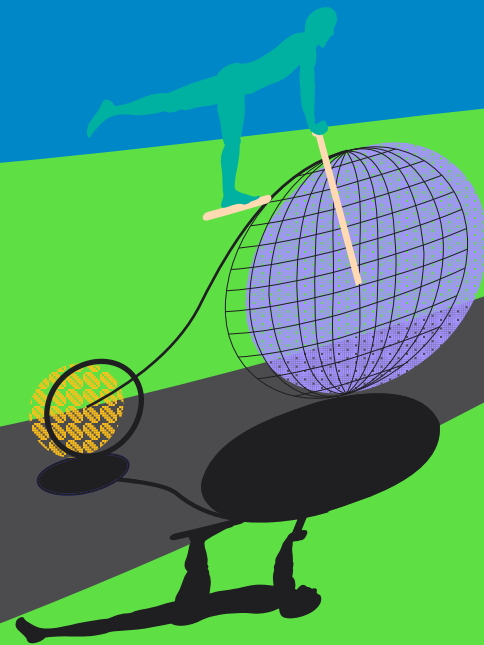


Pathway to Patients

The New Landscape of Engagement



The Marketing Forge
Strategic Creativity

Introduction

- Healthcare service providers need to adapt to a Shifting Healthcare Landscape
- Providers need to know how to respond to changes
- And they need to understand the complex behaviour of the Target Audience
- Understanding will facilitate target audience engagement and response, ie referral and enquiry



