

# MARKETING PLANS FOR THE SMALL, SMART, AND SAVVY.

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Jen Bender

ICAHN Annual Conference

# ABOUT ME

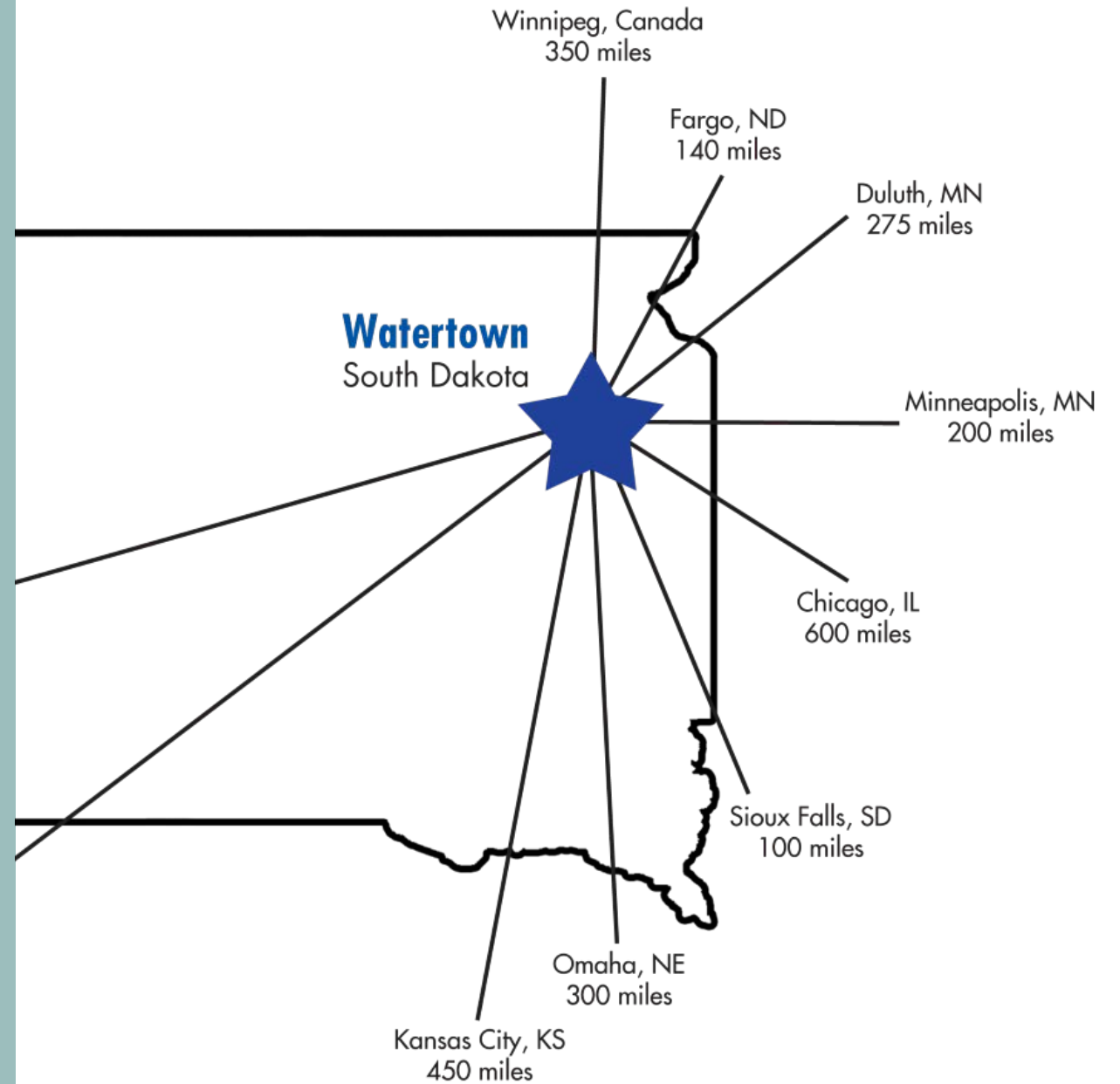
Director of Marketing at  
Prairie Lakes Healthcare System

