

20
13

giants

of the healthcare industry

HELPING HEALTHCARE ORGANIZATIONS

Look & Feel Great in Visual Communications Since 1937

Bedside Manners Matter 2

Top-Rated Service
Builds Strong
Reputation

It Takes Patients 3

Promoting Growth
with New Marketing
Strategies

Healthy Response Rates 4

Personalized
Mailings Deliver

Bedside Manners Matter!

Top-Rated Service Builds Strong Reputations



The growing numbers of award-winning care honors, best-in-market rankings and new third party ratings sources are bringing a new level of transparency to the healthcare industry.

Quality scores are important – to consumers, government agencies and communities. Rankings also offer significant opportunities to enhance an organization’s reputation. Effective marketing can help you leverage your recognitions to the fullest – validating your credentials at every turn.

This is why many hospitals strategically pursue high rankings in a variety of areas. Then, depending on the specialties they want to promote or audiences they want to attract, the hospitals leverage specific designations in targeted ways. For example, a brochure that highlights the hospital’s ranking in the Magnet Recognition Program for nursing excellence can be a great recruitment piece for mailing to nursing school graduates. Including an explanation of the Philanthropy 400 in a donor

packet can be extremely helpful in initiatives to attract research funding.

Effective marketing can help you leverage your recognitions to the fullest – validating your credentials at every turn.

Of course, top percentage rankings in national publications such as *Parents* and *U.S. News & World Report* carry tremendous weight with consumers, and can actually be a source of local pride. Educate the public about the significance of your accomplishment through materials provided at Chamber of Commerce meetings, presentations to civic groups, job fairs and more.

Give your certification prominent space in your advertising and on your website. Acknowledge your achievements and enjoy the recognition. It’s well deserved.



It Takes Patients.

Promoting Growth with New Marketing Strategies



Marketing is more than just advertising. It covers a broad landscape, one that's dotted with all sorts of possibilities worth exploring. And when it comes to building a more robust practice, adding these possibilities to the marketing mix can help provide a healthy boost to the growth of your patient roster.



Consider the merits of supplementing your advertising with complimentary events wrapped around the services you offer. What about inviting folks to the community center or hospital for free cholesterol screenings, where you present

practical information about heart health during American Heart Month? If your specialty is orthopaedics, why not treat golfers to a seminar at the country club prior to a tournament? When marketing such events, keep these tips in mind:

- Plan the event months in advance to ensure a spot on the venue's calendar.
- Package an overview of the seminar or presentation (key points to be covered, benefits to attendees, physician bio with photo, etc.) for distribution to the venue and media.
- Prepare presentation handouts and visual aids (diagrams, illustrations, photos) for attendees.
- Prepare information about your practice for distribution to participants.
- Mail invitations or flyers two weeks prior to the event, followed by reminder postcards five days prior.
- Mail thank-you postcards to attendees and participants, perhaps with a special offer for new patients.

Printed materials, attractively packaged, equip you to make a favorable impression at any event and serve double duty as new-patient packets. Also a must-have in your marketing arsenal? An Annual Accomplishment Report that you can mail to referring physicians, patients and prospective consumers. The report should include information about advances in ratings, added services, speaking engagements, board participations, community involvement and charitable work, in addition to other milestones from the past 12 months.

Robust Response Rates: Personalized Mailings Deliver.

Personalized direct mail is making news. A 2012 article in USA Today reports that a growing number of hospitals are using direct mail to provide their patients with information about healthcare services.



Photo: Shutterstock.com

¹ USA Today, February 2, 2012 <http://usatoday30.usatoday.com/money/industries/health/story/2012-01-18/hospital-marketing/52974858/1>

The article, *Hospitals Find High Response Rates with Direct Mail*¹ includes several case studies quantifying significant returns on investment. One mailing promoting mammograms generated a return of more than four to one on the cost of the campaign. Healthcare providers are promoting other needed services, ranging from cholesterol tests to heart and orthopedic care, with similar success.

Direct mail has always been known to produce high response rates compared to other marketing media. When direct mail is personalized using variable data printing, the results generated by the customization are staggering. **Mailing someone a BRC card that's already printed with vital information such as name and address has been shown to increase response times by a remarkable 5 to 7 days, and improve response rates by 36%. When marketers extend the personalization even more — beyond the expected mailing address and salutation — response rates jump from 1.5–2% to a range of 11–43%!**

Variable data printing has significantly changed marketing for the healthcare industry by allowing you to reach your consumers with timely and relevant information for top-of-mind healthcare issues. It's just one of the many ways that Modern Litho is helping healthcare organizations improve marketing effectiveness, educate your audiences, and position your organization as a premier resource in your community. We successfully publish niche publications and newsletters, produce direct mail, and provide comprehensive mailing services for more than 300 organizations annually.

For more information on our services, and to read more about marketing for the healthcare industry, please visit: www.modernlitho/healthcaremarketing or call us at **1-800-456-5867**.



6009 Stertzer Road | Jefferson City, MO 65101
Phone: 800.456.5867 | Local: 573.635.6119