

# Where's the Beef? Marketing 101 for Patient Educators

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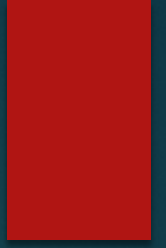
# Marketing



- ▶ What does this concept mean to you?
- ▶ What words do you associate with this term?
- ▶ What are examples of great marketing?



# Cons of Marketing





# Pros of marketing



# Think like a Marketer



# What ideas survive?

- ▶ Simple – basic core message for idea
- ▶ Unexpected – get attention for the idea
- ▶ Concrete–clear ideas
- ▶ Credible–why believe the idea
- ▶ Emotional–makes people care about the idea
- ▶ Stories–idea in a story

(Heath & Heath, 2008)



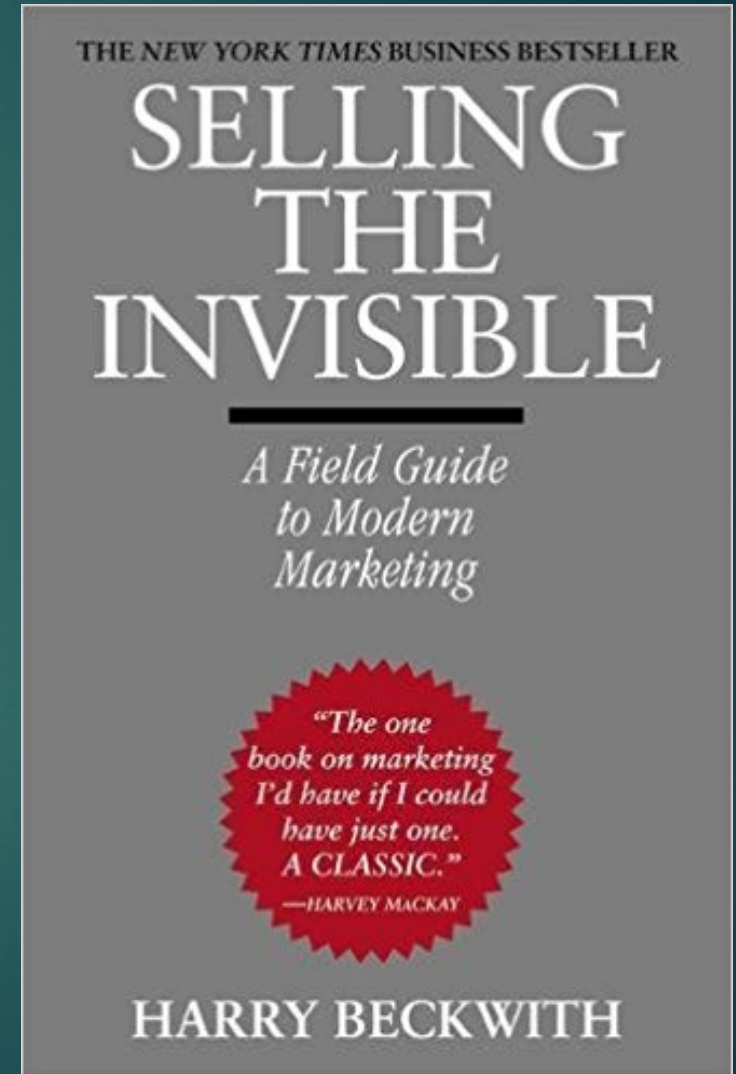
# Examples of Marketing's Influence

▶ Where's the Beef?

# Selling the invisible

- ▶ We are in the service industry
- ▶ We need our consumers to implement our recommendations
- ▶ The key to success in the service industry is to build relationships
- ▶ Our patients will not use our services or be interested in our recommendations unless we have a relationship with them.

