

# Everything you need to know about healthcare marketing (in 4 slides)



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# Five trends affecting healthcare

1. Mergers and acquisitions will continue
2. Retail is figuring out healthcare faster than healthcare is figuring out retail
  - Amazon, Apple, Microsoft, others are entering our industry
3. Patients would like to be better consumers, but we don't make it easy for them
4. We've moved from being almost independent of digital to highly dependent on digital
5. **What the heck is happening in DC?**

# One big challenge facing our profession

## 1. Product, price, promotion and place is a good, but not perfect, framework for healthcare marketing

- Many of our “products” aren’t right for marketing as they are highly specialized and depend on referrals
- People often don’t want our products until the moment they need them: “I just broke my leg, what do I do now?”
- Pricing doesn’t make sense and is highly variable
- We have little ability to control the patient experience

# Six questions you **MUST** always ask

1. Is there access for new patients?
2. Is the patient experience good?
3. Can people self-refer?
4. How are we going to measure results?
5. Is it profitable?
6. What would really happen if we didn't do this?

# Four things you can do today

1. Know your audience and target effectively
  - Conduct research and ask patients/consumers what they want
2. Resist the temptation to “increase awareness” and strive for improved preference (good) or action (better)
3. Use a mix of digital marketing, social media, PR and “traditional” marketing
4. Build a marketing plan, work your plan and report out
  - Measure: Aim for at least 25% of your tactics being measurable