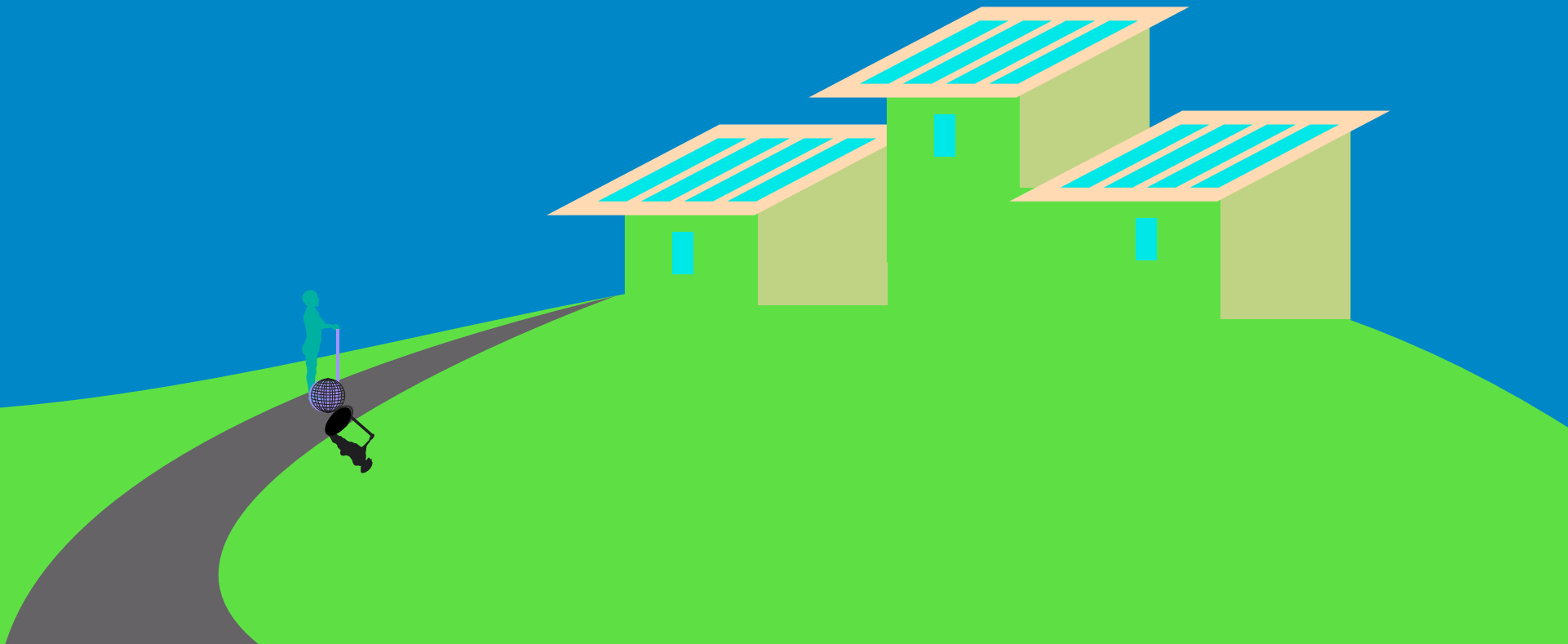
The Shifting Healthcare Landscape

- Clinical commissioning has affected the way that Primary Care purchases healthcare services
- A background of NHS cuts
- Patients have greater choice and sophistication
- Economic downturn has affected patient demand
- NHS reputation has been tested with recent scandals



Target Audience Dynamic

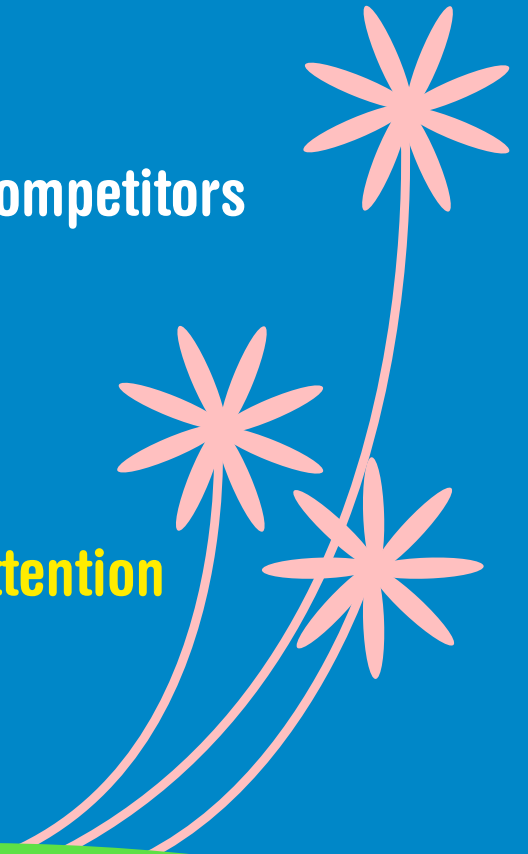
- Hospitals and Private clinics must now work harder to attract patients
- Essential to understand how to engage and motivate the Target Audience to refer, enquire and use services
- Each segment has different motivations, some of which are very subtle



Health Care Professionals (HCPs)

- HCPs such as GPs are notoriously hard to reach
- Already time stretched and under pressure
- Faced with too many demands
- Over targetted by direct and indirect competitors
- But HCPs are influenced by both colleagues and patient experience

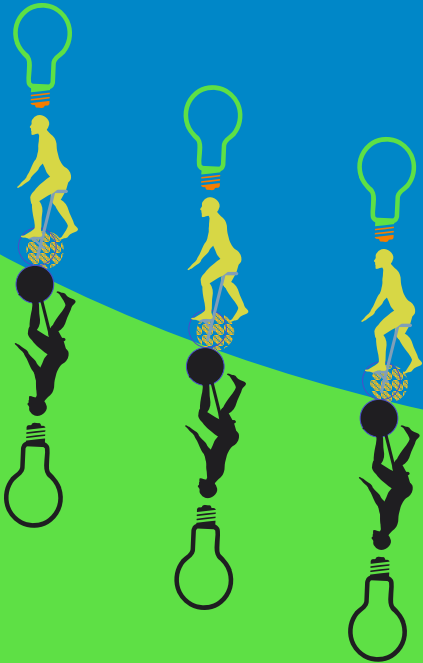
So it is still possible to engage their attention



