The Field of Healthcare Marketing: Implications for Dissemination and Implementation Practice

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Educational objective

To share key concepts and examples from healthcare and social marketing that are applicable to the challenges faced by D&I health researchers.

- Audience segmentation and targeting
- Positioning – the value proposition
- 4 P’s of the marketing mix (product, price, place, and promotion)
Why marketing?

“Dissemination and Implementation research needs to involve both interdisciplinary cooperation and trans-disciplinary collaboration, utilizing theories, empirical findings, and methods from a variety of fields not traditionally associated with health research.

Relevant fields include…. marketing.”
Social marketing has established precedent for the application of marketing principles to health promotion.

“Social Marketing is the activity and processes for understanding, creating, communicating, and delivering a unique and innovative offering to overcome a societal problem.”

-- Sharyn Rundle-Thiele

in Social Marketing, 4th Edition) by Lee and Kotler
Formative (Market) Research

Segmentation and Targeting

Launch Campaign and Evaluate

Positioning (Value Proposition)

Marketing Mix and Strategy

Marketing Cycle
Market segmentation – “one size does not fit all”

What: The process of defining and subdividing a large heterogeneous market into clearly identifiable segments having similar needs, wants, or demand characteristics.

Why: Few companies (or organizations) are big enough to supply the needs of an entire market. Companies match demand with core competencies and strengths.

Goal: To design the best marketing mix that “delights” the expectations of customers in the targeted segment.
Variables used to segment markets

- Geographic
- Demographic
- Psychographic – SES, life stage or style
- Behavioral – desired benefits, use occasions, readiness to change
- Attitudinal – enthusiastic, indifferent, negative
Case illustrations

Toothpaste

Diabetes screening in adults with serious mental illness
Product category: Toothpaste (consumers)

Ultra: Cavities, Tartar, Gingivitis

Base: Fight Cavities

Colorado School of PUBLIC HEALTH
Product category: Diabetes screening interventions for adults with SMI (prescribers)

Knowledge: Low

Patient Access: Low

Knowledge: High

Patient Access: High

Screening Fairs Co-Location

Education
Product category: Diabetes screening interventions for adults with SMI (antipsychotic prescribers)

Knowledge: Low
- Patient Access: Low
  - A

Knowledge: High
- Patient Access: High
  - B
Positioning statement

To (target),
X is the brand of (frame of reference) that (primary benefit) because (key attributes).
Positioning examples

“To moms of kids 3-12 years, Crest is the brand of toothpaste that prevents cavities because of MFP fluoride.”

“Look Mom, No Cavities!” positioning lasted 50 years
Positioning examples

To (target),
X is the intervention for (frame of reference) that (primary benefit) because (key attributes).

“To psychiatrists in CMHCs, co-location is the intervention for diabetes screening of adults with SMI that reduces cardiovascular risk because patients see the CMHC as their medical home.”
Why position? To better focus your strategy.

“Every idea and technical solution should be focused on meeting consumer needs.” -- Paul Otellini, CEO of Intel
## The Marketing Mix: 4 P’s and 4 S’s

<table>
<thead>
<tr>
<th>Traditional&lt;sup&gt;(1)&lt;/sup&gt;</th>
<th>Consumer-Focused Service Environment&lt;sup&gt;(2)&lt;/sup&gt;</th>
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</thead>
<tbody>
<tr>
<td><strong>Product</strong></td>
<td><strong>Solutions.</strong> <em>How can I solve my problems?</em></td>
</tr>
<tr>
<td><strong>Promotion</strong></td>
<td><strong>Information.</strong> <em>Where can I learn more?</em></td>
</tr>
<tr>
<td><strong>Price</strong></td>
<td><strong>Value.</strong> <em>What is my total sacrifice to get this solution?</em></td>
</tr>
<tr>
<td><strong>Place</strong></td>
<td><strong>Access.</strong> <em>Where can I find it? Use it?</em></td>
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<sup>(1) Kotler</sup>  
<sup>(2) Schultz</sup>
Product - Solutions

Core product (*benefit of the behavior*)
- example: cardiovascular risk reduction (functional)

Actual product (*goods and/or services that will be developed and promoted*)
- example: MH and PCP co-location

Augmented product (*any additional product elements needed to support behavior change*)
- example: physical facilities, billing mechanisms
Promotion – Information – Dissemination

Messages: What do you want to communicate? What do you want your target audience to know, do, and believe?

Messagers: Who will deliver the message? Or be perceived as sponsoring or supporting your effort?

Creative Strategy: What will you say and show? What is your story or engaging ‘hook’?

Communication Channels: Where and when will your messages will appear?
**Price - Value**

Goal: Increase the perceived value of adopting the target behavior.

<table>
<thead>
<tr>
<th>Perceived Value</th>
<th>Potential Strategies</th>
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<tbody>
<tr>
<td>Benefits of the desired behavior</td>
<td>↑ $$ benefits</td>
</tr>
<tr>
<td></td>
<td>↑ non-$$ benefits</td>
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<tr>
<td>Costs of the desired behavior</td>
<td>↓ $$ costs</td>
</tr>
<tr>
<td></td>
<td>↓ non-$$ costs</td>
</tr>
<tr>
<td>Costs for the competing behavior</td>
<td>↑ $$ costs</td>
</tr>
<tr>
<td></td>
<td>↑ non-$$ costs</td>
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</tbody>
</table>
Place - Access

For your implementation intervention, consider how you can . . .

**Improve Convenience:** where your target audience already is

**Improve Access:** physical proximity, hours of service, online, mobile

**Reduce Psychological Barriers:** location, stigma

**Be at the Point and Time of Decision Making**
Tips for success from social marketing

✓ Take advantage of existing successful campaigns
✓ Start with target audiences most ready for action
✓ Promote single, doable behaviors with significant potential for impact
✓ Identify and remove barriers to behavior change
✓ Bring real benefits into the present
✓ Use media channels at the point of decision making
✓ Use (visual or auditory) prompts for sustainability
✓ Track results, make adjustments

Social Marketing, 4th edition Lee and Kotler
Marketing is one lens by which to frame Implementation Sciences.

It is systematic.
It is strategic.
It is consumer driven.
It is value oriented.
It is measurement driven.
Resources


Kellogg Executive Education, Kellogg School of Management, Northwestern University, Evanston, IL.
http://www.kellogg.northwestern.edu/execed.aspx
Thank you.

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