



WHITE PAPER
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4 Questions for a Successful Healthcare Communications Project

Healthcare companies are competing like never before and therefore need a clear brand to set them apart. Every single healthcare communications project needs to speak directly to the needs of the patients/audience and reflect the brand. To ensure you are accomplishing both, you need a solid action plan based on who you are, how you meet your consumers' needs and why they should care. This white paper will help you build a strong foundation for that plan by addressing 4 simple questions.

“A brand is not a logo. A brand is not an identity. A brand is not a product. A brand is a person's gut feelings about a product, service or organization.”

— **Marty Neumeier,**
author of *The Brand Gap*

What is a brand?

Strategy + Messaging + Design + Experience = Delight

Communication projects are about:

- building the brand
- educating
- solving a consumer's problem, taking pain away

Four simple questions to help you build a solid foundation for every communications project.

1. Who are you?
2. Who needs to know?
3. Why should they care?
4. How will they find out about your solution?



Question #1: Who are you?

THIS FORMULA IS ONLY A SUGGESTION

Change it so it works for your organizations' brand attributes.

PURPOSE:

- You must know **who you are** to be able to connect emotionally with your customers, so you become their go to, life long healthcare partner.
- To connect emotionally with your customers, you need to know how you meet and exceed their needs.
- Convey that message in a "value statement" for this communications project.
- Who you are, **your brand attributes**, helps you build your value statement.

VALUE STATEMENT FORMULA:

NAME
PRODUCT/SERVICE
CUSTOMER
Ⓣ
Ⓣ
Ⓣ
 _____ provides _____ to _____ customers
CULTURE
VOICE
Ⓣ
Ⓣ
 in a _____ environment with a _____ voice.
FEELING
IMPACT
Ⓣ
Ⓣ
 Helping them feel _____ and be _____.

Example:

NAME
PRODUCT/SERVICE
Ⓣ
Ⓣ
FEDERAL HILL EYE CARE provides **COMPREHENSIVE**
CUSTOMER
Ⓣ
SERVICES to **PATIENTS WITH DIVERSE NEEDS**. We are
CULTURE
IMPACT
Ⓣ
Ⓣ
 a **TRUSTED, LOCAL SOURCE** for **FULL-SERVICE CARE,**
HELPING OUR PATIENTS SEE—AND LIVE—BETTER.



Question #2: Who needs to know?

*“Delighted customers are loyal.
Loyal customers are fanatical.
Fanatical customers buy more,
at higher prices, more often.”*

—**Jose Caballer,**
CEO/Cofounder, The Skool

PURPOSE:

- Customer profiles help you identify what your customer’s needs are and help you get actionable insights that will help your organization achieve their goals.
- Try to get a clear mental image of each customer group AND a specific person in each group.
- Ask enough questions to paint a picture in your mind.

The more you get to know your customer, the more you can delight them.

STEP 1:

Use the Chart Presentation on the next page as a quick tool to organize what you know about your audience.

You may have three or more customer groups within that audience, and even within a customer group, there may be a sub-group.

WHAT WE KNOW ABOUT _____

Demographics

- ages: 28 - 40 yrs
- both working, combined income \$100K+
- majority are married

Their Challenges: They Are _____

- online, tech savvy, research questions and solutions online
- looking for healthcare services that integrate tech
- open to new innovations in treatment and tech solutions
- thinking about the next possible stage of their life together: have a baby or don't have a baby
- available on weekends and week day nights, working during the day

What They Need & Why

What do they need to solve their challenges? What can you give them that will help them overcome them?

- **Need:** information on what to expect during pregnancy, what is prenatal care? **Why:** evaluate their health insurance plan, will they incur extra expense?
- **Need:** healthcare that is integrated with tech. **Why:** their whole life is online, banking, career, social media, fitness (wearables), cooking and shopping. Why can't healthcare be also?
- **Need:** information on childhood development and nutrition (nurse, organic food). **Why:** Concerned about doing the right thing.
- **Need:** peace of mind, talk through things, think through things. Best practices for planners and spontaneous couples. **Why:** It's a big decision.

Your Solutions

- **Education** via presentations and workshops. Having a baby is a lifestyle change. We'll talk about prenatal care, planning, organizing, financial planning and evaluating your healthcare plan, our 24/7 advice line, growing a healthy, fit family and healthy cooking. *Maybe a Baby*. Attendees can tour the facility and learn from medical team experts. Pediatric presentations include what you need to do during pregnancy, childhood development and nutrition. New parents may be invited to drop-in to class or join via video. *Oh Baby* may be a follow-up class.
- **Convenience** via online services. We'll help you integrate healthcare into your life with electronic medical records accessible via the Web, e-health video appointments (when you need them, evening and early morning).
- **Peace of mind** via hotlines, support groups and online forums. You are not alone. We know the answers to your questions. Call our 24/7 advice line. We're in your neighborhood. Our hospital is centrally located in Brown County and we have four satellite offices. You can do this. We know lots of parents who have.

