



# Elevating Your Marketing Strategy & Impact in Small & Rural Health Care

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# Outline/Agenda

- Welcome/Introductions
- Workshop Outline
  1. Assessing Your Current State
  2. Getting Clear on Your Strategy
  3. Aligning Your Work to What Matters
  4. Checking Your Messaging
  5. Reporting and Talking About Your Impact
  6. Applying Your Learnings
  7. Q/A

# Assessing Your Current State

- Purpose/Mission/WHY
- Business Priorities
- Primary Marketing Goals
- Targets
- Channels/Tactics
- Messages

How regularly are you reviewing your approach?



# Getting Clear on Your Strategy

- Full Meal Deal vs. Appetizer Effort
- When “Good Enough” is Enough
- Getting Help
- Prioritization - Identifying the Most Important Thing



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# Aligning Your Work to What Matters

- Establishing ROI for Your Work
- Key Collaborations You Need
- Identifying and Aligning Your Work to the Organizational Priorities
- Operational Insights and Alignments You Must Pay Attention To
- Budgets, Staffing, and Strategic Planning



# Aligning Your Messaging

- People have changed. Organizations have changed.
- When was the last time you evaluated your messaging?
- New research indicates that trust in healthcare is dropping. How does your work influence that?
- Great content marketing has mastered the art of 1:1 conversation - how is your messaging? Would you sit down with your brand and share a cup of coffee?



# Healthcare Consumer Engagement 2023:

## 2022-2023 HEALTHCARE ENGAGEMENT—ALL MEASURES



Base All U.S. nationally balanced respondents 2022 (3183), 2023 (3000)

QE1 First, we'd like to better understand how you think and feel about healthcare. Please select how much you agree or disagree with each statement.

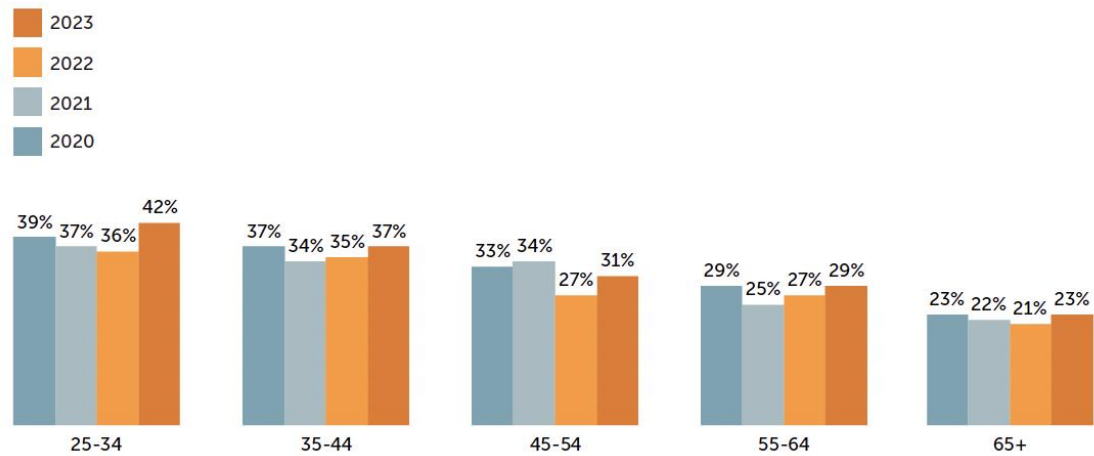
Data Top 2 Box Scores



# Healthcare Trust Measures 2023:

## DISTRUST OF HEALTHCARE PROVIDERS BY AGE GROUP

"I don't always trust my healthcare provider to make the right decisions for me."



Base All U.S. nationally balanced respondents 2020 (3035), 2021 (3000), 2022 (3183), 2023 (3000)

QE1 First, we'd like to better understand how you think and feel about healthcare. Please select how much you agree or disagree with each statement.

