Marketing the Best Kept Secret in Healthcare

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Learning Objectives

♦ 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

Your Task…

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

All You Need Is

♦ 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

The Plan

How do you communicate?

What is a Marketing Communications Plan?

♦ 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
♦ You create
♦ You leverage
Integrated Marketing Communications

- Is everything you do 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

Communicating Your Brand Value

Provider outreach → Sales → Social networks

Media → Partnerships → Consumer outreach

Web → Paid advertising → Content

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

Integrated Marketing

Audience → Content

Brand → Delivery

Audience - Who

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

Buyer Persona

<table>
<thead>
<tr>
<th>Attribute</th>
<th>Parent</th>
<th>Adult Staff</th>
<th>Nudge / Reason</th>
<th>Brief</th>
<th>Name</th>
<th>Gender</th>
<th>Age</th>
<th>Occupation</th>
</tr>
</thead>
</table>

How to develop an integrated marketing communications strategy -
http://www.slideshare.net/nuspark/content-marketing-strategy-v2
Brand - Why

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

Competitive Analysis

<table>
<thead>
<tr>
<th>Competitor</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
</tr>
</thead>
<tbody>
<tr>
<td>Brand</td>
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<tr>
<td>Unique</td>
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<tr>
<td>Features/attributes</td>
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<td>Value</td>
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<tr>
<td>audience/</td>
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<td>persona</td>
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<td>Consistency</td>
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<td>Presence</td>
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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

Delivery - How

Push
- Sell the Brand
- Consumer Understanding
- Advertising
- Mailings
- Newsletters
- Outreach visits
- Health fairs

Pull
- Engage the Consumer
- Advertising
- Social media
- PR
- Caregiver training
- SEO optimization
- Curating content

Content Delivery Vehicles

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

But Once They Understand It, They Want It!

How Likely Are You to Use Palliative Care?

<table>
<thead>
<tr>
<th></th>
<th>25-64</th>
<th>65+</th>
</tr>
</thead>
<tbody>
<tr>
<td>Very likely</td>
<td>63%</td>
<td>62%</td>
</tr>
<tr>
<td>Somewhat</td>
<td>29%</td>
<td>28%</td>
</tr>
<tr>
<td>Not too likely/Not at all</td>
<td>6%</td>
<td>6%</td>
</tr>
</tbody>
</table>

And We Can Meet Their Needs

<table>
<thead>
<tr>
<th>Biggest Concerns for Patients with Serious Illness</th>
</tr>
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<tbody>
<tr>
<td>Doctors might not provide all of the treatment options or choices available</td>
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<tr>
<td>Doctors might not talk and share information with each other</td>
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<td>Doctors might not choose the best treatment option for a seriously ill patient’s medical condition</td>
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<tr>
<td>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</td>
</tr>
<tr>
<td>Patients with serious illness and their families do not have enough control over their treatment options</td>
</tr>
<tr>
<td>Doctors do not spend enough time talking with and listening to patients and their families</td>
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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
And Consumers

- Are still confused about what hospice is, even though they know it is a positive thing
  - It's a place, for people with cancer...
  - It's "brink of death" care
  - It is for people when "nothing more can be done"

Physicians’ Understanding

- Is much clearer than it was in the 80s, 90s and 2000s, yet barriers still exist:
  - Inability to accurately predict 6 month prognosis
  - Fears related to shattering hope, patient fragility
  - Reluctance to give up on patients – let go of them

Messaging Process

1. Identify/elicit needs/hopes/fears
2. Communicate the unique value you offer in response to those needs
3. Check to see if you’ve correctly matched your service to their need/hope/fear
4. Repeat

Continual Needs Assessment

- Every interaction
- Every referral source
- Globally through satisfaction surveys
- Segment results
- Your goal is to determine what the person needs/hopes/fears
  - And then communicate unique ability to meet the need, sustain hope, alleviate fear

Sell Your Unique Value

- 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?

Messaging Answers the Question

- Why us.
What Value Do You Offer Consumers in Relation to…?

### Biggest Concerns for Patients with Serious Illness

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<thead>
<tr>
<th>Concern</th>
<th>Percentage</th>
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<tr>
<td>Doctors might not provide all of the treatment options or choices available</td>
<td>58%</td>
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<td>Doctors might not talk and share information with each other</td>
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<td>Doctors might not choose the best treatment option for a seriously ill patient’s medical condition</td>
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<td>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</td>
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2017 Public Opinion Research on Palliative Care - CAPC

**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

**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.

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?”

**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…

**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.
### Messaging

<table>
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<th>How can you uniquely meet the needs of your audience?</th>
<th>Patients</th>
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<th>Physician</th>
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### The Evaluation

### What About ROI?

- Return on Investment and Return on Impression
- ROI also includes return on engagement, objectives, and opportunity

*Understanding the New ROI of Marketing - Forbes*

### Traditional ROI

- Revenue generated divided by marketing costs = ROI
- Can we really make that direct a correlation?

### New ROI

- 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
- Emails
- Calls
- Mentions when out in the community

### Ask

- Ask staff, volunteers and ambassadors what they are seeing or hearing in the community
- 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)
Putting it All Together

Implementation

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

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!

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?

Communication Plan Checklist

Does your plan…
- Integrate:
  - Community outreach, engagement and education?
  - PR?
  - Marketing?
  - Social media?
  - Sales?
  - Referral outreach?
### Messaging Checklist

<table>
<thead>
<tr>
<th>Does your messaging…</th>
<th>Tools You Can Use</th>
</tr>
</thead>
</table>
| ✅ Meet the needs of your audience? | ✿ WK Kellogg Foundation  
Communications Plan Template -  
| ✅ Communicate your value? | ✿ HubSpot free templates --  
https://library.hubspot.com/template |
| ✅ Capture the imagination? | |
| ✅ Position your organization? | |
| ✅ Differentiate from competitors? | |

### Tools You Can Use

- **Great language:**
  - Describing hospice
  - The value of palliative – Diane Meier  
  Bringing palliative care into mainstream American medicine, Part 1
  - Templates and worksheets - http://the-kb-group.com/?attachment_id=476

### What are your questions?

And what are your great ideas?

### Contact Me with Questions

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http://the-kb-group.com