(Beckwith, 2012)

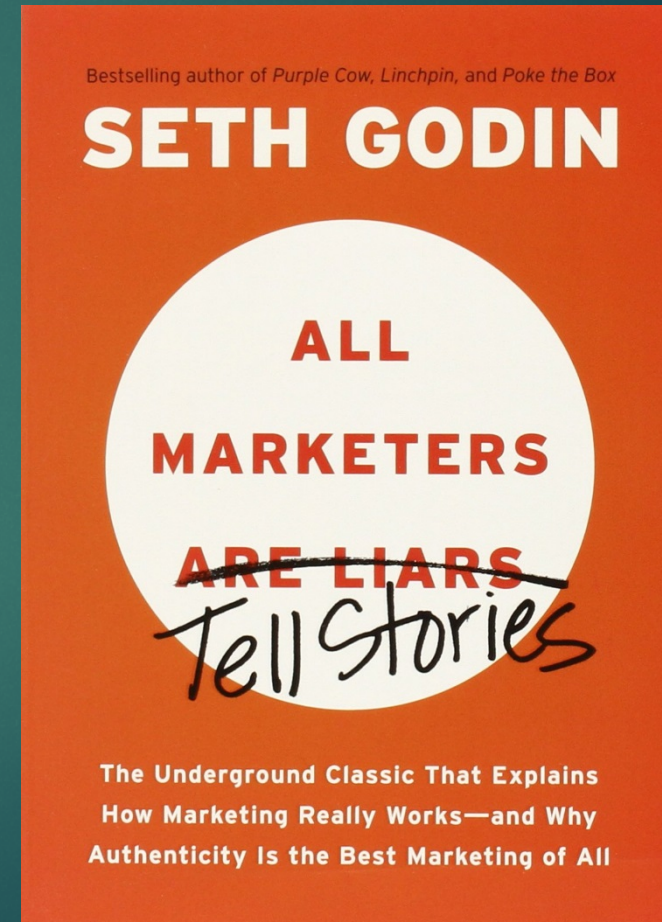




# All Marketers are Liars (Tell Stories)

- ▶ Your patients' world views
- ▶ Frame what you are selling into your patients' world views
- ▶ Tell a story
- ▶ Consistent story

(Godin, 2012)





# Example

- ▶ Build relationship
- ▶ Patient's world view
- ▶ Consistent story



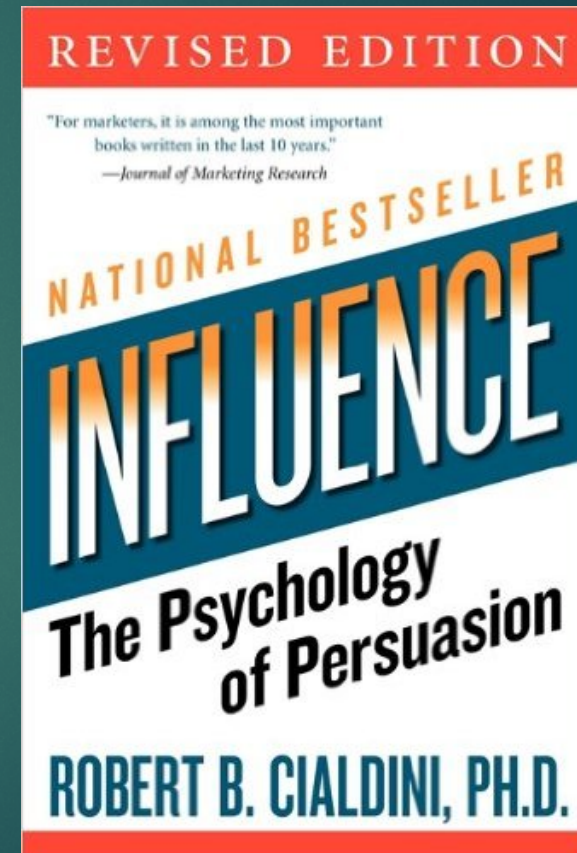
(From 123RF)



# Influence: The Psychology of Persuasion

- ▶ Reciprocity
- ▶ Commitment/consistency
- ▶ Social proof
- ▶ Authority
- ▶ Liking
- ▶ Scarcity

(Cialdini, 2007)

