

Trauma Center Marketing: Billboards Are Not Enough

Outreach and Marketing
What Works and What Doesn't

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Disclosures

- No financial ties to any organization discussed
- No off label or investigational use
- Opinions expressed are mine alone

Objectives

- Recognize the unusual nature of trauma center marketing
- Identify all of your target customers
- Know what your products are
- Become familiar with less traditional marketing techniques
- Receive a “whack in the side of the head”

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Trauma Center Marketing Is Different!

- The “captive audience”
 - ◆ Patients have little say in the choice of a hospital
- There are more ways to market than in a traditional business
- The “target market” is smaller yet broader than you think

Who Are Your Customers?

- Patients
- Internal
 - ◆ Physicians
 - ◆ Housestaff / Students
 - ◆ Other hospital departments
- External
 - ◆ Referring physicians
 - ◆ Primary care physicians
 - ◆ EMS Providers
 - ◆ The Media!

Who Are Your External Customers?

- Referring physicians
 - ◆ Prior arrangement vs de novo referral
- Primary care physicians
 - ◆ No control over the referral process

Who Are Your External Customers?

- EMS providers
 - ◆ Some degree of control over delivery process
- The Media
 - ◆ Want information, nicely formatted

Trauma Program Products
All Provide Marketing Opportunities!

- Patient Care
 - ◆ 2 components
 - Care delivery
 - Communication
- Information
- Education

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Traditional Marketing



- Advertising (“push”)
- Direct communications with traditional referring hospitals
 - ◆ Flyers, “annual reports”
- Inverse relationship between number of eyes and effectiveness

Less Traditional Marketing Strategies

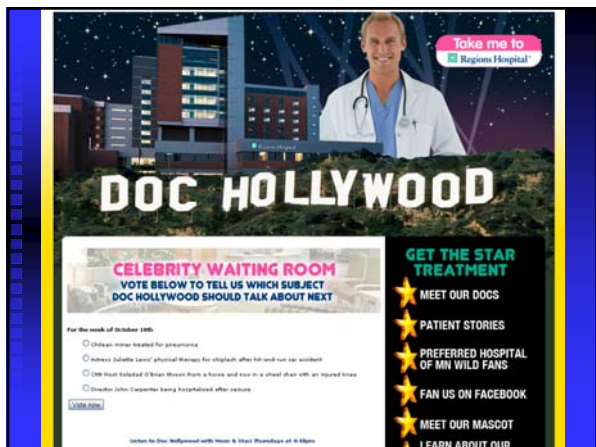
- Education
 - ◆ Seminars / Grand Rounds (preferably external)
 - ◆ CME / CEU conferences (MD, EMS, RN)
 - ◆ 1 on 1 programs for surgeons, nurses, registrars, etc.
- Key requirements
 - ◆ Dedicated and interested physician and nursing staff
 - ◆ “People” people
 - ◆ Time

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Less Traditional Marketing Strategies

- Information**
 - Position your physicians as experts and make them available to answer questions on a moment's notice
- Key Requirements**
 - Physician expert
 - Media savvy
 - Rapid availability and/or pool of resources





Take me to
Regions Hospital

DOC HOLLYWOOD

CELEBRITY WAITING ROOM
VOTE BELOW TO TELL US WHICH SUBJECT DOC HOLLYWOOD SHOULD TALK ABOUT NEXT

For the week of October 18th:

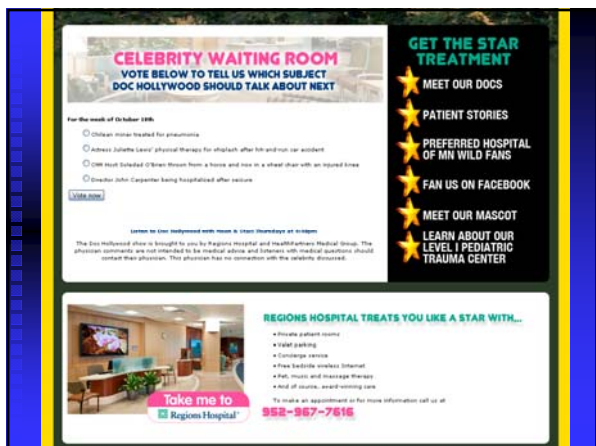
- Children never treated for pneumonia
- Actress Juliette Lewis' physical therapy for slip/fall after hit-and-run car accident
- One-foot-tall child (1-year-old) from a home and now in a wheel chair with an injured knee
- Director John Carpenter being hospitalized after seizure

