



Rural Health Care

Marketing & Education Consultancy

www.Trizzie.com

Marketing “Principles” for Growth

For effective businesses around the world strategic marketing planning and analysis is an ongoing process. It is basic marketing 101 were students are taught basic “principles” of the marketing mix. Once you've developed your marketing strategy, there is a standard formula that may be followed or adapted to continually evaluate and reevaluate your business. These principles are: people, product, price, promotion, place, packaging and positioning. As within health care markets, customers and needs change rapidly, you must continually revisit these “principles” to make sure you're on track and achieving the maximum results possible in today's marketplace.

Trizzie takes these principles and breaks them down into specific areas within your facility

Product

Always looking at your product/service as though you were an outside marketing consultant brought in to help your company decide what, where and how you may improve. Ask tough questions such as, "Is your current products or services, appropriate for the market and your customers?" Constantly be assessing your business honestly and take the right steps to improve them. In most cases this is an excellent opportunity to have an outside consulting group assist you with an honest upfront evaluation.

Prices

More than ever this debate is influenced by an ever changing market and is more prevalent in health care. Today even rural health is under a microscope when it comes to prices. **It is important to develop the habit of continually examining and reexamining the prices of the products and services to make sure they're still appropriate for the market.** Many companies have found that the profitability of certain products or services doesn't justify the amount, effort and/or resources that go into them. By adjusting their prices, they may lose a percentage of their customers, but the remaining percentage may also generate a profit. Many times you only need to change terms and conditions to satisfy price. Fact is you need to be open to the need to revise your prices, if necessary, to remain competitive, to survive and thrive in this ever changing marketplace.

Promotion

Think in terms of promotion all the time. **Promotion includes all the ways you may inform your customers about your products or services.** Even small changes in the way you promote your services can lead to dramatic changes in your results. This includes small changes in advertising which may lead immediately to a higher volume of patients. Consulting groups such as Trizzie who may focus on the copywriting can often increase the response rate from advertising by 100 percent by simply changing the headline on an advertisement.

Large and small health care facilities in every area continually experiment with different ways of advertising, promoting, and selling their products and services. **Here are facts: Whatever method of marketing you're using today will sooner or later stop working.** At times it will stop working for reasons you know and other times it will be for reasons you are not aware of and don't know. In either case, your methods of marketing and sales will eventually stop working, and you'll have to develop new marketing and advertising approaches and strategies.

Place

Where are products or service located? **Economics 101; is know your market and know the negatives and the positives.** Make a habit of reviewing and reflecting upon your location or locations as the market constantly changes. As a health care provider you must make the right choice about the best location or place for your customers.

Packaging

Understand the visual effects of your health care establishment. Make a habit of standing back and looking at every visual element in the service. Thank of it as a secret shopper and in the end evaluate what you noticed. Remember it starts with patients form their first impression about you within the first 30 seconds of seeing you or some element of your facility and the service in which they are introduced too throughout the process. **Note however; any small improvements in the service or external appearance such as lighting, color, art etc. will lead to completely different reactions.** Trizzie may help you evaluate your packaging form staff training to design layout. We understand how to make your patients fill welcome.

Positioning

Are you positioned in the minds or hearts of your patients? Ever wondered how people think and talk about you when you're not present and/or how they think and talk about your company? What positioning do you influence your market in terms of what the community and patients use when they describe you and your facility to others? You can improve your positioning through packaging. If you could create the ideal impression in the hearts and minds of your customers, what would it be? Think about what would you and or your staff does in every customer interaction to get your customers to think and talk about you or the facility in a specific way?

People

The final “principle” of the marketing is people. Fact is your focus is people so think in terms of those people inside and outside of your facility who are responsible for all elements of your strategy and activities. Its incredible how many health care professionals will work exceptionally hard to think through all areas of the marketing strategy and then pay little attention to the fact that many decisions and policies have to be implemented with customer focus.

Fact is to be successful in business, you must train your way of thinking in terms of exactly who is going to carry out each task and handle responsibility. In many cases, it's not possible to move forward until you can train or put the right person into the right position. Many of the best marketing plans developed sit on shelves today because the people who created them did not find the right people who could execute those strategies.

Do it right the first time. When it's done right and well, the personal and professional gains are satisfying and the value of a recognized authority will gain the respect of the community, patients and staff and is an effective marketing plan that is rewarding.

Trizzie understands that successful characteristics are developed over time and are an important part of any business. Let Trizzie assist you in evaluating and implementing the right strategies for your current and future success.

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