Telehealth Marketing 101

A Crash Course and Tools for Working Smarter, Not Harder

Presented by:
Nirav Desai, CEO – Hands On Telehealth
Webinar Goals

• Stimulate thought about good marketing, and get you excited about the possibilities
• Take the mystery out of common marketing terms and techniques
• Provide tools that you can apply today to become a more effective marketer
Agenda

1. What is Marketing?
2. #1 Mistake in Telehealth Marketing
3. Why marketing matters
4. Examples of “good” marketing
5. The 3 main elements of a Marketing Strategy
6. How to figure out who you need to market to
7. How to understand what your market wants
8. How to talk to your target audience
9. A simple formula for a great press release
10. Marketing techniques to avoid
What is Marketing?

Understanding what your customers need and giving it to them

In the form of

– Products
– Services
– Information
What’s the difference between Marketing, Advertising, and PR?

• If a young man tells his date she’s intelligent, looks lovely, and is a great conversationalist, he’s saying the right things to the right person – that’s **marketing**.

• If the young man tells his date how handsome, smart, and successful he is – that’s **advertising**.

• If someone else tells the young woman how handsome, smart, and successful her date is – that’s **PR**.
The #1 Mistake in Telehealth Marketing

• Not Marketing Enough

• The Problem
  – Importance
  – Knowledge
  – Time
  – Budget
Why bother with marketing?

Because better marketers win!

• More customers / market share
• More revenues / profits
• More good publicity / buzz
Good Marketing: Example 1
Time-Life
Lesson:
Deliver exactly what your market is looking for

Benefit:
More sales
Good Marketing: Example 2
Quidel - Pregnancy Detection Kit - 1993

- Market share: Medical: 80%, Consumer: 18%

<table>
<thead>
<tr>
<th></th>
<th>The Hopefuls</th>
<th>The Fearfuls</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Brand Name</strong></td>
<td>Conceive</td>
<td>RapidVue</td>
</tr>
<tr>
<td><strong>Price</strong></td>
<td>$9.99</td>
<td>$6.99</td>
</tr>
<tr>
<td><strong>Packaging</strong></td>
<td>Pink Box, smiling baby</td>
<td></td>
</tr>
<tr>
<td><strong>Shelf Position</strong></td>
<td>Near ovulation-testing kits</td>
<td>Near condoms</td>
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</tbody>
</table>

People pay more for “hope” than “possible relief”
Lessons:
Create the right message. Speak to your audience’s desired benefits and emotions.

Benefits:
Increased buy-in and market share, Higher prices when you connect on an emotional level.
# Key elements of a marketing strategy
## Segmentation, Targeting, Positioning (STP)

<table>
<thead>
<tr>
<th>Description</th>
<th>Segmentation</th>
<th>Targeting</th>
<th>Positioning</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Segmentation</strong></td>
<td>How does the market want to be served?</td>
<td>Who do you want to attract?</td>
<td>How do you want to attract them?</td>
</tr>
<tr>
<td><strong>Example 1</strong></td>
<td>Knowing whether they are pregnant</td>
<td>The Hopefuls</td>
<td>A Product that gives them hope</td>
</tr>
<tr>
<td><strong>Example 2</strong></td>
<td>Music fans</td>
<td>Baby boomers</td>
<td>An easy way to get your favorite music from the 60’s</td>
</tr>
<tr>
<td><strong>Example 3</strong></td>
<td>Better services for stroke patients</td>
<td>Community hospitals who don’t have and cannot recruit stroke neurologists</td>
<td>Time-critical access to specialist care without having to transfer patients</td>
</tr>
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</table>
How does a Marketing Strategy (internal) turn into Marketing Tactics (external, the things you actually see)?

**Strategy**

- **Segmentation**
  - How does the market want to be served?
  - What benefits, emotions, and values do they seek?

- **Targeting**
  - Who do we want to attract (because our solution is a good fit for their problem AND our goals)?

- **Positioning**
  - How do we want to attract our target?
  - How will we differentiate our offering?

**Tactics**

- **Messaging**
  - How will we talk about our offering?