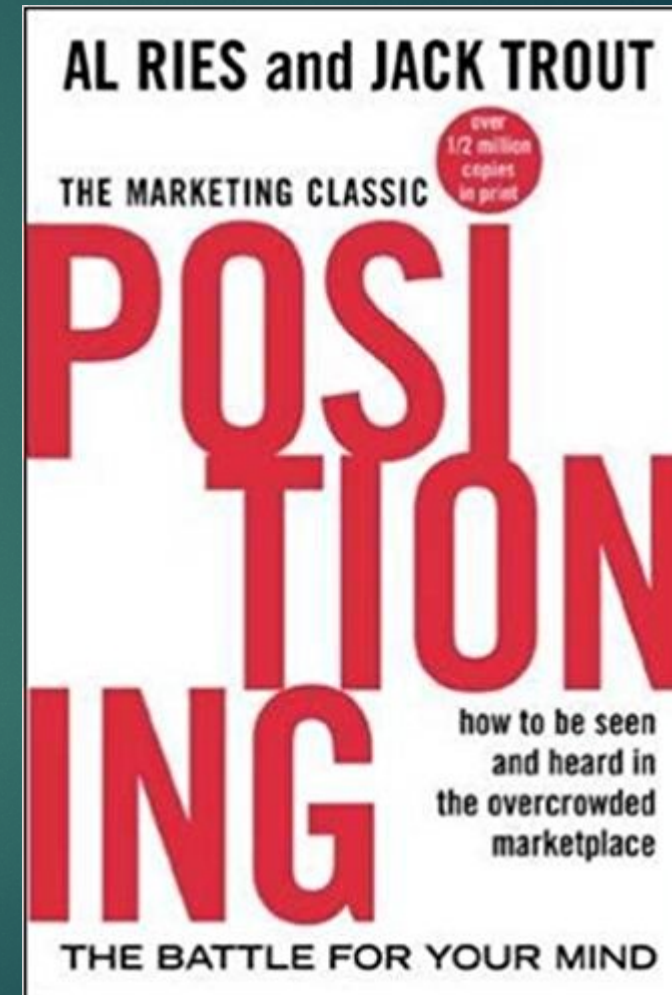




# Positioning...

- ▶ How do you get seen and heard with everything else that is going on in your patient's world?
- ▶ How can you prepare the mind of your patient to be receptive to your message?

(Ries and Trout, 2001)





# Example

- ▶ Reciprocity
- ▶ Commitment/consistency
- ▶ Authority
- ▶ Liking
- ▶ Preparing the patient's mind



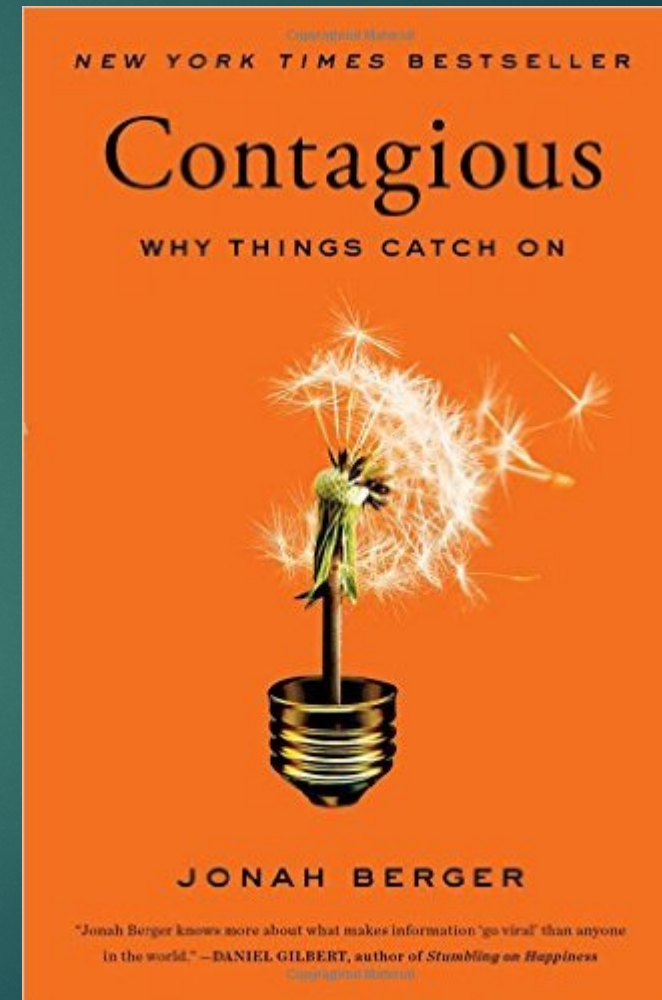
(From 123RF)



# Contagious: Why Things Catch On

- ▶ Social Currency
- ▶ Triggers
- ▶ Emotion
- ▶ Public
- ▶ Practical Value
- ▶ Stories

(Berger, 2013)