Master of Public Health student at  
Des Moines University

Wife

Dog mom

Patient





# BARRIERS & THREATS

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Small and rural health systems

- Workload
- Outmigration
- Resources
- Perceptions
- Policy
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# MARKETING PLAN STRATEGY

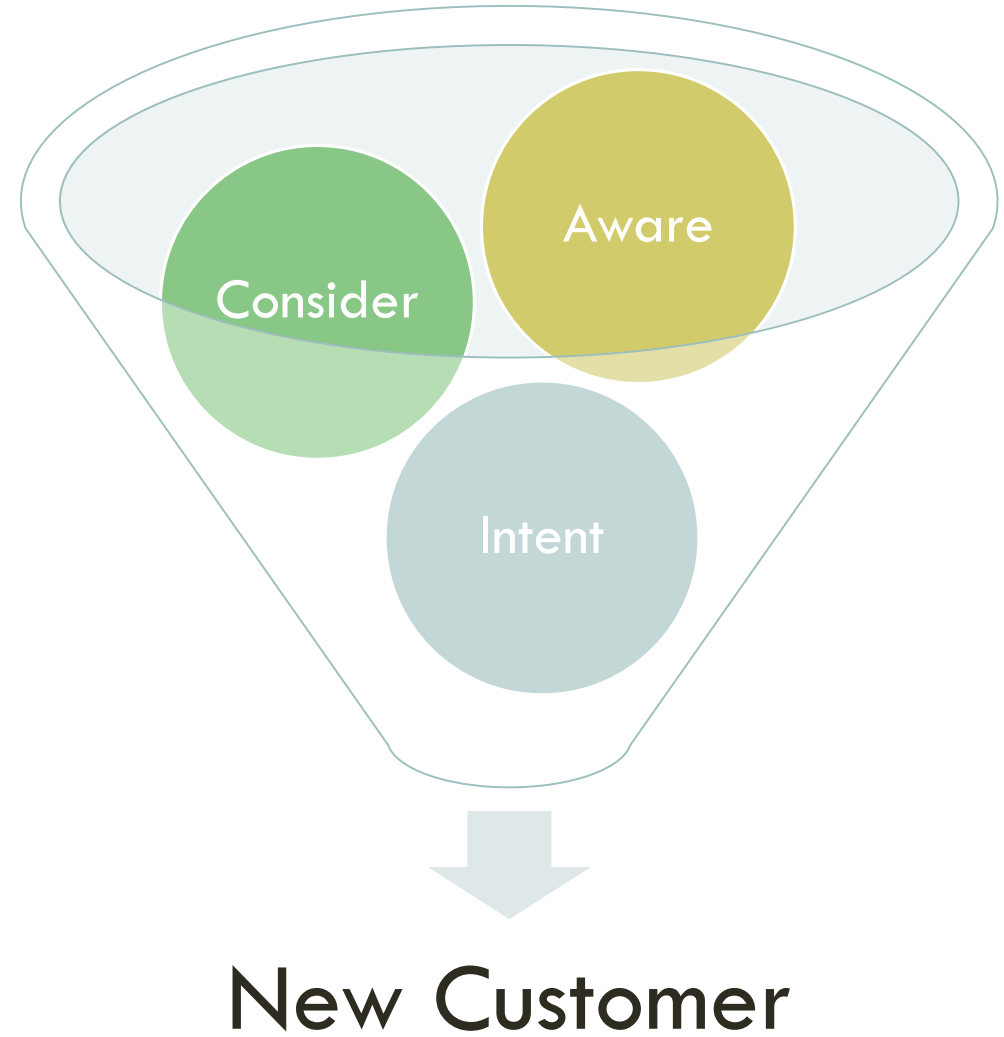
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Prove your value