Patients

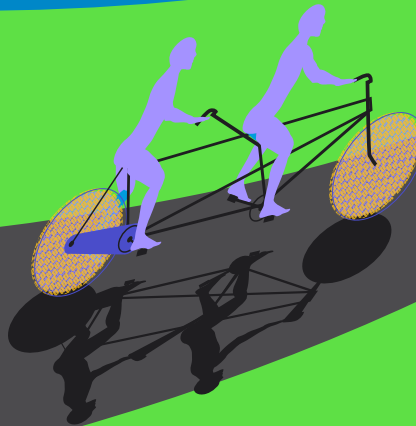
- Much more sophisticated and information receptive than they are often given credit for
- Patients and/or their family and friends are often well informed
- The informed are likely to research options thoroughly
- Social media savvy
- Often complex decision making behaviours re choosing treatments and services

This has implications for how healthcare services are chosen



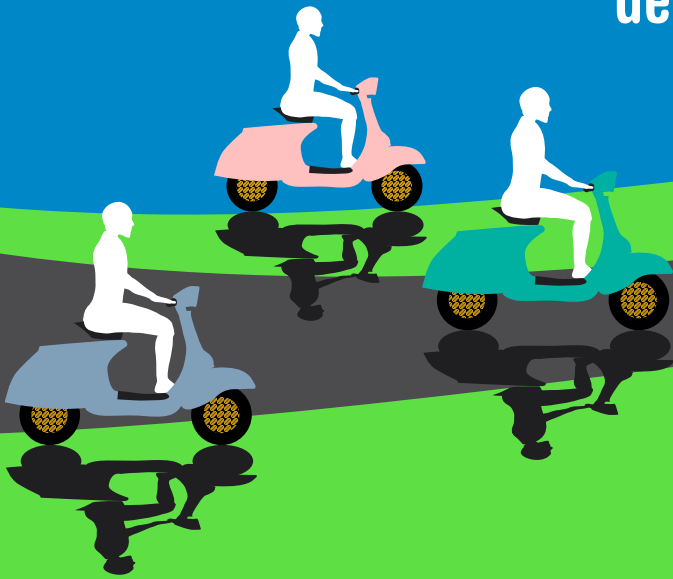
Key Influencers

- Friends and family, especially the informed
- Other patients, whether past or current
- Hospital and clinic staff
- Traditional and social media
- Special interest groups and forums



Accessing Your Target Audience

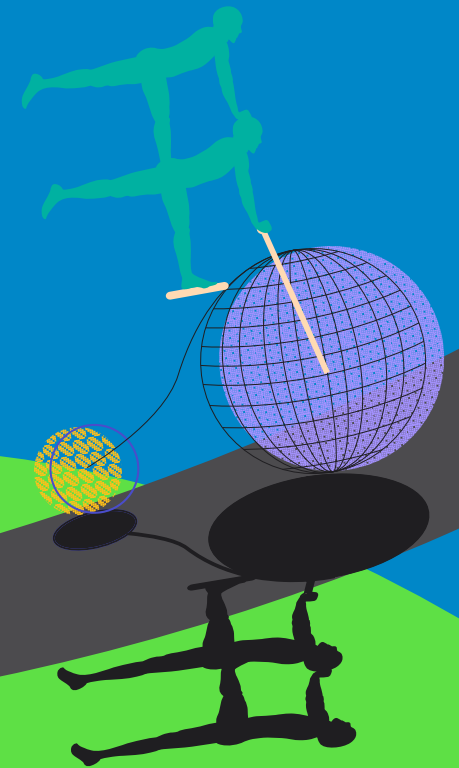
- Not impossible, even on a limited budget
- Informed, strategic targeting of patients, influencers and HCPs is key
- As is carefully considered strategic marketing
- Communications need to stimulate interest
- Task easier if taken steps to understand decision making behaviours



Engaging and Motivating Your Target Audience

- Need to walk in Target Audience's shoes
- Important to prioritise factors for specific segments from their relative perspectives
- Mixture of emotional, clinical and other factors at play
- True of each target segment, even HCPs

