



Telehealth
Resource Centers



The National Telehealth Webinar Series

Presented by
The National Network of
Telehealth Resource Centers

Telehealth Marketing: The Path to Patients, Profits, and PR

Webinar presented by:
Nirav Desai, CEO – Hands On Telehealth

About Us

- Nirav Desai
 - 22 years marketing in healthcare and technology
 - Telehealth advocate - [eBook](#), [newsletter](#), [video interview show](#), [consulting](#)
 - Wife & 2 kids, 80's music fan, movies, traveling
- You
 - Various professional and personal paths
- Your customers
 - Various professional and personal paths

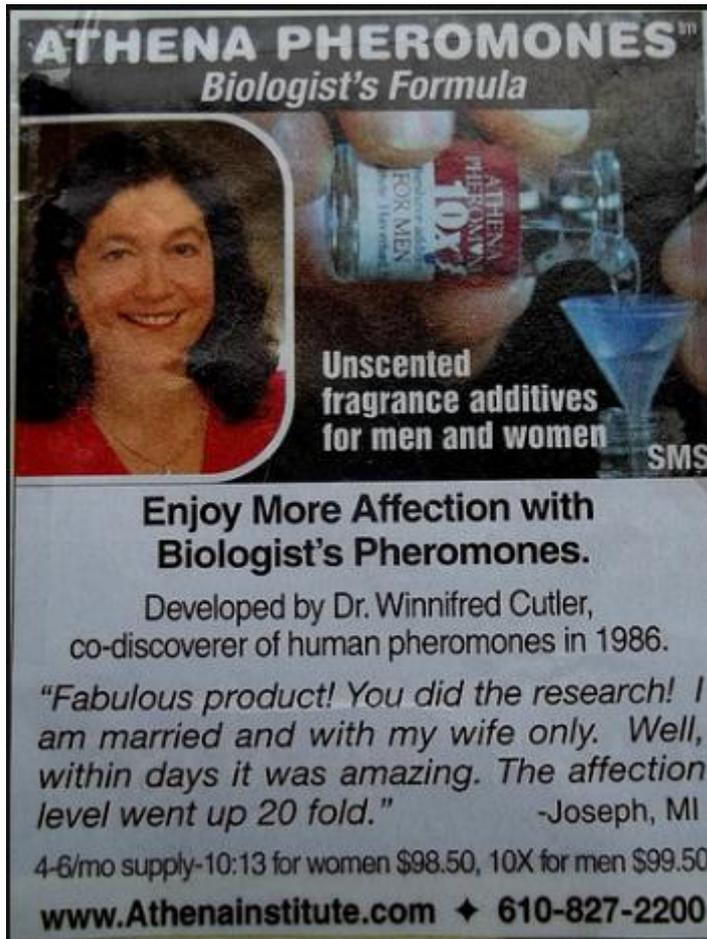
Goals

- Gain an appreciation for why marketing matters to your telehealth “business”
- Get a better sense for what marketing IS and IS NOT
- Become aware of the marketing mistakes you are making
- Get specific ideas on how to improve your marketing

Agenda

- How poor marketing limits telehealth adoption and growth
- Common telehealth marketing mistakes AND what you can do about them
- The best way to bring telehealth into a conversation
- How to create messages that get people's attention
- How to get maximum results from your marketing efforts

Marketing Example: Athena Pheromones



ATHENA PHEROMONES™
Biologist's Formula

Unscented
fragrance additives
for men and women

**Enjoy More Affection with
Biologist's Pheromones.**

Developed by Dr. Winnifred Cutler,
co-discoverer of human pheromones in 1986.

*"Fabulous product! You did the research! I
am married and with my wife only. Well,
within days it was amazing. The affection
level went up 20 fold."* -Joseph, MI

4-6/mo supply-10:13 for women \$98.50, 10X for men \$99.50
www.Athenainstitute.com ♦ 610-827-2200

- One of the longest running ads ever (for over 10 years)
- In popular magazines read by executives, men, women, ethnic groups, political junkies, retirees, etc.