# BACK TO BASICS

- Awareness
- Interest
- Consideration
- Evaluation
- Decision
- Loyalty



# THE FUNNEL AT WORK

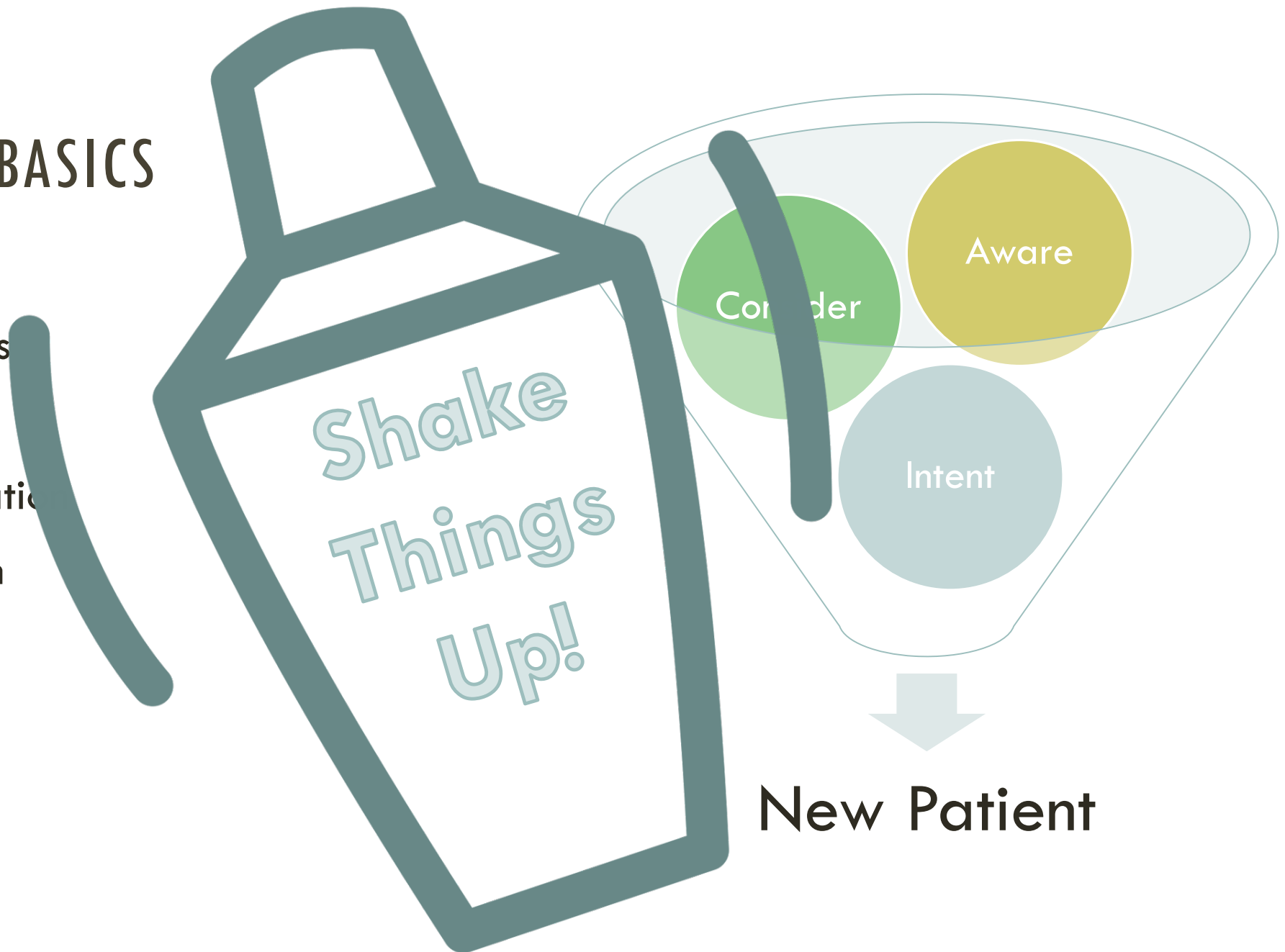
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Fun at the Fair!