[Vote Now](#)

Letter to Doc Hollywood with Dean & Tracy (Monday at 4:00pm)

GET THE STAR TREATMENT

- ★ MEET OUR DOCS
- ★ PATIENT STORIES
- ★ PREFERRED HOSPITAL OF MN WILD FANS
- ★ FAN US ON FACEBOOK
- ★ MEET OUR MASCOT
- ★ LEARN ABOUT OUR



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REGIONS HOSPITAL TREATS YOU LIKE A STAR WITH...

- Private patient rooms
- Valet parking
- Concierge service
- Free satellite internet
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- And all sorts of award-winning care

To make an appointment or for more information call us at **888-867-7616**

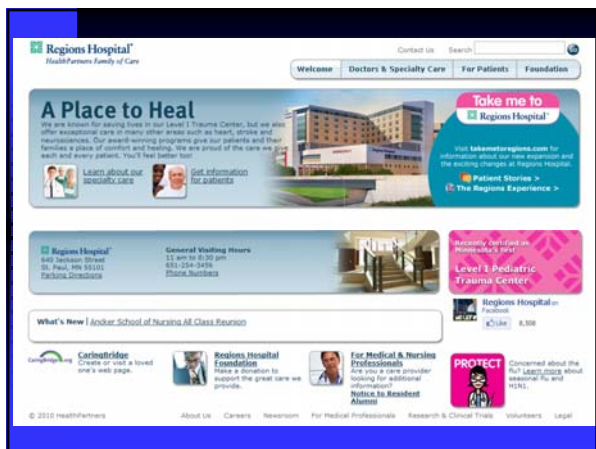
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Less Traditional Marketing Strategies

- Media exposure of newsworthy patients / issues
- Key requirements
 - ◆ Timely identification of candidates
 - ◆ Good communication system
 - ◆ Pre-prepared media kit – customizable
 - ◆ Proper meeting area
 - ◆ Same physician requirements

The Internet

- It's not just hot! It's now the norm.
 - ◆ Most hospitals have a presence already
 - ◆ Your trauma program may not
- Is it all it's cracked up to be?
 - ◆ Websites have lots of competitors
 - ◆ Must be kept up to date
 - ◆ Most hospitals use it as a type of traditional advertising
 - Requires active participation by viewer ("pull")



Social Media

- Brand new area
 - ◆ 34% of consumers use social media to search for health information!
- Many marketing departments unfamiliar or uncomfortable
- Examples

Social Media Examples



The image displays six social media logos: Twitter (a blue bird), Facebook (the word 'facebook' in white on a blue background), YouTube (the word 'YouTube' in white on a red background), Flickr (the word 'flickr' in blue and red), Myspace (the word 'myspace' in black on a white background), and Bebo (the word 'bebo' in red and black).

Social Media Key Ideas

- Educate yourself first!
- Decide what you (or your surrogate) have time to do
- Update regularly
- **Connectivity is key!**

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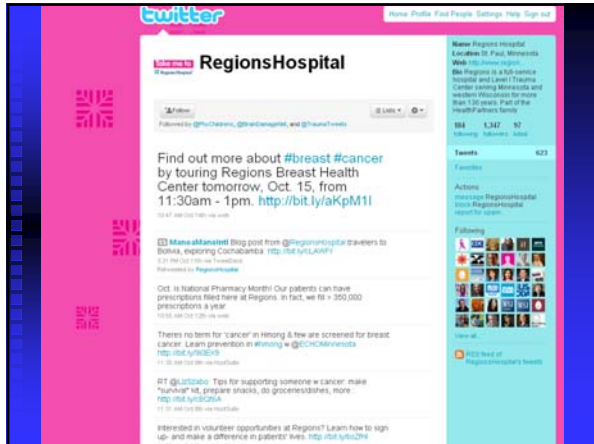
Social Media Marketing