- **Branding and Collateral**
  - How will we present our message through marketing and sales materials?
  - Product, Price, Place, Promotion (4 P’s)
Telehealth Market Segmentation
Traditional “strategy”: Classification

• Geographic (where)
  – Health Systems in Oregon
  – Patients in the New York metro area

• Demographic (who, what)
  – Hospitals with 150-300 beds
  – Academic Medical Centers
  – Cardiologists
  – Hospital CEO’s and CFO’s
Telehealth Market Segmentation
Advanced strategy: Needs

• Segmenting by needs
  – Hospitals with 150-300 beds, who need operational efficiencies to become more profitable
  – Patients in the New York metro area, who need faster access to specialists with minimal time away from work
  – Academic Medical Centers who are struggling to leverage their expertise
  – Cardiologists struggling to cover multiple hospitals
  – Hospital CEO’s who need a strategy to be more competitive in a saturated healthcare market
How do you select between segmentation strategies?

<table>
<thead>
<tr>
<th>Segmentation “Strategy”</th>
<th>Ease</th>
<th>Cost</th>
<th>Benefits</th>
</tr>
</thead>
<tbody>
<tr>
<td>Classification</td>
<td>Easier ✓</td>
<td>Lower ✓</td>
<td>Low</td>
</tr>
<tr>
<td>Needs-based</td>
<td>Harder</td>
<td>Higher</td>
<td>High ✓</td>
</tr>
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**Recommendation:**
- Begin with a Demographic Segmentation.
- Learn about their needs.
- Separate them by their needs and identify the most attractive ones (attractiveness criteria: your needs, funding, growth potential, ability to pay, etc.)
- Design your message to target those with a specific set of needs
I know which segment I want to target. Now what?

• Example:
  You have a telestroke solution and have decided to target community hospitals that don’t have stroke neurologists.

• Question:
  How do you know who you should talk to about your solution?
Answer: Understand who makes the decision to go with your solution and who influences the decisions.
Tool: Influencer Map
Example – Potential Telestroke spoke

- **Structure**
  - Size of circle represents relative degree of influence
  - Direction of arrow represents direction of influence

- The influencer map shows you
  - Who you could/should market to ideally
  - A path of influence to the decision-maker
  - Where your hurdles are if you do not have a clear path to the decision-maker

Telestroke Spoke Hospital

- IT
- ED Nurse
- ED Physician
- ED Director
- C-Suite
- Joint Commission
- American College of Emergency Physicians
- CMS / Payors
Tool: Influencer Map
Example – Telestroke Hub

- Telestroke Hub
- Neurologist / Neurosurgeon
- Stroke Coordinator
- IT
- VP Neuroscience
- C-Suite
- Joint Commission
- American Stroke Association
- CMS / Payors

Telestroke Hub

Neurologist / Neurosurgeon

Stroke Coordinator

IT

VP Neuroscience

C-Suite

Joint Commission

American Stroke Association

CMS / Payors
How do you talk about your solution to your market?

• Talk about what individuals need
• Benefits and Values, not Features and Attributes
• Examples:
  – Hopeful parents: To have a baby
  – Nostalgic Baby boomers: Reconnect with your teen years
• Telehealth Examples:
  – Telestroke Hub: Stronger relationships with referring facilities; Be a regional center of excellence; Get the right patient transfers; Minimize the stress of bed management. (the latest, most advanced video-conferencing technology IS NOT a benefit)
  – Tele-Mental Health spoke: Provide better care to patients; transfer only those patients you cannot help; Better physician; Less stress; More time for other patients
Tools for uniquely positioning your solution to fit your target’s needs

<table>
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<tr>
<th>Issue</th>
<th>Tool</th>
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<tbody>
<tr>
<td>How to identify your target audience’s desired benefits and values</td>
<td>Benefits Ladder</td>
</tr>
<tr>
<td>How to differentiate your solution from the other options that your target can choose from.</td>
<td>Unique Selling Proposition</td>
</tr>
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Tool: Benefits Ladder
Linking Attributes to Benefits to Customer Values