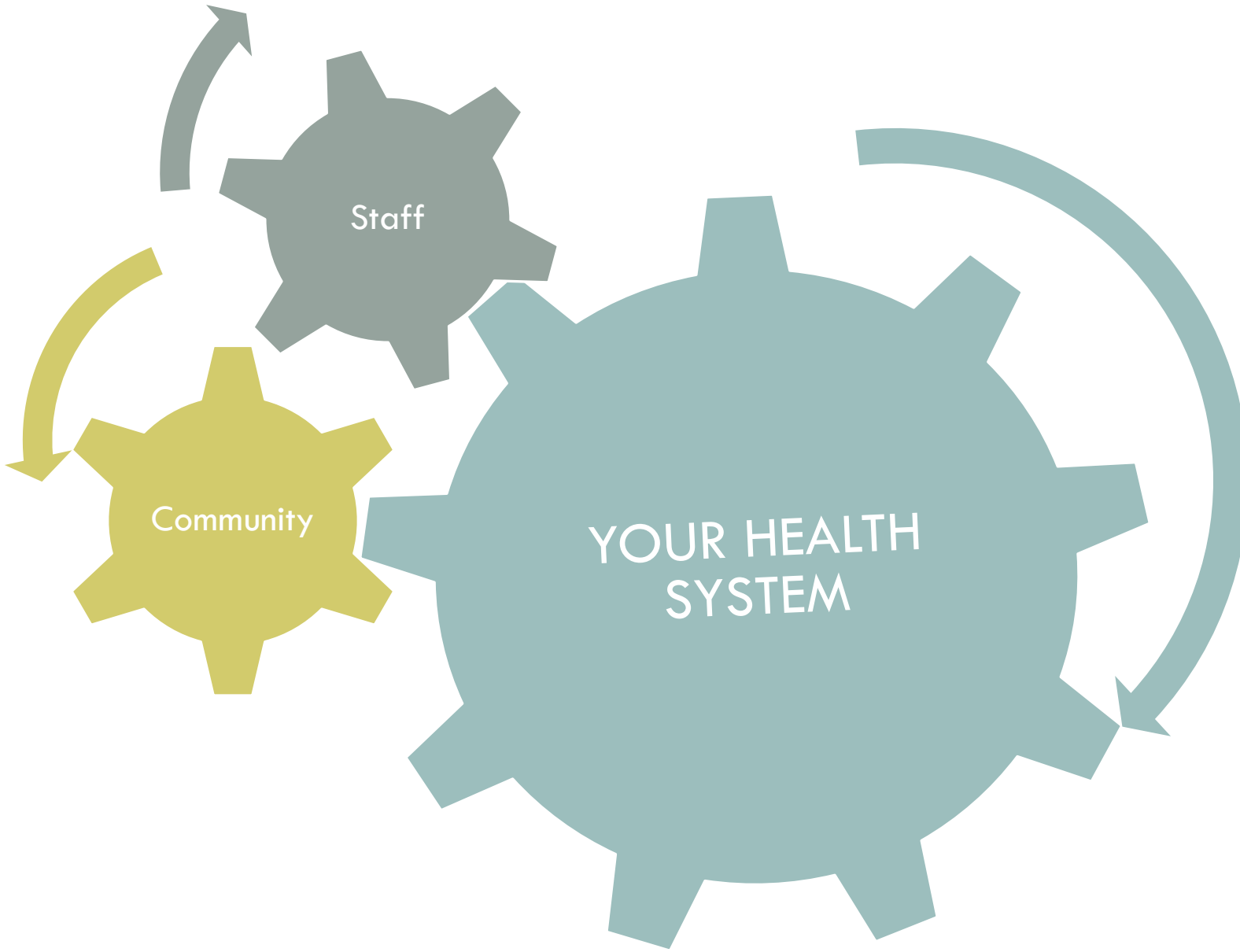
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