- Tweet live procedures
- Train your medical personnel
 - ◆ Cover the hospital work product using social media
- Share your successes using blogs, forums, etc.
- Provide accurate information to (potential) patients
 - ◆ Mayo is the master!

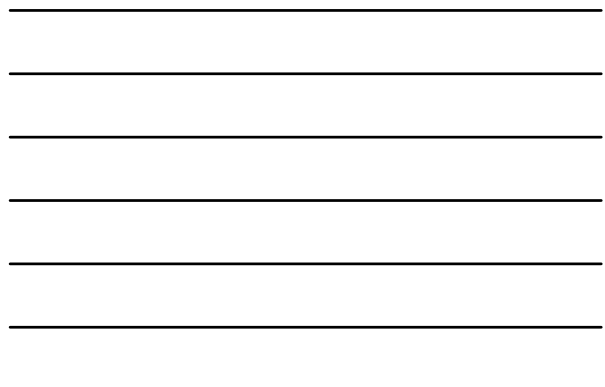
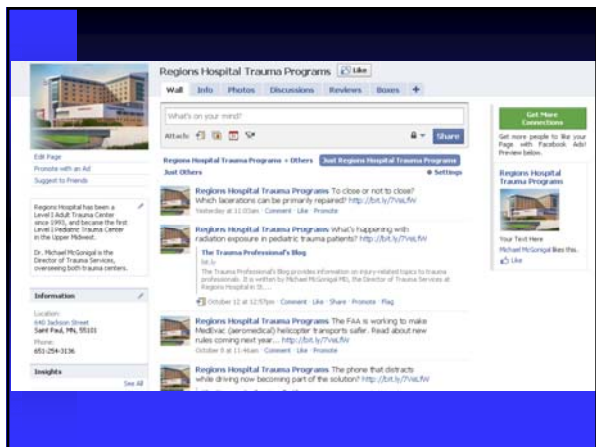
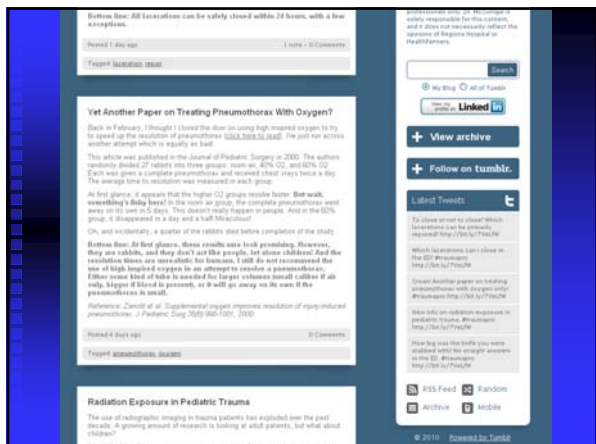