Lesson:

Persistence will help you break through a lot of barriers.

Benefit:

More sales/adoption, more ...

Further reading:

[The #1 Habit for Telehealth Success](#)

The Consequences of Poor Telehealth Marketing

People responsible for
telehealth don't use
marketing to increase their
chances of success

They don't
understand what marketing is
(and is not).

They don't understand
the impact,
know how,
or have time

Consequences of Ineffective Telehealth Marketing

- No one knows you're out there
- Poor adoption, execution, or utilization
- Little or No ROI (Return On Investment)
- Loss of market share
- Program fizzles and dies
- Failures remembered, Successes forgotten
- Reputation suffers

Telehealth Marketing is the key to Patients, Profits, and PR

Uses of Marketing

Telehealth Marketing is the key to Patients, Profits, and PR

	Uses of Marketing
Patients / Customers	<ul style="list-style-type: none">• Increasing Visibility• Getting buy-in (internal or external)• Building a Value proposition• Building relationships
Profits	<ul style="list-style-type: none">• Getting funding• Maximizing sales• Maximizing price• Maximizing utilization / consumption• Expanding revenue opportunities
PR	<ul style="list-style-type: none">• Getting support• Building a following• Overcoming setbacks• Taking victory laps

Common Telehealth Marketing Mistakes

What's the difference between Marketing, Advertising, and PR?

- If a young man tells his date she's intelligent, looks lovely, and is a great conversationalist, he's saying the right things to the right person – that's **marketing**.
- If the young man tells his date how handsome, smart, and successful he is – that's **advertising**.
- If someone else tells the young woman how handsome, smart, and successful her date is – that's **PR**.

What is marketing?

Connecting with people
in a way that matters to them

- Making connections psychologically, emotionally, socially, etc. so that they lead to a purchase / use of your product or service
- In other words, when it comes time for them to choose between your offering and someone else's, they choose to further their connection with you.

3 Key Elements of Marketing

Market – Who do we want a relationship with?

Message – What do we want to tell them?

Media – Where do we want to tell them?

The #1 Mistake in Telehealth Marketing

The Field of Dreams (“Build it and they will come”)



7 Key Mistakes in Telehealth Marketing

Market

1. Field of Dreams
2. Missing the Target

Message

3. Ego-centric marketing
4. Focus on features
5. Me-too marketing

Media

6. Random whim
7. Marketing insanity

Further reading:

[The 7 Deadly Sins of Telehealth Marketing](#)

How to avoid marketing mistakes

Mistake	Problem
Field of Dreams	Build it and no one comes
Missing the Target	Going after the wrong market
Ego-centric marketing	Talking about yourself (they don't care)
Focus on features	Talking about product/system features (they don't care)
Me-too marketing	Not being unique or memorable
Random whim	Inconsistency & confusion
Marketing insanity	Doing the same thing over and over even after getting the same bad results

How to avoid marketing mistakes

Mistake	Problem	Solution
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How to avoid marketing mistakes

Mistake	Problem	Solution
Field of Dreams	Build it and no one comes	Proactive marketing
Missing the Target	Going after the wrong market	Pick a market whose problem you can solve, and who advances your goals
Ego-centric marketing	Talking about yourself (they don't care)	Talk about the market's needs
Focus on features	Talking about product/system features (they don't care)	Talk about benefits – get emotional & psychological
Me-too marketing	Not being unique or memorable	Define your Unique Selling Proposition (USP)
Random whim	Inconsistency & confusion	Create a marketing system
Marketing insanity	Doing the same thing over and over even after getting the same bad results	Have metrics and be decisive when results aren't as expected

There are many areas where you can get better at marketing.

Today, we will focus on “messaging” – how you get people to listen to what you have to say about your products or services.

How do you bring telehealth
into a conversation?

Question:

What is the biggest mistake people make when talking about telehealth?