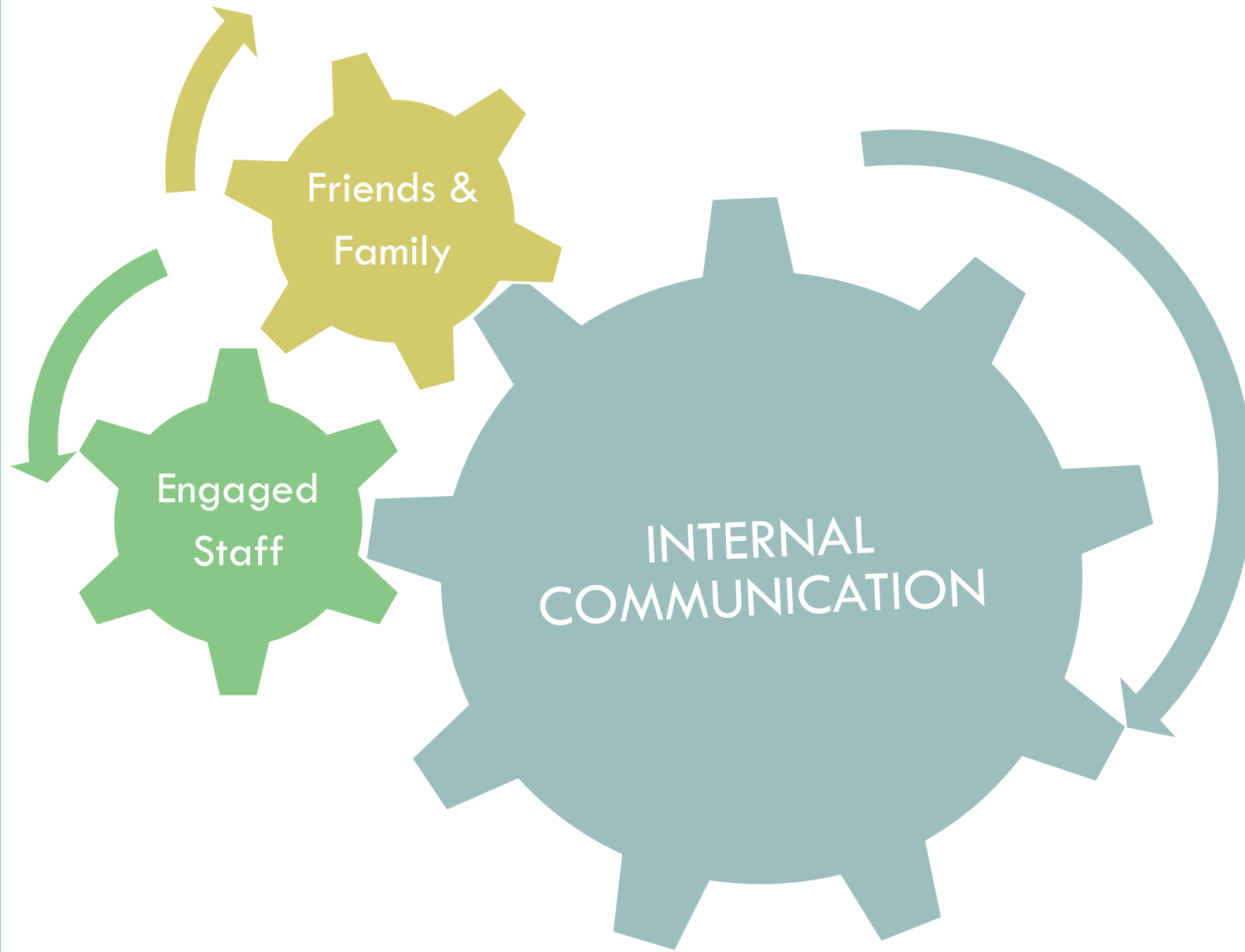