- **Attributes**: Tell us what we build into the offer.
- **Benefits**: Tell us what customers seek (from any company).
- **Customer Values**: Tell us why they buy...or don’t buy, i.e. “the benefit of the benefit”.
Example: Skin Cream

Customer Value(s):

*I feel young and youthful looking*

Benefit:

*Keeps skin soft*

Attributes:

*Contains Moisturizers*
Example: Rural Hospital CEO evaluating a tele-trauma solution

**Customer Value(s):**

*Good stewardship of hospital (patient care and economics)*

**Benefit:**

*Keep some patients at hospital*

**Attributes:**

*Access to trauma surgeons from tertiary care center via telehealth*
I know what my target needs and have a solution. How do I talk about it so that people will pay attention?

• Example:
You know that target community hospitals that don’t have stroke neurologists have a burning desire to stop losing patients because EMS takes every suspected stroke patient elsewhere.

• Question:
How do you differentiate your telestroke solution so that the hospital takes notice?
Tool: Unique Selling Proposition

You must be able to answer this question for your customer or prospect:

Why should I do business with you versus any and every option I can choose from in your category, which include doing nothing?
Example USP for a Telestroke solution targeted to small hospitals

The only solution that helps you stop losing stroke patients to EMS bypass by putting a 24x7 virtual neurologist in your hospital.
USP Examples

• Hot, fresh pizza delivered to your door in 30 minutes or less

• When it absolutely, positively has to be there overnight
# Marketing Tactics

Product, Price, Place, Promotion (The 4 P’s)

<table>
<thead>
<tr>
<th>Description</th>
<th>Product</th>
<th>Price</th>
<th>Place</th>
<th>Promotion</th>
</tr>
</thead>
<tbody>
<tr>
<td>What are you offering? (product or services)</td>
<td>What is the cost? Do you have tiered offerings?</td>
<td>Where will you offer your product/service?</td>
<td>What marketing channels will you use? Any special offers?</td>
<td></td>
</tr>
<tr>
<td><strong>Example 1</strong></td>
<td>24x7 Tele-consults with primary care physician</td>
<td>$20/consult</td>
<td>U.S. – all 50 states</td>
<td>TV, Newspaper Free initial consultation</td>
</tr>
<tr>
<td><strong>Example 2</strong></td>
<td>Remote monitoring of cardiology patients at home</td>
<td>Hospital pays per patient; pricing levels decrease with volume</td>
<td>Boise, ID metropolitan area</td>
<td>Hospital press releases, Direct mail to all cardiology patients</td>
</tr>
</tbody>
</table>
# Marketing channels

- Print (magazines, newspapers)
- Online media
- Web site
- Email
- Social Media
- Direct Mail
- Fax
- Radio
- TV
- Event
- Partners / Affiliates
- Conferences
- Speaking Engagements

- Better marketers use more channels to reach their target
- Multi-channel customers buy a wider range of products
Tool: Formula for a great Press Release

1. Grabbing Headline
2. Present a problem (use a story if possible)
3. Agitate the problem
4. Share the solution (yours)

Note: This approach works along many channels including email, direct mail, radio, face-to-face conversation, etc.
## Press release options

<table>
<thead>
<tr>
<th>Value</th>
<th>Site</th>
<th>Cost</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Good</td>
<td>WebWire.com</td>
<td>$20</td>
<td>Basic Press Release Service</td>
</tr>
<tr>
<td>Better</td>
<td>PRWeb.com</td>
<td>$200</td>
<td>Premium Press Release Service</td>
</tr>
<tr>
<td>Best</td>
<td>Businesswire.com</td>
<td>$400+</td>
<td>High Premium Press Release Service</td>
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Final thoughts

- Make time for marketing.
- Start small and learn as you go.
- Don’t market to entities. Market to people.
- Speak to your target’s problems, needs, desired benefits, emotions, and/or values.
- Make it personal.
- Marketing to everyone = Marketing to no one
- Better marketers win!
Marketing Toolkit for webinar attendees

• Copywriting Checklist
• Marketing Plan template
• Recommended Resources
• Sample Benefits Ladder
• Sample Influencer Maps
• Sample Press Release
What are your biggest telehealth marketing challenges?

Questions?
Thank You

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