

A POSITIVE PROGNOSIS

Part 1 In-Depth Marketing Research



Throughout the course of this series, we explore the world of hospital marketing, where innovation and strategy can shape the future of your organization.

In this first installment, we go over the challenges facing every hospital and large multi-specialty clinic, and provide a brief description of the strategies covered throughout the course of *A Positive Prognosis*.

Followed by a deep dive into market research. Discover how research can effectively drive decision-making and also pave the way for brand differentiation and patient-centric engagement. From identifying emerging patient preferences to decoding the intricacies of local and global healthcare markets.

By adopting the following strategies and embracing patient-centric approaches, you can shake off any marketing complacency and grow your presence and impact on the community your organization serves.





Five challenges **you navigate daily**

We feel these are 5 areas are the most in need of attention from any healthcare company. We're sure you've already encountered most of them. Hospitals must distinguish themselves while maintaining patient trust, adhering to regulations, and embracing emerging marketing trends and technologies.

1

Healthcare Industry Dynamics

The healthcare sector is complex, characterized by intricate regulations, constant technological advancements, and evolving patient preferences. Hospital marketers must navigate this dynamic environment while communicating value to patients and stakeholders.

2

Regulatory and Compliance Constraints

Stringent regulations, such as HIPAA, influence how hospitals can market their services, often limiting the use of patient data and requiring careful messaging to ensure legal and ethical compliance.

3

Patient Trust and Confidentiality

Hospitals are entrusted with patients' well-being and sensitive information. Establishing and maintaining patient trust is crucial for effective marketing, requiring a delicate balance between promoting services and respecting patient privacy.

4

Complex Target Audience

Hospitals serve diverse demographics, from patients seeking routine care to those requiring specialized treatments. Tailoring marketing efforts to resonate with these different groups presents a significant challenge.

5

Evolving Digital Landscape

The digital revolution has changed how patients access healthcare information. Hospitals must adapt to digital channels, including social media, online reviews, and telehealth, to engage patients effectively.



The 14 strategies you should have in play **right now**

Success starts with building trust, personalizing experiences, leveraging data, and embracing digital trends so you can communicate the value of your organization. Let's begin the voyage of the most powerful marketing strategies at your disposal

1

In-Depth Market Research

Conduct thorough market research to understand the local healthcare landscape, patient needs, demographics, and competitors. This information will inform your marketing strategy and help tailor your messaging to resonate with your target audience.

2

Segmentation and Targeting

Divide the patient population into distinct segments based on demographics, medical needs, and preferences. This allows for personalized messaging and targeted campaigns that are more likely to resonate with each group.

3

Branding and Positioning

Develop a strong and cohesive brand identity for the hospital network that communicates its values, mission, and unique offerings. Position the network as a trusted and comprehensive healthcare provider within the community.

4

Multi-Channel Marketing

Utilize a mix of traditional and digital marketing channels to reach a wide audience. This includes TV, radio, print, outdoor advertising, social media, email marketing, and a well-designed website.



5

Content Marketing

Create valuable and educational content that addresses patient concerns, provides health information, and showcases the hospital network's expertise. This could include blog articles, videos, infographics, and webinars.

6

Search Engine Optimization (SEO)

Optimize the hospital network's website for search engines to ensure it appears prominently in search results when patients are looking for healthcare services in the area.

7

Pay-Per-Click Advertising (PPC)

Run targeted PPC campaigns on platforms like Google Ads to appear at the top of search results for specific keywords related to the hospital's services.

8

Social Media Engagement

Maintain an active presence on social media platforms to engage with the community, share healthcare tips, success stories, and promote upcoming events or services.

9

Patient Testimonials and Success Stories

Highlight real-life patient experiences and success stories through written testimonials, videos, or case studies. Authentic stories can build trust and credibility.

10

Partnerships and Referral Programs

Collaborate with local physicians, clinics, and other healthcare providers for referrals and joint marketing efforts.

11

Telehealth Promotion

If the hospital network offers telehealth services, emphasize the convenience and accessibility of virtual healthcare in your marketing campaigns.

12

Mobile-Friendly Experience

Ensure that the hospital network's website is mobile-friendly, as many patients use smartphones to access healthcare information.

13

Online Reviews and Reputation Management

Encourage satisfied patients to leave positive online reviews and actively manage online reputation to address any negative feedback promptly.

14

Data Analytics and Measurement

Implement tracking tools to monitor the effectiveness of different marketing campaigns and channels. Use data to make informed decisions and refine strategies over time.

