

Marketing Strategy for the Medical Practice

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Strategy . Health . Marketing . Engagement . Merchandise

Strategic Marketing & Communication

- Industries: Hospitals, health systems, physicians, pharmaceutical, corporate, not-for profit, groups and associations
- Strategy: Marketing, communications, health products and services, corporate partnerships, brand and image, community engagement, promotional marketing
- Specialization: Health Strategy

Strategic Alliance

- Dobies Healthcare Group: Healthcare marketing, branding & advertising





Trends

THE CHANGING HEALTHCARE LANDSCAPE

National healthcare trends



- It is unknown who will ultimately **control the healthcare market**
- **CMS/Medicare** will be the primary payer and is driving a new healthcare model:
 - Providing **better care at lower costs**
- **Generational difference** in healthcare
 - Boomers: Loyal to their physician, 87% have a PCP, trust the advice of their physician, seek experienced health care providers
 - Millennials: Shop around for their healthcare, 63% have a PCP, less trusting of healthcare provider advice
 - Medical expertise key, but the patient experience is vital
 - Instant access generation: Having what you want, when you want it

National healthcare trends



- There will be a continued shift to provide care in an **outpatient setting**
 - Hospital outpatient volumes expected to grow 17%/ 5 years; inpatient discharges may decrease 3% (Sg2)
- Increasing **alternatives to Primary care** as we face a 45,000 primary care provider deficit by 2020:
 - Urgent Care, Emergency Room, Retail Health Clinics
- Increasing growth of **sub-acute care** market (e.g. home health)
 - Demographic trends and compelling cost-saving opportunities are driving strong demand for home health
 - TeleHealth to grow 20-50% annually through 2018
- **Consumer empowered** healthcare options
 - Retail healthcare expected to grow (CVS/Minute Clinic, Walgreen's, Walmart, Target)
 - From 2012 to 2015 clinics have doubled (2,800 clinics nationally)
 - Do-it –yourself healthcare on the rise (wearable health devices, mobile apps and virtual visits)
 - EHRs give way to digital tools in patient homes, on patient phones
 - Smart cards with shared health info within in 5 years
 - New levels of price transparency expected



Marketing Strategy

FOR THE MEDICAL PRACTICE



Healthcare Marketing Today

Healthcare marketing goes well beyond advertising and sales, and is considered an **essential business function** where strategy is the driver of a data-driven roadmap impacting the future direction of healthcare.

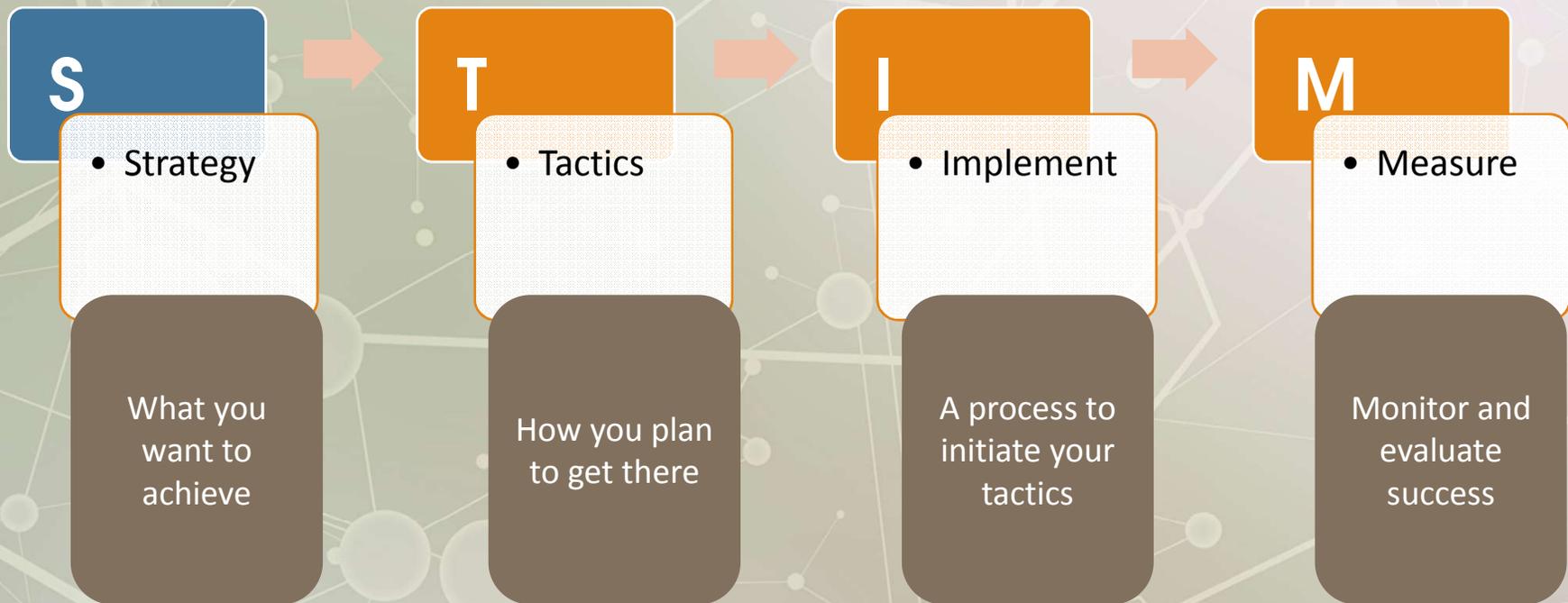
- Builds awareness
- Enhances visibility and image
- Increases prestige
- Attracts medical staff and employees
- Serves as an informational resource
- Influences consumer decision making
- Offsets competitive marketing
- Builds patient volume
- Maintains existing volume

Strategic Marketing Planning

- **Strategy:** *your **VISION** of where you want to go and what you want to be*
- **Tactics:** *how you will get there*
- **Measures:** *guiding principles*

In today's competitive healthcare environment, a strategic marketing plan is essential to building a successful medical practice. With a focus on strategy, properly executed tactics and continual monitoring, a **well-executed strategic marketing plan is guaranteed to increase patient volume and achieve a sustainable competitive advantage in the marketplace.**

STIM Process



Alignment of a **shared vision** is critical to your success

Strategy for the medical practice

In the **strategy phase**, gather intelligence to develop a strategic marketing position

	Steps	Insights
Brand	Establish a shared vision of where you want to go and who you want to be	Market Leader Community partner Specialized provider
Assess	Assess your current patient mix versus your preferred target audience	Age, gender, payer mix, geographic location, referral source
Analyze	Understand your competitor's market advantage	What position do they own in the market
Define	Define your competitive market advantage	Unique position that you can or do own – how you differentiate your practice
Identify	Identify operational imperatives	Are there barriers to achieving your vision
Develop	Develop a strategic marketing position	State your vision, your target and your unique position in the market

Tactics

Now you are ready to move to **tactics**



Insights

- Marketing **strategy** is an essential business function in today's competitive healthcare environment
 - Create and align a shared **vision** for your medical practice
 - Define your **brand**, the core essence of who you are, your personality, what makes you unique
 - Use **data** to drive your strategy; data provides key insights to develop your competitive position
 - Let your **customer** be your driving force
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