Answer:

Talking about telehealth



People are not concerned
with your solution
until ...
you are concerned with
their problem.

So what should you do?

Discuss the problem and the pain associated with it, and then introduce telehealth.

Examples

	Physician	Administrator
Problem	Having to go to multiple facilities to see patients	Healthcare reform is placing increasing scrutiny on care quality, including penalties for readmissions.
Pain	Time-spent commuting is time lost from seeing patients, earning revenues, family activities, etc.	30-day readmission penalties, losing reputation (and patients) to hospitals who don't have penalties
Solution	Telehealth eliminates the commute so you have more time for patients, family, etc.	Telehealth will reduce readmissions and associated penalties, and enhance your reputation

How to create messages that get people's attention

“The current marketing ‘rules’ will ultimately lead to failure. In a crowded marketplace, fitting in is failing. In a busy marketplace, not standing out is the same as being invisible.”

–Seth Godin, Marketing Guru, author of 18+ books including The Purple Cow and Tribes.



Key Point:

When you say the same thing as
everyone else,
you say nothing.

Different is better than better!

How to be different - identify your Unique Selling Proposition (USP)

You must be able to answer this question for your customer or prospect:

Why should I do business with you versus any and every option I can choose from in your category, which include doing nothing?

USP Examples

- Hot, fresh pizza delivered to your door in 30 minutes or less



- When it absolutely, positively has to be there overnight



The USP Formula

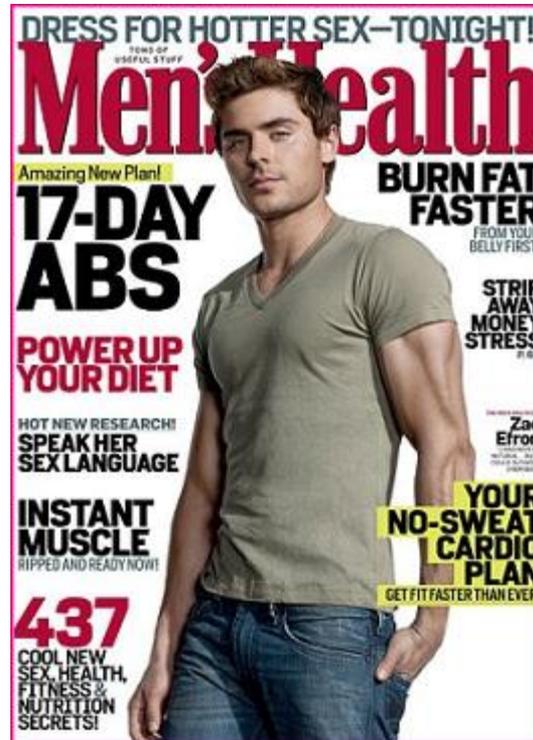
- Unique opening
 - e.g. Hands On Telehealth is the only video interview show, newsletter, and consultancy
- Specific feature
 - e.g. that brings you telehealth marketing and strategy best-practices
- Powerful benefit
 - e.g. that will fast-track the adoption and growth of your telehealth products and services

Further reading:

[How to stand out from the crowd with your telehealth marketing message](#)

Great sources for messages?

- Magazine racks, grocery checkout aisles



Great sources for messages.



