Effective Marketing
- More than just pretty pictures

Caroline Ucherek – Managing Director
What do you think marketing is?

The way of communicating to your different target audiences what makes you unique and sets you apart from your competitors.

**Marketing answers the question:**

“Why should I choose you?”

**Challenge:** making your message strong enough to overcome any perceived limitations.
Specialist Goals

What do Specialists look for in a day hospital?

- Efficiency (inc. geography)
- Strong reputable brand
- Location
- Incentives and helping to grow their business
- Some financial benefit to the doctor
- Better financially for patients
- Ease of use
Day Hospital Goals

What are overall day hospital goals?

- Specialist recruitment
- Best possible theatre utilisation
- Brand awareness
- Maintaining patient safety and high quality indicators
- Balanced case mix
- Managing costs – lowering overheads
- Good item numbers
Some key elements specialists will weigh up when considering your day surgery…
What can your day hospital offer with regards to location?

Consider the following:

- Is it fairly close to a larger private or public hospital? i.e. can Specialists feed the smaller, regular lists through your day hospital and still be accessible to the private hospital for bigger procedures?
- How accessible are you from the main roads/highways?
- Does your location have ample parking onsite for staff and patients? Do you have other services onsite such as medical imaging or pathology?
- Can you offer the Specialists sessional suites/secretarial services other items to incentivise them?
- What is the private health insurance rate for the area you’re opening in?
- Is there a gap in specialist service providers in the area – and what type for targeting?
- What other day procedure options are there and how far away?
Efficiency & service offering

**Time is money $$**

For Specialists, efficiency is a prime motivator. Keeping consulting and surgical centres close and working in 2-3 locations without having to travel too far is optimal. Consider the following:

- Is your facility fast and efficient
- Can you demonstrate quality ratings around infection control
- Can your facility offer more services that attract Specialists to feed a wider case mix to you – eg (ENT)

**Other considerations**

- Does front desk, nurses etc. offer a more personalised service to patients? i.e. do they greet them by name, how do they answer phones etc.?
- Are you developing or have GP networks and relationships that can be utilised by specialists
- Are you developing or have a positive profile within the health arena?
- Are you developing or have a relationship with the PHN?
- Do you have/attract leading well known specialists to endorse you?
They grow, you grow.

To grow your day hospital, it’s important to help grow your Specialists’ businesses.

Loyalty counts.

Specialists will be attracted to your facility if you incentivise them and help grow their business. As they get busy, the result will be more work feeding into your facility.
Grow their business

Consider implementing the following to help grow your Specialists’ private practice:

- Offer them free or low cost consulting space
- Consider providing reception/secretarial services
- Marketing to raise your brand profile and grow their business, such as:
  - Hosting and running regular education seminars to attract GPs
  - Provide relationship building opportunities to specialists for GP outreach
  - Producing a day surgery newsletter that goes out to the your GP database. Ask a different Specialist to provide a clinical piece for each issue
  - Have an active online presence that features your specialists
  - Include a bio/profile on your website
  - Do regular fax streams – fax different specialist profile to GPs
  - Include them in your corporate brochure
  - Develop and regularly update a Specialist list to be sent out to your GP database
  - Design and provide a digital profile under their dr URL
  - Seize on PR and include them as contributors
  - Have a GP liaison
Brand Power

A brand’s positioning is the conceptual place you want to own in the target market’s mind — the benefits you want them to think of when they think of your brand.

How are you, or how would you like to be positioned in the market? Are you:

- Reputable?
- Trustworthy?
- Accessible?
- Efficient?
- Do you provide a premium service?
- Cost effective alternative?
- Flexible?

How you position yourself is key to attracting Specialists (i.e. only pushing operating theatres and technology), and to help overcome their objections about limitations.
Brand Positioning

How do you create your brand’s positioning?

Your brand positioning is determined by the following factors:

- Brand awareness – how strong is your brand? Are you an unknown entity or a well known/established brand?
- Location – is it easy to get to?
- Parking – how much parking is there for staff and patients?
- Efficiency and type of service
- Service - does front desk, nurses etc. offer a more personalised service to patients?
- Does your facility offer lower rates for uninsured patients?
- What is the patient flow like?
- How streamlined are your processes for admissions?
- Do you have other services onsite such as medical imaging or pathology?
- How experienced are your staff?
- Do you have a plan B?

Let’s consider each of these items…
What is a Brand?
Case Study – Campbelltown Private Hospital
Case Study – Campbelltown Private Hospital
Importance of brand and what you’re competing with
What does your brand say about you?

- Are you a professional?
- Are you trustworthy?
- Are you ethical?
- Are you quality?
- Are you an expert?
- Are you invested in your patients?
- Do you have high standards?
- Do you set benchmarks?
- Are you methodical?
- Do you care?
- Are you sloppy?
- Are you cheap?
- Do you take risks?
- Is it about the money?
What does your brand say about you?
What does your brand say about you?
Marketing your Day Hospital Direct to Public
Strategies for direct to public

Consider the following strategies for marketing direct to public:

- Have an online presence
  – ensure your facility has a website
- Maintain regular Public Relations campaigns such as writing health watch articles for local newspapers
- Social media
- Have / support a cause
Why should I have a website?

- Build your reputation
- Gain credibility
- Offer end user information on procedures and manage expectations
- Resource tool (eAdmissions)

TO BE FOUND
The Power Shift
Not all websites are the same
Welcome to Campbelltown Private Hospital

Campbelltown Private Hospital has been providing medical, surgical and rehabilitation services to the Macarthur and surrounding communities since 2007.