A POSITIVE
PROGNOSIS

PART 1

IN-DEPTH MARKET RESEARCH



Before you **define your vision** for the future, define your present

In-depth market research for a large hospital network involves a systematic and comprehensive analysis of various factors that influence the network's operations, patient demographics, competition, and overall healthcare landscape. This research provides crucial insights that guide strategic decision-making, target audience identification, and the development of effective marketing strategies.

Here's an overview of the key components of **in-depth market research** for a large hospital network or multi-specialty clinic

Demographic Analysis

Understand the population within the hospital network's catchment area. Analyze factors such as age, gender, income levels, ethnicity, education, and household size. This information helps tailor marketing messages and services to meet the specific needs of the local community.

Healthcare Trends

Research current and emerging healthcare trends, such as shifts toward preventive care, telehealth adoption, specialized treatments, and wellness programs. Identify areas of opportunity where the hospital network can position itself as a leader or innovator.



Competitor Analysis

Study other healthcare providers in the area, including hospitals, clinics, and specialty centers. Analyze their services, patient satisfaction rates, pricing, and marketing strategies. This helps identify competitive advantages and areas for differentiation.

Market Size and Growth

Estimate the potential patient population and assess the market's growth trajectory. Understand factors like population growth, aging demographics, and changes in healthcare utilization patterns.

Patient Behavior and Preferences

Conduct surveys, focus groups, or interviews to gather insights into patient preferences, decision-making processes, and expectations from healthcare providers. This information informs service development and marketing messaging.

Regulatory and Legal Environment

Understand the regulatory framework governing healthcare marketing, patient data privacy (HIPAA), and other relevant laws. Ensure that marketing strategies are compliant with legal requirements.

Referral Patterns

Identify patterns of patient referrals within the healthcare network and the broader healthcare ecosystem. This includes tracking referrals from primary care physicians, specialists, and other healthcare providers.



**Knowledge leads to empathy that
leads to improved patient experience**



The right research can bring your vision to life

Health Insurance Landscape

Analyze the prevalence of different health insurance plans within the market. This information helps tailor billing practices and insurance-related communication.

Media Consumption Habits

Determine how the target audience consumes information. Understand which media channels (TV, radio, social media, print, online) they prefer and trust for healthcare information.

Economic Factors

Analyze economic indicators in the local area, such as employment rates, income levels, and disposable income. Economic conditions can influence patients' ability to seek healthcare services.

Community Engagement and Perception

Gauge the hospital network's current reputation and brand perception within the community. This can be done through surveys, online sentiment analysis, and focus groups.

SWOT Analysis

Conduct a comprehensive SWOT (Strengths, Weaknesses, Opportunities, Threats) analysis to identify internal strengths and weaknesses as well as external opportunities and threats that the hospital network may face.

Technology Adoption

Explore the level of technology adoption among patients and healthcare providers. Assess the demand for telehealth services, digital health tools, and other technological innovations.

Cultural and Social Factors

Understand cultural norms, languages spoken, and social factors that may influence healthcare decisions and interactions within the community.

Geographic Analysis

Consider the geographic distribution of the target population, transportation options, and accessibility to healthcare facilities.

Data Analytics

Utilize data analytics tools to track website traffic, online engagement, and other relevant metrics to gain insights into patient behavior and preferences.



Understanding the market you're in ensures that care resonates with patients, marketing efforts hit the mark, and **resources are wisely allocated.**

Checklist



Demographic Analysis

DYK, there is a ton of data at census.gov? You can learn about concentrations of age, sex, household type, income bands, and a host of other factors present in your market area by state, city, town, or Zip Code.

Run a report for your domiciled Zip Code and see if it challenges your expectations.



Healthcare Trends

Google Alerts are a great way to get updated and timely information. [Google.com/alerts](https://www.google.com/alerts) will let you search any topic and set up delivery of news items to your inbox.



Competitor Analysis

This one can seem really daunting, but it's not as tough as it seems if you have a good process.

Start by making a list of the specific features and benefits of your offering. Put them in a spreadsheet, and then compare those dimensions to your competitors. Not sure who your competitors are? *You should call us, we do this all the time across multiple industries.*



Patient Behavior and Preferences

Do you ask for a quick survey after every visit? Even a quick client satisfaction survey with an open ended "Comments" section can reveal insight. If you're not using a patient survey tool, start today! [Survey Monkey](#) is a great start, but there are more specialized platforms like [Voxco](#) and [Preeshia](#).



Referral Patterns

How patients are referred to your clinic can be your strongest channel for new patients. What is your marketing doing to ensure physician and primary care referrals are encouraged? From custom outreach communications to in-person visits, *we can help you design a program that works* within cost and compliance requirements.



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