

SUCCESSFUL MARKETING

Evolution or Revolution?

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Disclosure of Commercial Interests

CC Andrews, President, Quantum Age Collaborative

Marketing and Business Strategy collaborative, serving the healthcare and longevity markets.

I have commercial interest in Quantum Age Collaborative. I have consulting interest in several LTPAC/senior living operators, solution provider organizations, academic institutions and not-for-profit organizations in the LTPAC arena.

Learning Objectives

- Describe **trends** that are changing the way operators are marketing their services
- Define **old and new marketing** terms and understand how they work together
- **Leverage a mix** of marketing strategies for optimal outcomes



What's happening is not new.
It's just our turn...




**OUR
Change
Drivers:**

- Access and affordability
- Consumer preferences
- Technology
- Healthcare market changes



The average Boomer is a little by half a million short...
74% of retired Boomers will have to rely heavily on Social Security.
- TD Ameritrade




THE DEMOGRAPHICS OF SOCIAL SECURITY

1950
16 Workers paying for every 1 Beneficiary

TODAY
3.3 Workers paying for every 1 Beneficiary

WHEN YOUNGER WORKERS RETIRE
Only 2 Workers paying for every 1 Beneficiary

Source: "The Future of Social Security" www.ssa.gov, Aug.









It Can Be Like...

Nearly 90% of seniors want to stay in their own home as they grow older.



And if they needed daily assistance or care?

82% would *still* rather stay home.

Source: AARP, Aging in Place, State Survey of Disability, Delivered



Driver #4

Healthcare Market Changes

Silos Are Coming Down



Services must be delivered in the setting of the patient's (or payor's) choice



Marketing is...

the process that moves goods and services from concept to customer.

And this discipline is changing perhaps even more rapidly than the long-term care/senior living field!

Kickin' It Old-School: Traditional Marketing

Print ads	Tour packet
TV/radio spots	Brochures
Direct mail	Giveaways
Billboards	Newsletter
Community fairs	Branding
Telephone	

Except that...

67% of the buyer's journey has happened digitally...before they ever engage with your representative

Newer Methods

DIGITAL MARKETING

- Website/SEO
- Social media
- Inbound vs. Outbound
- Digital/social advertising
- Reputation management
- Network/channel strategies

Enter "Content Marketing"

a strategic marketing approach focused on creating and distributing **valuable, relevant, and consistent** content to attract and retain a clearly-defined audience — and, ultimately, to drive profitable customer action.

Examples of content

- Fact sheets
- FAQs
- Videos
- Tweets
- Blogs
- Newsletters
- Pricing sheet
- Infographics
- Facebook posts
- Quality reports
- eBooks
- Webinars/podcasts

Distributing content

- Social media
 - Facebook
 - Twitter
 - Pinterest
 - Linked In
 - YouTube
 - So many others!
- Website
- Media outlets
- Partner networks
- Referral networks
- Email
- Face to face
 - Inside and outside
- Social gathering places

Four C's of content marketing

- Creating
- Curating
- Connecting
- Culture

Content should be...

- Centered around value-based themes
- Are you talking about yourself? Your product?

- Focus in on how it enables your customer to be successful.

Quick Test

- Count how many times your website or brochure
- Says your company/community name
- Uses the pronouns us, we, our

- That's your features talking – not your benefits


The buyer's journey

1. Awareness (discovery)
2. Consideration (research)
3. Decision (purchase)

2 more for LTPAC:


4. Retention
5. Advocacy

Diverse consumer audiences




Crisis Christy

- Needs fast tools to evaluate care options
- Needs guidance about how care is paid for
- Trust and comfort are her ultimate drivers



Planning Peter


- Has time to make a decision
- Needs 'Consumer Reports' like info
- Needs coaching on rehab process
- Needs ways to pay for



Aging Alice


- Needs a lot of hand holding
- Needs tools to help her care team with early interventions
- Needs to know safety net is there

This trend has changed the game




Today's Model for Post-Acute Care

- Many contracts to manage
- IT complexity
- Decentralized reporting
- Consumer confusion



Emerging Model for Post-Acute Care

- Market rationalization
- Quality drives partnerships
- Key metrics: ALOS, RTH, 5-Star, mortality, appeals



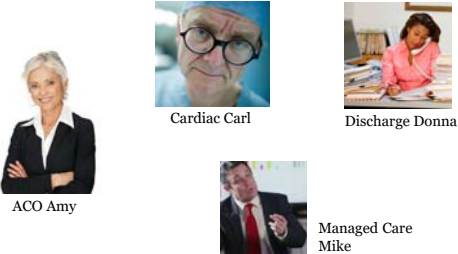
The New Model for Post-Acute Care

- 1 Contract to manage
- IT simplicity
- Centralized reporting
- Consumer concierge 24x7
- Accountability for outcomes

Hospitals, Managed Care, ACOs... *What Do They Want?*

<p>Partnership</p> <ul style="list-style-type: none"> Simplicity Narrowed network Value alignment Quality physical plant Breadth of service Transparent, state-of-the-art technology 	<p>Quality Outcomes</p> <ul style="list-style-type: none"> Low RTH Short ALOS Elimination of appeals Better than market quality measures "Bragging rights" 	<p>Risk Transfer</p> <ul style="list-style-type: none"> Asset deployment Regulatory risk Legal risk P&L risk Capitated rate/ bundled payment Expense control not their problem (acuity based staffing)
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B2B customers abound



ACO Amy

Cardiac Carl

Discharge Donna

Managed Care Mike



I am a Health Care Provider

I am a Family Member

I am a Patient

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Many journeys to accommodate

ACO Amy Planning Paul Cardiac Carl Crisis Christy Discharge Donna

Awareness → Consideration → Decision → Retention → Advocacy

Being multi-lingual

- Cater each persona's experience to their pains and priorities
- Meaningful differentiators
- Speak their language
- Website
 - Content marketing for the customer journey
 - Voice of the customer - which one??
 - Segmentation is key
- Other tools - reports, newsletters, metrics, events, ...
- Channels - social, web, broadcast, networks, B2B
- Broadcast vs. surgical strikes

Anatomy of the buyer's journey

	Awareness	Consideration	Decision	Retention	Advocacy
Buyer Needs	Investigate & identify issue as a priority	Explore possible solutions	Select the right product	Reinforce purchase decision	Share experience with others
	Loosen the status quo	Commit to type of solution	Ensure selection is the best value	Confirm value	Encourage others to select the product
	Commit to change	Justify decision	Implement		
Suggested Content	Research-based info Diagnostic checklists Informative videos Community presentations	Service descriptions FAQ sheet Video testimonials Quality reports	How-to-pay tips Open-house invite Move in/care plan	Welcome materials Newsletter Social media posts Family gatherings	Testimonial Social networks Promotions

Only half of my marketing budget is working...

I just wish I knew which half!

Set SMART goals

- S** **Specific:** State exactly what you want to accomplish (Who, What, Where, Why).
- M** **Measurable:** How will you demonstrate and evaluate the extent to which the goal has been met?
- A** **Achievable:** Stretch and challenging goals within ability to achieve outcome. What is the action-oriented verb?
- R** **Relevant:** How does the goal tie into your key responsibilities? How is it aligned to objectives?
- T** **Time-bound:** Set one or more target dates, the "by when" to guide your goal to successful and timely completion (include deadlines, dates, and frequency)

Summary

- Target key audiences and know each one well
- Get their business by giving them the info they need when they need it and where they'll be looking for it
- Be ready to address purchase decisions on the buyer's terms and timeline
- Set SMART goals to continually monitor and refine performance

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QUESTIONS - COMMENTS

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