Data Top 2 Box Score



# Building Trust 2023:

## TOP 10 ATTRIBUTES MOST CORRELATED WITH TRUST (IS AN ORGANIZATION THAT PEOPLE TRUST)

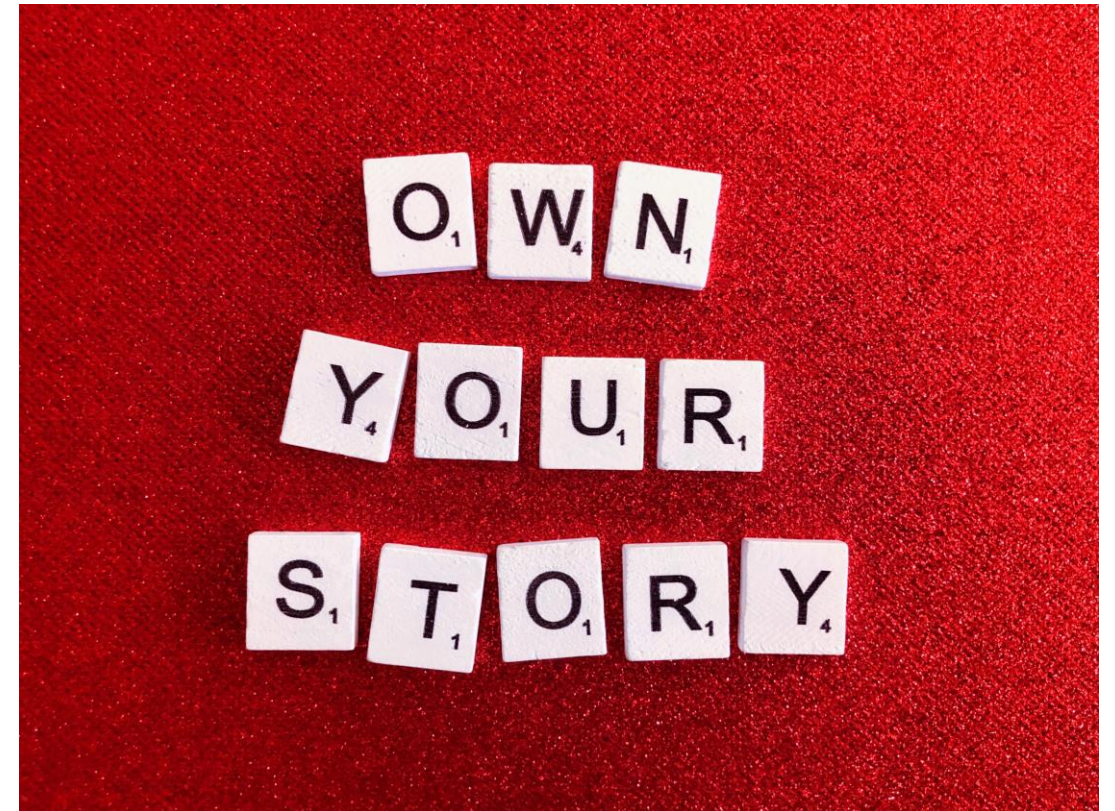
	Pearson Coefficient (r)
<b>CARING STAFF</b> Has people that clearly care about the work that they do	0.73
<b>SELF-CARE</b> Empowers me with the information and resources I need to manage my health independently	0.69
<b>RESPECTED STAFF</b> Treats their employees with respect	0.69
<b>STAFFING</b> Always has enough staff to service my healthcare needs and the needs of the community	0.68
<b>INDIVIDUALIZATION</b> Makes me feel like the top priority when I'm getting care	0.68
<b>SECURITY</b> Gives me reassurance that they will be there for me when I need them	0.68
<b>QUALITY OUTCOMES</b> Provides the best medical outcomes for people	0.68
<b>CONFIDENCE</b> Gives me confidence in my long-term health and wellness	0.67
<b>HEALTH GOALS</b> Helps me to define and meet my health goals	0.67
<b>MENTAL HEALTH</b> Are leaders in mental health and wellbeing	0.67

QB11 Last, based on what you know about [BRAND], in your opinion, how well do the following statements describe them? Is an organization that people trust

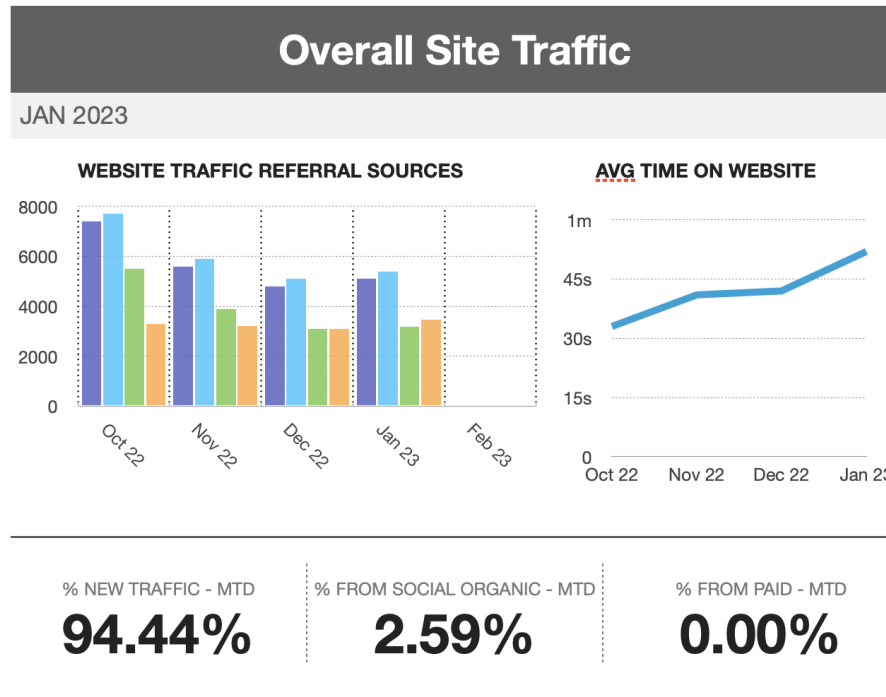
Data Correlations ranks for "Is an organization that people trust" and all other statements listed