Themed Content

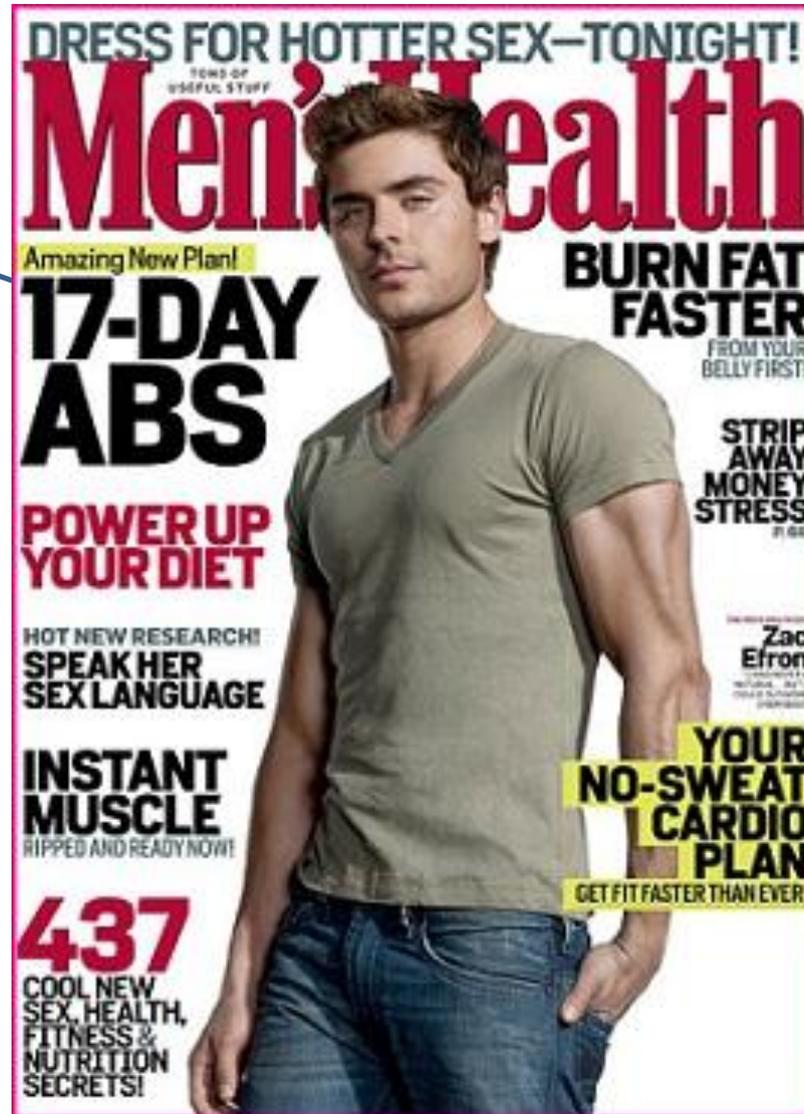
Celebrity

Specific # of ways to solve a problem

How to do things you think are not possible

Great sources for messages.

Fast results



Simple actions that get big results

Great sources for messages.

Using quotes
to convey
reality



Example messages that work...

Idea	Example
Themed content	The Montana Telehealth issue
Specific number of ways to solve a problem	8 Ways to Get over a Poor Telehealth Implementation
Celebrity	<Your favorite telehealth personality here> - Quirky, Confident, and Smart
Simple actions that get big results	The simple phrase that gets physicians clamoring to participate in telehealth
Fast results	17-Days to go live with Telehealth
How to do things you think are not possible	Profit from Telehealth without depending on payors! - 9 strategies for earning income without reimbursement
Using quotes to convey reality	"They saved my life" - XYZ Medical Center's telehealth patients in their own words



A well crafted message can ...

- Attract attention
 - e.g. Be the email that gets opened
- Leave an impression
 - e.g. Be remembered for being different from the status quo (*and therefore better*)
- Inspire action
 - e.g. Convince someone that other alternatives to your telehealth solution are unacceptable
- Encourage further communication
 - e.g. People will want to hear from you again (*and again*)