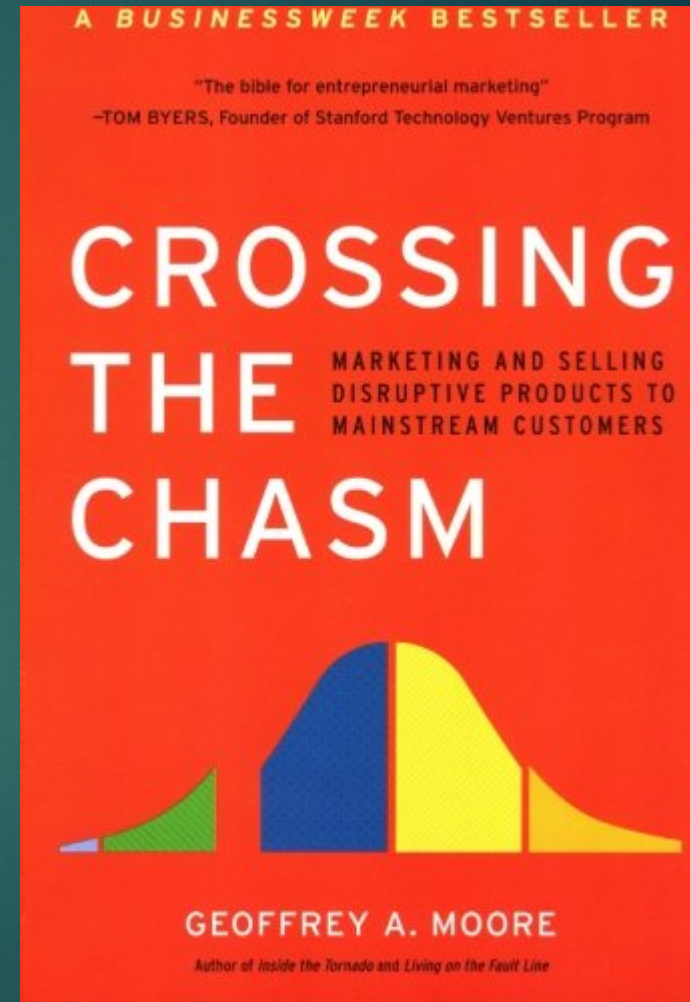




# Crossing the Chasm....

- ▶ Asking patients to do new things just like new technology
- ▶ Patients have different ways of assimilating (adopting) behavior change
- ▶ Patients are adopters
  - Innovators
  - Early adopters
  - Early majority
  - Late majority
  - Laggards

(Moore, 2014)



# Example

- ▶ Triggers
- ▶ Emotion
- ▶ Practical Value
- ▶ Stories
- ▶ How do your patients make changes



(From [celiacscene.com](http://celiacscene.com))



# Summary

- ▶ Simple
- ▶ Unexpected
- ▶ Concrete
- ▶ Credible
- ▶ Emotional
- ▶ Consistent Stories
- ▶ Build relationships
- ▶ Consistent with patient's world view
- ▶ Preparing the patient's mind
- ▶ How to get seen and heard
- ▶ Liking
- ▶ Triggers
- ▶ Practical value
- ▶ Adopting new learning



# Written exercise

Bathing with CHG has been found to be effective in reducing hospital acquired infections and especially those that are caused by multi drug resistant bacteria.

- While you are neutropenic (white blood cell count is very low) you are at an increased risk for getting an infection. We want to do all that we can to decrease this risk.
- Blood catheter central lines put you at an increased risk for a acquiring a blood infection. Blood infections can make you very sick and may require an ICU stay to help you recover.

## How do we know CHG works?

There are many evidence based scientific studies proving CHG is effective in decreasing bacterial burden on your own skin and protecting you from acquiring harmful bacteria from the environment.

- It is routine before many surgeries now to have patients bathe with CHG the night/morning before a scheduled surgical procedure to help prevent against post-surgery infections.
- Patients who are colonized with MRSA routinely shower with CHG to get rid of MRSA colonization and prevent infections.



# Revised version

- ▶ Why do I need to use Hibiclens?

Washing with Hibiclens helps lower your chance of infection. If you have a central IV line, you have a greater risk of infection. Hibiclens lowers this risk.

# Example

- ▶ Delta airlines safety video





**R**elate to patient and family **E**ducate Simply  
**A**sk and answer questions **C**heck understanding  
**H**elp promote health literacy

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