STEP 2:

Turn the Chart Presentation into a short story. It's a great way to understand who your consumers / patients are and their behavior. It makes the Demographics, which can be flat, come alive. The Story Presentation makes the profile sharable with the C-Suite and Operations.

STORY PRESENTATION

Customer group: Potential New Parents

Segment 1: The Planners

Dana and Bob—

“Maybe a baby, that’s been our question for awhile!
(insert laughter)

We’ve spent the last 5 yrs working hard on our careers and become financially stable. Before that, we couldn’t even think about children. We also know we can’t wait forever!

We got married 6 yrs ago and have mostly been having fun! We’re big foodies and like to have dinner parties and cook with our friends. We wonder how kids would change things. No one in our group of friends has kids yet. We’re not sure what to expect.

We really like posting our food pictures on Instagram, blogging and reading about cooking. With kids we probably won’t even have time to cook! How do people do it? Life seems different than when we grew up. We want to do the right thing, you know organic foods and exercise so we won’t be overweight.

We know pregnant mom’s need to stay away from alcohol and do some other things. Reading mommy blogs gives us a lot of information, but we wonder if we need to talk to a doctor. It’s weird since we are not pregnant yet. It’s this whole other world that we don’t know about.

We’re not even sure what our health insurance covers? I don’t want to be a downer, but what if there are complications?

We have a lot of questions! It’s supposed to be a happy thing having a baby, but it’s a big decision. Do you think we are ready?”

Segment 2: Freeform Parents

Kristin and Sam—

“You can read our minds, we have been thinking ... maybe a baby! But we’re not big planners.

We’ve been traveling a lot because we both are creative entrepreneurs, we work for ourselves. So nothing really ties us down, we’re pretty tech savvy and can work from anywhere with a Wi-Fi connection. But you know, over the last year or so, we’ve talked about kids, and they are about the only thing that would make us settle down. Mostly because we’d want to do the right thing for them. We’re making good money, I think we can afford a baby?

But what is the right thing? You hear so much from mommy bloggers and social media. All about eating right, to give immunizations or not give immunizations, child care or one of us stay home? We have a lot of questions. I can see us in the middle of the night Googling, infant fever or what to do when your baby won’t eat!

We are open to just about anything, and because many of our friends are thinking about kids, maybe we should too. They can be a bit more buttoned up and organized, we’re more organic about things. It will probably just happen.

Yeah, maybe a baby!”



Question #3: Why should they care?

PURPOSE:

- What are the benefits of your hospital / healthcare organization?
- Why do they use your service?
- Articulate how you meet your customer's needs, so you can delight your consumers / patients.

EXAMPLE:

- **We provide peace of mind.** Can tour the facility, learn from experts (medical team AND new parents via video or possible drop in to class).
- **We care.** Having a baby is a lifestyle change, we want to help you on all the different fronts (prenatal care, planning, organizing, financial planning and evaluating your healthcare plan, support 24/7, growing a healthy family, healthy family cooking, healthy family fitness)
- **We're in your neighborhood and online.** We offer appointments when you need them, including early morning and evenings. Plus you can book them online.



Question #4: How will they find out about your solution?

WHAT HAPPENS WHEN YOU KNOW YOUR CONSUMER BETTER?

You know what channels
to use to reach them.

PURPOSE:

Take what you know about your customers and the tactics at your disposal to build your action plan.

SHARING YOUR CONSUMER SOLUTIONS (YOUR SERVICES)

- word of mouth
- online reviews
- your integrated marketing plan that includes the tactics that reach your particular consumers in your market (including the power of your employees to bring the brand promise to life)
- monitoring new needs as they develop and offering solutions



Stephanie Helline

OWNER +
CREATIVE DIRECTOR

Consistency of care +
Consistently meeting and exceeding their needs +
Consistency of visuals & messaging =
Delighted, Fanatical Patients

Yes, your brand is what attracts patients—but it's how your brand manifests every day that increases patient satisfaction. If you want help bringing your organization's offerings and authentic benefits to the forefront, in a way employees can get behind and feel a part of, let's talk.

And for more on building the brand from the Inside, read our white paper, [Everyone Builds the Brand](#).