WHAT'S YOUR  
COMPETITIVE  
EDGE?



INTERNAL  
COMPETITIVE  
EDGE



EXTERNAL  
COMPETITIVE  
EDGE



# FIND YOUR COMPETITIVE EDGE

Research

Barriers &  
Strengths

Opportunities

Ask the hard questions!

Research

Barriers &  
Strengths

Opportunities

# RESEARCH METHODS

- Community Health Needs Assessment
- Big Data
- Community Perceptions Survey and Focus Groups
  - Important: Ask bench-markable questions
- Employee Engagement Survey
  - Work with leadership to measure communication perceptions
  - Remember – communication isn't just marketing's job!

# ACTION PLANS

- Strengths + Unique = Competitive Edge
- Barriers: Close the gap on what you can
- Get creative, and make smart plans
- Example: Recruiting a pulmonologist may not be feasible, but how can you develop your providers' relationship with a near-by pulmonologist?
- Example: Employees want to hear news before the community, but your internal newsletter publishes once a month. What can you do?

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**Consistency is important!**  
Being systematic: a) manages expectations  
b) enables you to “surprise” people when you need to make a “bang”.



# CASE STUDY

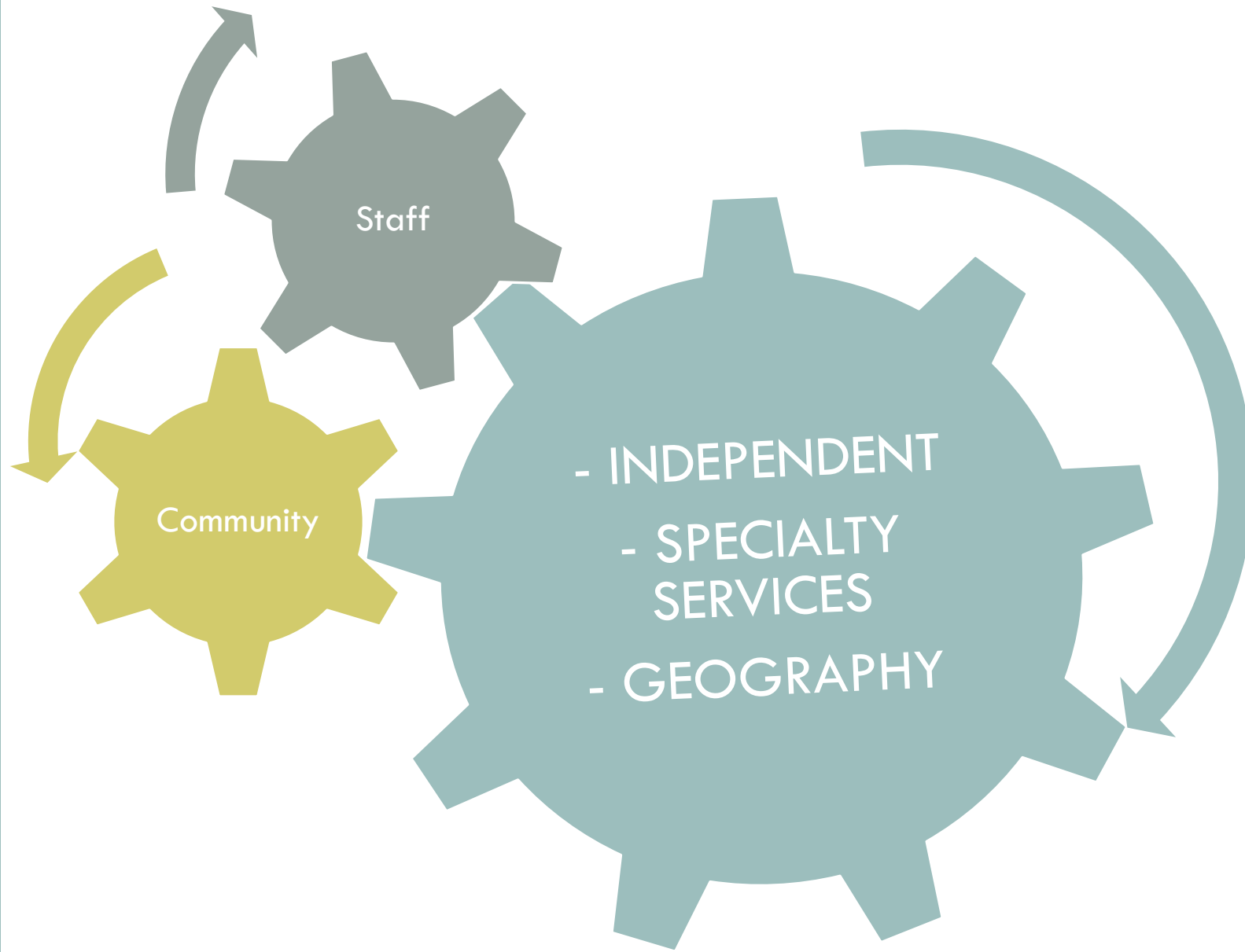
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Acid Reflux Services



