness and their families do not have enough control over their treatment options
50 %	Doctors do not spend enough time talking with and listening to patients and their families	
<small>the kb group logo</small> <small>2011 Public Opinion Research on Palliative Care - CAPC</small>		

t g h r e o u k p b	What Value Do You Offer Physicians in Relation to...?	
		"The specific needs of my patient"
		"Can you help with the difficult conversations?"
		"How fast can you help this patient/family?"
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t g h r e o u k p b	Don't Talk About What or How	
		To patients don't say:
		We provide 24/7 care
		We come to your home
		We have a team of highly trained, interdisciplinary experts
		We've been serving our community for XX years
<small>the kb group logo</small>		

t g h r e o u k p b	Talk About Why – the Value	
		Traveling to see a doctor or to the hospital for tests and treatments is exhausting. Our team visits you in your home, talking to you and your family about your hopes, fears and challenges. We bring the medicine you need directly to you. You can call us directly 24 hours a day and speak to a nurse.
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t g h r e o u k p b	Don't Talk About What or How	
		To physicians:
		We provide the highest quality care
		Our quality scores are XYZ
		We give your patients the care they deserve
		We have X number of certified nurses and doctors...
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t g h r e o u k p b	Talk About Why – the Value	
		Helping seriously ill patients with COPD and related conditions to live at home is challenging. Our medical director, a board certified pulmonologist, has created palliative care protocols that staff use to prevent ER visits and hospitalizations.
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	Patients	Caregiver	Physician
How can you uniquely meet the needs of your audience?			
What are the compelling reasons you are most qualified to serve their needs?			
What value can you add to their experience?			
How will you help them, in ways your competitors can't?			

t g h r e o u k p b	The Evaluation

t g h r e o u k p b	What About ROI?
	<ul style="list-style-type: none"> 🐝 Return on Investment and Return on Impression 🐝 ROI also includes return on engagement, objectives, and opportunity
	<i>Understanding the New ROI of Marketing - Forbes</i>

t g h r e o u k p b	Traditional ROI
	<ul style="list-style-type: none"> 🐝 Revenue generated divided by marketing costs = ROI 🐝 Can we really make that direct a correlation?

t g h r e o u k p b	New ROI
	<ul style="list-style-type: none"> 🐝 Online and social media - measure your virality and engagement 🐝 Track the source of all inquiries (even if they aren't referrals) to measure impact of content marketing <ul style="list-style-type: none"> 🐝 Emails 🐝 Calls 🐝 Mentions when out in the community

t g h r e o u k p b	Ask
	<ul style="list-style-type: none"> 🐝 Ask staff, volunteers and ambassadors what they are seeing or hearing in the community <ul style="list-style-type: none"> 🐝 Track it! 🐝 Ask how or when they are able to use the content in their work/life 🐝 Prompt them to tell people about your resources (which means you have to show them what you do)

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Putting it All Together

Implementation

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Remember Your Task...

Create and deliver the right **messages**
to the right **audience**
at the right **time**
in the right **place**
using the right **tools**

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Creating a Simple Process

-  Develop a calendar based on organizational goals
-  Leverage opportunities
-  Develop and update content
-  Use push and pull marketing
-  Engage and involve staff, volunteers and ambassadors
-  Evaluate!







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	April				May				June				
Monthly Goals	7	14	21	28	5	12	19	26	2	9	16	23	30
Week of (Mon. Start)													
Key Dates & Events								Memorial Day					
Health fairs													
Presentations													
Advertising													
Special Events													
Press Releases													
Emails													
Mailings													
Twitter													
LinkedIn													
Blog													
Google+													
Other													
Website													
Newsletter													
Volunteer events													
Consumer outreach													
Provider outreach													
Partner outreach													

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Communications Plan Checklist

Does your plan...








-  Include input from stakeholders?
-  Build upon research?
-  Align with strategic goals?
-  Have measurable targets?
-  Outline everyone's role?
-  Detail the evaluation process?

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Communication Plan Checklist

Does your plan...

-  Integrate:
 -  Community outreach, engagement and education?
 -  PR?
 -  Marketing?
 -  Social media?
 -  Sales?
 -  Referral outreach?

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t h e o u k p b	g	Messaging Checklist
	r	Does your messaging...
	e	🐝 Meet the needs of your audience?
	u	🐝 Communicate your value?
	k	🐝 Capture the imagination?
	p	🐝 Position your organization?
b	🐝 Differentiate from competitors?	
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t h e o u k p b	g	Tools You Can Use
	r	🐝 WK Kellogg Foundation Communications Plan Template - http://www.wkcf.org/resource-directory/resource/2006/01/template-for-strategic-communications-plan
	e	🐝 HubSpot free templates -- https://library.hubspot.com/template
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t h e o u k p b	g	Tools You Can Use
	r	🐝 Great language:
	e	🐝 Describing hospice http://www.geripal.org/2012/07/how-do-you-explain-hospice.html
	u	🐝 The value of palliative – Diane Meier Bringing palliative care into mainstream American medicine, Part 1
	k	🐝 Templates and worksheets - http://the-kb-group.com/?attachment_id=476
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	r	What are your questions?
	e	
	u	
	k	And what are your great ideas?
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t h e o u k p b	g	
	r	Contact Me with Questions
	e	
	u	
	k	Kathy Brandt, MS the kb group, llc kb@the-kb-group.com http://the-kb-group.com
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b		
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