# Reporting and Sharing Your Impact in the Organization

- Who are you telling about your impact?
- Who needs to know?
- Own your story - what value do you bring to your organization? Don't assume they know or understand
- Sample dashboards



# Sample Dashboard:



- Reporting - needs to resonate
- What to include - what to leave off
- Where to get data - collaborate Vendors/Partner Results - it counts

Overall Site Traffic

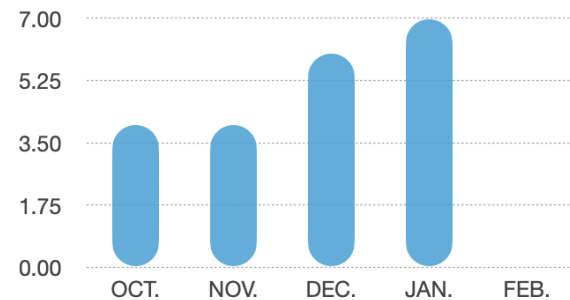
MONTH	TOTAL VISITORS	NEW USERS	DIRECT	ORGANIC	REFERRAL	ORG. SOCIAL	PAID	AVG TIME
Oct 22	7700	7400	5500	3300	263	201	1460	33s
Nov 22	5900	5600	3900	3200	183	101	0	41s
Dec 22	5100	4800	3100	3100	244	98	0	42s
Jan 23	5400	5100	3169	3470	334	140	0	52s

# Sample Dashboard:

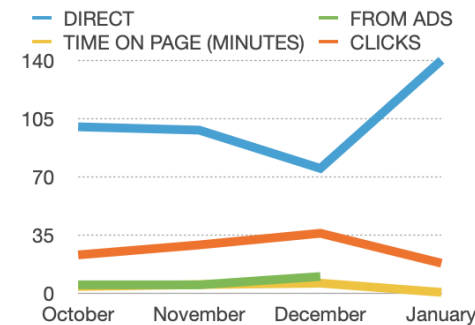
## EXTENDED CARE REHAB

JAN 2023

EXTENDED CARE CENSUS



TRAFFIC TO WEBPAGE



AVERAGE NEW PTS/MO

**5.25**

MO. OVER MO. CHANGE

**1.00**

MONTH	# NEW PTS	NOTES	MARKETING ACTIVITIES STARTED
OCT.	4.00	ONLY NEW PTS THAT DID NOT CROSS OVER THE MONTH END	
NOV.	4.00		Ads started 11/1
DEC.	6.00		
JAN.	7.00		

### Suggested data points:

- Traffic to a specific landing page
- Clicks from PPC/Google Ads
- Clicks from social media
- Specific clicks to a blog or article
- Increase in appts.
- Increase in census
- Increase in inquiries/new leads
- Increase in calls
- Specific care line/service appt. Requests
- Revenue saved/generated
- Attendees
- New Volunteers
- Donations
- New subscribers to content
- #Enrollments/Participants

# Applying Your Learnings

- Based on what you learned and worked through on your worksheet, what 1 or 2 changes do you need to make in your marketing role/activity/function?
- Identify one person you need to collaborate and set an appointment with when you get back to you.
- Share other take aways you discovered today



# Three Key Take-Aways

- Your marketing work is vital to the organization, but you **MUST** align it to the most important priorities of the organization.
- Taking time to strategically walk through your next plan, campaign, or initiative will help you ensure your work is optimized for maximum impact.
- Measuring and sharing your impact across the organization is essential for departmental and career growth. Don't assume they know or "get it"



# Questions and Answers

Let's get practical and answer your specific questions for the challenges before you right now!

Please be sure to complete the session evaluation!



# Speaker Biography

- Diane Markham, Marketing and Communications Manager, Arbor Health in Washington State
- [diane@myarborhealth.org](mailto:diane@myarborhealth.org)
- She's a one-woman show with anything communication related for their small health system comprised of one 25-bed Critical Access Hospital, four primary care clinics and a rapid care clinic. She's responsible for all forms of marketing, website management, printed public newsletters, weekly employee newsletter, press relations, signage and community outreach.





# Speaker Biography

- Sally Mildren, CEO & Chief Strategist, Clarity PX
- [sally@clarity-px.com](mailto:sally@clarity-px.com)
- Sally has 20+ years of senior healthcare leadership experience in rural health, hospitals, systems, managed care, and corporate healthcare roles. Her passion is to help small healthcare organizations, rural healthcare, critical access, FQHCs and regional health systems to thrive by supporting growth for your people, your patients, and your business. Learn more at [clarity-px.com](https://clarity-px.com)
- Come visit us in the exhibit hall!



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