Photo: The Big Texan, Texas Highways Magazine

# COMPETITIVE EDGE



# CASE STUDY

- Acid Reflux Center at Prairie Lakes
  - General surgery capacity
    - Trained in reflux services
1. Internal Promotion
  2. Public Relations
  3. Physician Referrals
  4. Advertising Campaign



How do I get it all  
done?

# THE BIG QUESTION

# IMPROVE EFFICIENCIES: EXAMPLE

- Interview high-performing ER nurse (half an hour)

*Remember to ask their supervisor!*

- Part 1: Interview for an article regarding his/her expert advice on fevers in children.
  - Post it on the website, share it on social media, send it to the newspaper, and add it to the newsletter.
- Part 2: Interview for an interest piece for internal communication.
  - Could include years served, hobbies, personal details, and professional tips.

# EMPOWER YOUR COWORKERS

- Templates: Microsoft Office
- Communication committee
  - Teach them how to take photos on their phone
  - Put someone in charge of the bulletin board
  - Team to hang flyers around town
- Write thank you notes to encourage repeat behavior
- Offer resources





## KNOW YOUR TALENT POOL

- The retired journalist is looking for supplemental income
- The computers teacher is great at WordPress
- Maintenance staff enjoy a challenge
- The OB nurse takes photos of families
- The multi-media student needs a final project

# MORE IDEAS

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Small and rural health systems

- PR
- Trends
- Resources



# PR IDEAS

- Health checks at the grocer, bank, events, etc.
- Provider talks at monthly club meetings
- Event participation
- Monthly topic backed by staff
  - Blog post, social media, newspaper
  - Radio interview
  - Video
- Golf, pickle-ball, volleyball teams, contests, etc. participation

# KEEPING UP WITH TRENDS

- Conferences like this!
- Social media groups
- Resources I like:
  - Marketing Profs
  - The Daily Carnage
  - SHSMD
  - Marketing Over Coffee Podcast



# RESOURCES

- Project Management
  - Web-based like Trello
- Call Tracking
  - Call Rail and Call Tracking Metrics
- Survey Monkey
- Email Blasts/Newsletters
  - Constant Contact and EMMA
- Searched Terms
  - Google Trends
- Social Media
  - Link In Profile for Instagram
  - Hootsuite for scheduling
- Reading level for articles
  - Hemingway Editor
- Google Analytics



QUESTIONS? |

# THANK YOU

Drop me a line:

Jen Bender

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