

A POSITIVE
PROGNOSIS

MASTERING SEGMENTATION & TARGETING



Know who you are talking to

Marketing segmentation and targeting for a large hospital network or clinic involve dividing the diverse patient population into distinct groups based on shared characteristics, needs, and preferences. This approach allows the hospital network to tailor its marketing efforts to specific segments, resulting in more relevant and effective communication.

Here's a detailed overview of **marketing segmentation and targeting** for a large hospital network or multi-specialty clinic

SEGMENTATION

Segmentation is the process of dividing the overall patient population into smaller, homogeneous groups based on various factors. These factors can include demographics, psychographics, behaviors, medical needs, and other relevant criteria. Hospital networks often use a combination of these segmentation variables to create well-defined patient segments.





Since everyone is different, distilling your segments will give your message a personal touch

COMMON SEGMENTATION VARIABLES

Demographic Segmentation

This involves dividing the population based on characteristics such as age, gender, income, education, marital status, and family size.

Psychographic Segmentation

This considers patients' lifestyle, values, attitudes, interests, and behaviors. It helps understand their motivations and decision-making processes.

Geographic Segmentation

Dividing patients based on geographic location, such as neighborhoods, cities, or regions. This is particularly useful for targeting local patient populations.

Behavioral Segmentation

Analyzing patients' behaviors, including their healthcare-seeking habits, frequency of visits, past medical history, and preferences for specific services.

Medical Needs Segmentation

Categorizing patients based on medical conditions, treatments required, or healthcare services needed. This helps tailor marketing messages to specific health concerns.

Service Utilization Segmentation

Understanding patients' preferences for in-person visits, telehealth, emergency services, preventive care, or specialized treatments.

TARGETING

Once the hospital network has identified various patient segments, the next step is targeting. Targeting involves selecting specific segments that align with the hospital's goals, capabilities, and resources. Not all segments may be equally valuable or relevant to the hospital network's services, so prioritization is essential.

KEY CONSIDERATIONS FOR TARGETING

Segment Attractiveness

Assess the size, growth potential, and profitability of each segment. Determine which segments are most likely to yield positive outcomes for the hospital network.

Alignment with Services

Evaluate how well each segment's needs match the hospital's services and specialties. Prioritize segments that align closely with the network's offerings.

Competitive Landscape

Consider how competitors are targeting different segments. Identify opportunities to differentiate the hospital network and stand out in the market.

Resource Allocation

Assess the hospital's capacity to serve different segments effectively. Ensure that targeting a particular segment does not strain resources or compromise quality of care.

Effective
targeting
optimizes
marketing
impact,
and fosters
meaningful
connections
between
healthcare
provider and
patient.



Improve outcomes for your patients and your bottom line

BENEFITS OF SEGMENTATION AND TARGETING

Relevance

Tailoring marketing messages to specific segments ensures that patients receive information that is relevant to their needs, increasing the likelihood of engagement.

Efficiency

Targeted marketing efforts are more cost-effective and efficient than blanket campaigns that may not resonate with all patients.

Personalization

Segment-specific messaging creates a personalized experience for patients, enhancing their perception of the hospital network's patient-centric approach.

Improved Outcomes

By understanding patients' unique needs, the hospital network can provide more appropriate and effective care, leading to better patient outcomes.

Competitive Advantage

Effective segmentation and targeting can differentiate the hospital network from competitors and position it as a provider that understands and addresses patients' diverse needs.

Resource Optimization

By focusing resources on segments with the highest potential for return, the hospital network can optimize its marketing budget and efforts.



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