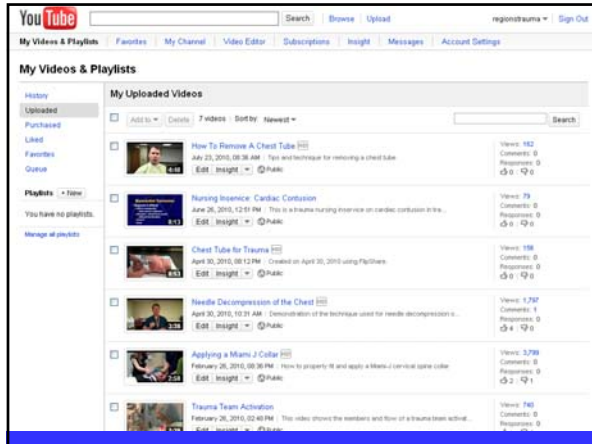
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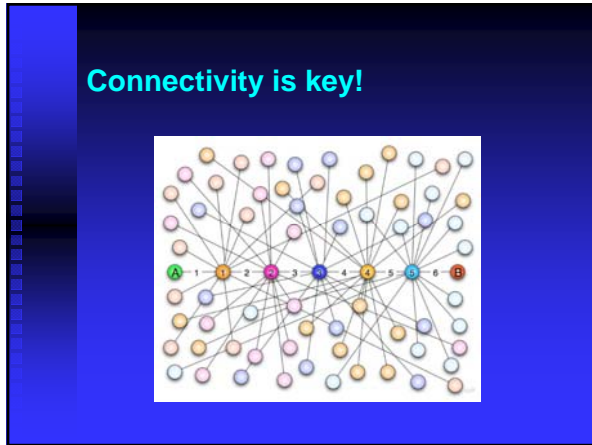


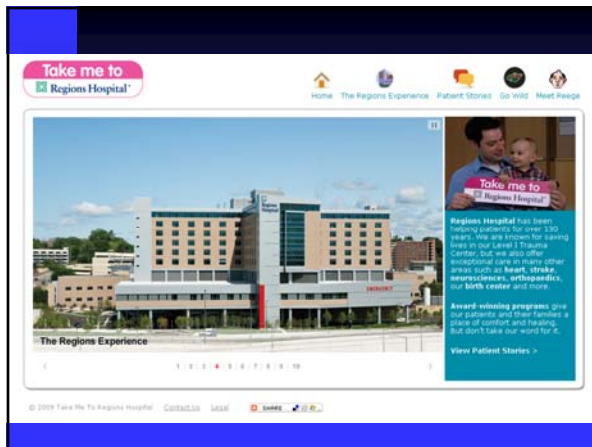
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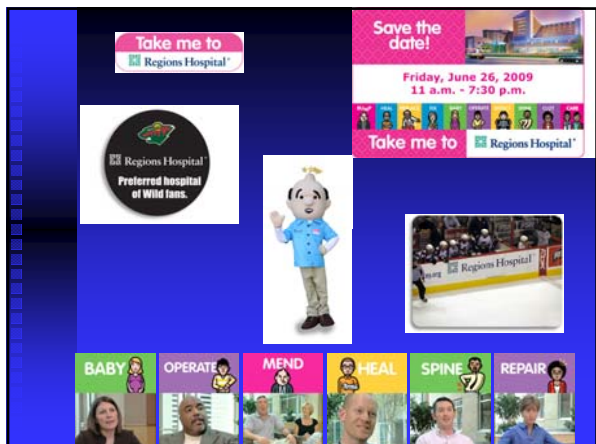
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Recommended

- Crush It by Gary Vaynerchuk
- Excellent information on using social media to market and promote your trauma center



Summary

- There are major differences in trauma marketing
- Know your customers first!
- Don't do it by yourself! Use your trauma program leadership
- Recognize what your products really are
- Be creative, and get comfortable with new technology as well as old
- Interconnect every marketing task you do!

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• @regionstrauma #traumapro

• Regionstraumapro.com

• www.regionstrauma.org/facebook

• Michael.D.McGonigal@HealthPartners.com

Case Reviews / Discussion

■ The program has a low marketing priority. How can we fix it?

Case Reviews / Discussion

■ The program has a low marketing priority. How can we fix it?

- ◆ Who's my customer now?
- ◆ What are their priorities?
 - Money
 - Recognition
- ◆ What can the trauma program offer?

Case Reviews / Discussion

- Something bad happened at our hospital. How can we market “around” that?

Case Reviews / Discussion

- Something bad happened at our hospital. How can we market “around” that?
 - ◆ Make sure it's fixed!
 - ◆ Always be prepared to address questions about it
 - ◆ Promote your strengths unceasingly!