Task not impossible



Maximising Engagement and Referral

- 1** Health care providers need strong clear brand vision, values and image
- 2** Image should be enhanced with warmth and positive values, more so than traditionally allowed for by NHS or private clinic styling
- 3** It is essential to correctly define the Target Audience, including all stakeholders and influencers



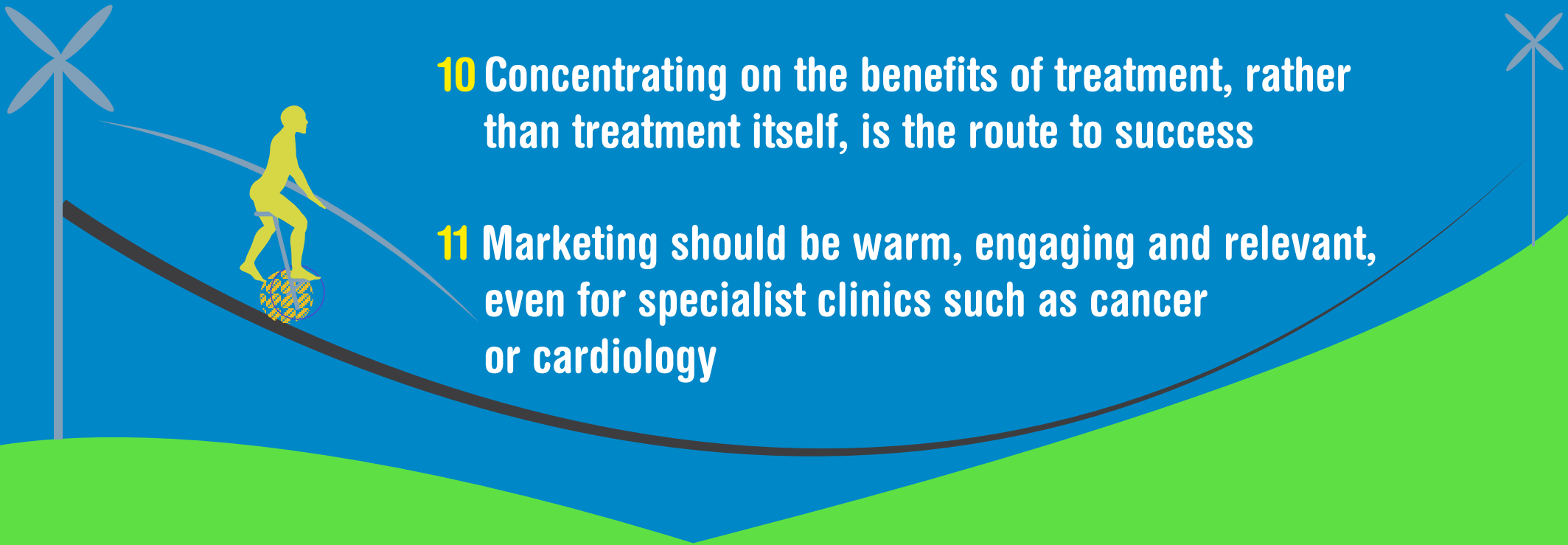
Maximising Engagement and Referral

- 4 Need to comprehend perspectives and decision making criteria of each target segment
- 5 The Target Audience needs to be fully engaged with tailored communications
- 6 A multilayered, integrated campaign of activity is likely to be the most effective solution
- 7 There is usually a place for both traditional and digital marketing solutions



Maximising Engagement and Referral

- 8 A campaign usually takes time, quick fixes and short bursts of activity rarely work long term, unless backed by large sums of money
- 9 Reputation and loyalty is built by consistent and repeated communications activity
- 10 Concentrating on the benefits of treatment, rather than treatment itself, is the route to success
- 11 Marketing should be warm, engaging and relevant, even for specialist clinics such as cancer or cardiology



**For more information on building your
Pathway to Patients,
please contact info@marketingforge
or call 01428 658455
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