How to get maximum results from your marketing efforts

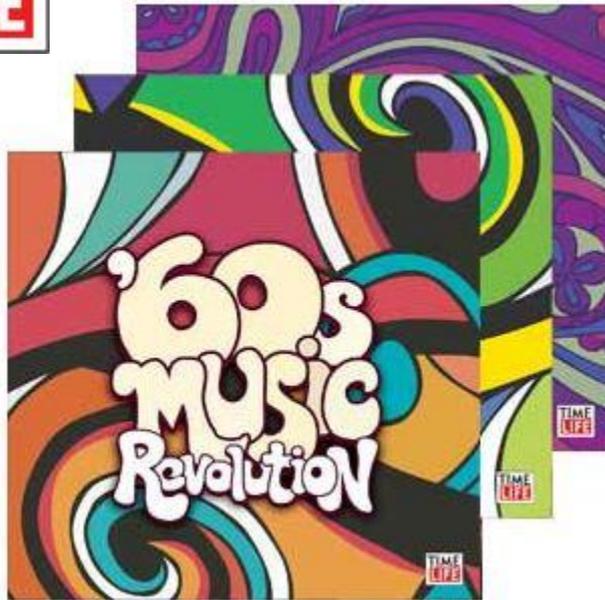
Lesson 1: Model successful marketers outside your industry.

Learn how they use marketing to win...

- More customers / market share
- More revenues / profits
- More good publicity / buzz
- More consumption / utilization



Marketing Example: Time-Life: Books and Music



-800-346-5300
\$9.99 **\$11.99**
Dbl Length Cassette 2 LP's or 1 Compact Disc
Plus \$3.00 Shipping & Handling
Classic Rock 1968
P.O. Box 1880-Dept. 4
Alexandria, VA 22313
MONEY BACK GUARANTEE
ALLOW 3-4 WEEKS FOR DELIVERY



Lesson 2:

Test your market so you can deliver exactly what it needs.

Benefit:

More sales, More utilization

Further reading:

[3 clever ways to find telehealth customers - courtesy of Time-Life](#)



Lesson 3:

When you market to everyone,
you market to no one.

Be specific!

Benefit:

More sales, More loyalty

Further reading:

[3 clever ways to find telehealth customers - courtesy of Time-Life](#)

Marketing Example:

Quidel - Pregnancy Detection Kit - 1993

- Market share: Medical: 80%, Consumer : **18%**, until ...

Target	The Hopefuls	The Fearfuls
Brand Name	Conceive	RapidVue
Price	\$9.99	\$6.99
Packaging	Pink Box, smiling baby	
Shelf Position	Near ovulation-testing kits	Near condoms

People pay more for “hope” than “possible relief”



Lesson 4:
Create the right message.
Appeal to emotions.

Benefit:
**Increased market share, Higher
prices for price-elastic segments**

Maximize your marketing with these telehealth takeaways

- Ask yourself how you can
 - **Apply** good marketing ideas from outside healthcare to your industry (telehealth)
 - **Test** your market to better understand what it needs
 - **Narrow** your message to connect more deeply with specific customers / prospects
 - Connect with patients, physicians, clinicians, and administrators on a more **emotional** level
 - Be more **persistent** in your marketing efforts

Your marketing success will improve with ...

- Intimately understanding your customer
- Connecting on an emotional / psychological / social level
- Being remarkable with your message
- Getting specific
- Persistence

