Build It and They Might Come: Importance of Marketing Telehealth Services

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PALMETTO CARE CONNECTIONS
1989 Field of Dreams Movie...

“If You Build It, They Will Come...Oh They Will Definitely Come!”

So we Build Telehealth Programs on this idea? Not Really!
What is Marketing
What is Marketing

Understanding what your customers’ needs and giving it to them:

- Products
- Services
- Information
The management process through which goods and services move from concept to the customer. It includes the coordination of four elements called the 4 P's of marketing:

1. identification, selection and development of a **product**,
2. determination of its **price**,
3. selection of a distribution channel to reach the customer's **place**, and
4. development and implementation of a **promotional** strategy.

http://www.businessdictionary.com/definition/marketing.html
The Need for Marketing

Two Misconceptions When Developing Telehealth Programs/Services:
1. We assume that because the telehealth program is in place that the patients know about its existence or what it is
2. We assume that since there is a NEED for the service that there is automatically a DEMAND for the service

“The heart of your business success lies in its marketing. Most aspects of your business depend on successful marketing.”

http://smallbusiness.chron.com
How to Market Telehealth
Marketing effort begins when the services or program is being defined and developed, not just after the equipment is installed and everyone is properly trained.
Identify Your Product: Is There a Need

**Problem:**
- Clinical Shortages
- Access in Rural/Underserved Communities to Primary/Specialty
- Aging Population
- Millennials – Tech Savvy, Convenience, No Waiting
- Travel Time, Costs, Absenteeism
- Delayed Treatment
- Clinical Education Programs

**Solution/Product:**
TELEHEALTH
Determine a Price

Pricing should take the following factors into account:

- Fixed and variable costs
- Competition
- Company objectives
- Proposed positioning strategies
- Target group and willingness to pay
How to Reach the Customer’s Place

Look at your target market and decide how they best receive their information – look at rural/underserved communities versus urban
Choose a Distribution Channel(s) to Reach the Customer’s Place

- Printed materials (brochures, flyers, etc.)
- Lunch & Learns
- Direct Marketing
- Demonstrations
- Conferences
- E-Newsletter
- Webinars
- Website
- Radio/Television
- Press Releases
- Social Media
Distribution Channels to Avoid

- Filler Advertising
- Junk Mail
- Cold Calls
- Not Doing Your Homework/Knowing Your Subject Matter
- Ignoring trends
- Newspaper/Magazine Advertising
- Non-Targeted Direct Mail
Implement Promotional Strategy

1. Marketing Budget
2. Who will we market to?
3. What is our message?
4. How to reach our target audience?
5. Marketing goals
Implement Promotional Strategy: Goals

**Exposure**
- **Inbound:** Organic search, social media, guest posting, press, forums, referring links, email, word-of-mouth etc
- **Paid:** Search ads, social ads, affiliate marketing, video ads

**Discovery**
The buyer's identified their problem. Now they're searching for answers. Provide content that solves your customer's problems. Be useful, relevant and inspirational. Become an expert in your niche.

**Consideration**
They're ready to buy. They know what they need. They're deciding who will provide the best solution for them. Your sales copy needs to address their problems. Convince them to choose you.

**Conversion**
They take action on your website - download a free ebook, sign up to a newsletter, purchase products, fill out a quote request form, call you etc.

**Relationship**
They've taken action - now show them you're worthwhile. Provide great customer service. Nurture them with follow ups, email marketing etc. Keep them in your funnel.

**Advocacy**
They're delighted with your service. They want to tell anyone who will listen how great you are. Make it easy for them to review your business, share your content. Use their testimonials and case studies as social proof.
Final Thoughts

- Make Time for Marketing!
- Start Small and learn as you go
- Market to People – not organizations
- Telehealth Service/Program must create a value
- Offer a solution to a problem
- Speak to target market’s needs/values/emotions
- Personalize it for the customer
- Cannot market to all people so be specific in marketing
Palmetto Care Connections

- Telehealth Needs Assessment
- Secure Broadband Network
- Technology Support, Education & Training

Visit www.palmettocareconnections.org or email Kathy Schwarting at kathys@palmettocareconnections.org
Annual Telehealth Summit

Save the Date

5th Annual Telehealth Summit of SC

March 28-30, 2017

Columbia Metropolitan Convention Center
Columbia, SC
www.palmettocareconnections.org
Questions

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