Adjoining Campbelltown Public Hospital, we are located near the University of Western Sydney Campbelltown Campus, Campbelltown TAFE and Macarthur Square Shopping Centre. Campbelltown Private Hospital is also easily accessible by public transport.

If you have any questions regarding your stay at Campbelltown Private Hospital or would like to tour our facilities please call 02 4621 3111.
Sydney Adventist Hospital – website case study
Dr Shidiak – website case study

Dr Louis Shidiak is a Sydney-based Orthopaedic Surgeon specialising in conditions of the hip and knees and sporting and trauma injuries for both adults and children.

This website is a showcase of the services and treatments available to patients using the latest equipment and advanced medical technology. It includes information about the services provided, the surgeons involved, and the facilities available at their medical centres.

NHMRC

- Inpatient Services
- General Surgery
- Orthopaedic Trauma
- Orthopaedic Hip Fracture

PATIENTS

- Hip Resurfacing
- Knee Arthroscopy
- Knee Replacement

CONTACT

- Dr Louis Shidiak
- Email: info@shidiak.com.au
- Phone: 1300 762 123

GET IN TOUCH

All referrals are welcome. Contact us to book an appointment with Dr Shidiak.
What a medical website can do?

- Establish your expertise
- Give them an easy way to get in touch with you
- Take enquiries
- Act as an online resource centre
- Gain the trust of your visitors
- Part of your resource team
- Start building relationships
- Hunt for new business
- Patient information portal
Content management system chaos

- WordPress
- Joomla!
- Drupal
- + Other Proprietary CMS’s

Squarespace
CMS – which one’s right for you?

Consider the following when choosing a CMS for your business:

- Can it be built as a responsive design website?
- What are the main features of the website and how flexible is it with designing?
- How easy is it for my staff to edit and maintain the site, or will it require a web developer to make the changes?
- Can it monitor and analyse data?
- How suitable is it for SEO?
- Are there any ongoing costs? (Outside of website hosting, most CMS’s don’t have ongoing fees)

The right CMS will answer favourably to all of the above questions.

Our recommendation is to start with an open source platform such as WordPress.
It is now a requirement that you display your facilities privacy policy on your website and other offline channels readily available for patients.

The Office of the Australian Information Commissioner requires all health service providers to take reasonable steps to make the policy available free of charge and in an appropriate form. We recommend that you implement at least some of the following steps:

- Include it on your website
- Display the policy prominently at your practice and keep copies of the policy available at reception
- Hand a copy to all new patients when they register with you
- Refer to the policy (and how to obtain a copy) in your registration forms, collection notices and other consent forms
What medical websites shouldn’t do

1. Not refer to specific cases
2. Breach any patient confidentiality
3. Do not offer medical advice (educate, don’t diagnose)
4. Do not include testimonials from patients
5. Contravene AHPRA Guidelines for advertising regulated health services

Should my business be on social media?
Social media is now present in every industry

You Tube: Google but video
Facebook: chat & share
Twitter: make comment
Google+: be found
LinkedIn: business networking
Instagram: picture power
Social media for day hospitals

Facebook can be a powerful platform if used properly as a direct to public channel for day hospitals.

Google+ is essential so that you can be found on Google.

To work as part of your strategy to attract specialists use LinkedIn.
Power of online marketing

Digital Marketing
What is a push-pull strategy?

SEO
Webinars
Website
Online advertising
Email marketing
Display advertising
Remarketing
Social media advertising
Affiliate marketing
Social media

Build your brand with content marketing

Content marketing is creating, sharing and posting information on topics that prospective patients are researching.

The benefits of creating your own unique content include:

1. To raise awareness that you exist
2. To humanise what you do
3. Builds trust
4. Become an expert
5. Grow your patients engagement
6. It’s great for SEO
Forms of content marketing

There are various forms of content marketing. The key is to keep it interesting by delivering it in different ways including:

- Blogs on your website
- Presentations via webinars
- White papers for downloading
- Infographics
- How-to guides
- Videos, photos and animations
- eNewsletters
What is Search Engine Optimisation (SEO)?

SEO is the name given to the sum of activities that attempts to improve organic (not paid for) search engine rankings.

When you do a Google search – Google links to sites it considers relevant and authoritative. It looks for:

- Appropriate keywords
- Good content
- Links from other “expert” websites to yours
- Compliance with best practice techniques (eg responsive design)
Why Invest in SEO?

Organic search engine results are seen as a trusted source

Over 70% people choose organic over paid search results
Relationship Marketing

- Clinical fax outs
- Introductory profiles
- Remember significant dates
- Webinars
- Referrer education events
- Direct to public seminars
- Referrer newsletters
- Networking lunches
- Reach out
- Public Relations
- Medical publications
Marketing Do’s

01. The two pillars: Education and Information
02. Value add
03. Give information freely
04. Understand what makes your brand unique
05. Make sure your customer’s expectations are matched by their experience (brand power)
Marketing Do’s

Have a marketing strategy to follow

Think outside of the square

Answer the question “why should I buy from you?”
Don’t just do random activities without a well thought out strategy for the business as a whole

Don’t confuse marketing with advertising

Don’t treat marketing as a one off event
How to develop a marketing strategy

Consider and analyse

- Current market situation
- Branding and positioning
- Segmentation analysis
- SWOT analysis (internal and external)
- Business Goals and Vision

What should be the outcomes

- Strategic, segmented, integrated marketing plan
- Positioning, key challenges, points of difference
- Supporting activity plan (with costs for budgeting)
- Review periods

Anything else? Competitor reviews
THANK YOU

If you need help with your businesses marketing, please contact us on 1300 941 250

www.cju.net.au