Thank You

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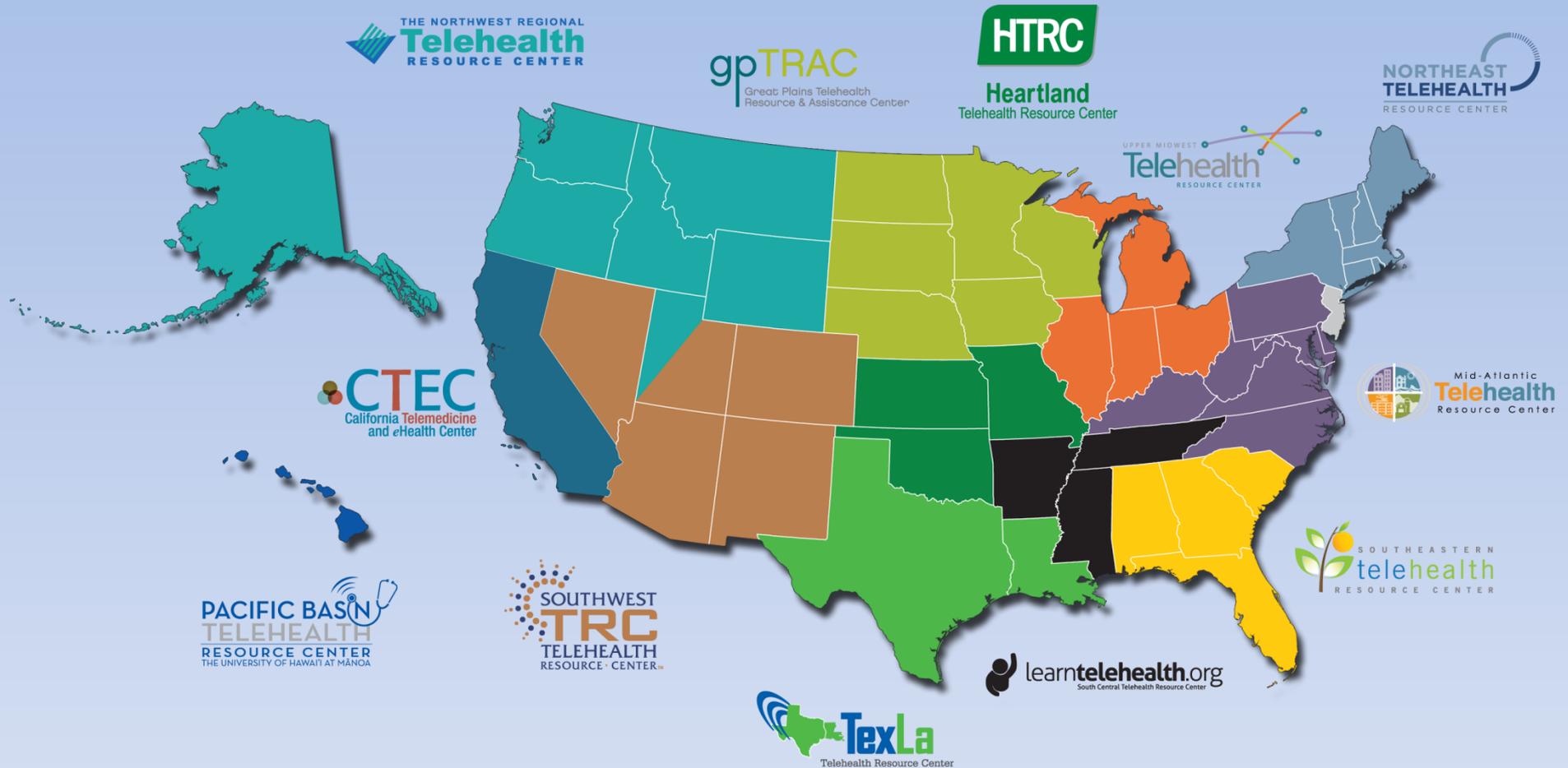
<http://www.linkedin.com/in/niravrdesai>

@handsontel

Additional Telehealth Marketing Resources

<http://www.handsontelehealth.com/resources/telehealth-marketing-resources>

TelehealthResourceCenters.org



NRTRC	gpTRAC	NETRC
CTRC	HTRC	UMTRC
SWTRC	SCTRC	MATRC
PBTRC	TexLa	SETRC

2 National Resource Centers

12 Regional Resource Centers



The National Telehealth Resource Center Webinar Series

3rd Thursday of every month

Next Webinar:

Title: Network Connectivity 101 – A primer for the networking novice

Presenter: National Telehealth Technology Assessment Resource Center (TTAC)

Date: Thursday, December 20, 2012

Time: 9:00AM HST, 10:00AM AKST, 11:00AM PST, 12:00PM MST, 1:00PM CST, 2:00PM EST



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<http://www.surveymonkey.com/s/NationalTRCWebinarSeries>

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