

## Developing an Effective and Doable Marketing Plan

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Sponsored by:



### Goals:

- Describe the component parts of a marketing plan
- Compose an action plan to create a marketing plan
- Integrate innovative ways to improve a hospice marketing program

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### Agenda:

- |      |      |  |
|------|------|--|
| 1:00 | 1:40 | Introduction & Marketing Plan Overview |
| 1:40 | 2:05 | Step One – Market Analysis             |
| 2:05 | 2:30 | Step Two – Strategic Development       |
| 2:30 | 2:45 | Break                                  |
| 2:45 | 3:10 | Step Three – Tactical Development      |
| 3:10 | 3:45 | Group Brainstorming / Discussion       |
| 3:45 | 4:00 | Questions and Answers / Wrap-up        |

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### Tools:

Each participant will receive:

- Sample Hospice Marketing Plan
- Marketing Plan Planner
- Market Analysis Case Study
- Resource List
- Action Plan Worksheet / Checklist

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### Three Steps to Success

We will cover the three steps to a successful marketing plan:

- Market Analysis
- Strategy
- Tactics

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### What is a Marketing Plan?

- A living, breathing document that empowers an organization to maximize their resources, grow admissions and fulfill their mission
- An integral part of your overall business plan

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## Good News!

It's Not Rocket Science!

Start Where You Are and Move Forward

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## Component Parts of Your Plan:

- Mission, Vision and Goals
- Analysis
  - Organizational Analysis
  - Market Analysis
- Strategy
- Tactics
- Budget

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## Analysis

Two Types of Analysis:

- Organizational Analysis – knowing your own hospice – what makes it tick!
- Market Analysis – knowing your community, its needs and demographic information – who you serve!

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## Organizational Analysis:

- SWOT
- What do you do well?
- What are your best opportunities?
- Available resources
- Do you have additional capacity? If so, where?

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## Market Analysis:

- Define your service area
- What are the demographics?
  - Population, ethnicity, age distribution
  - Mortality rates by disease
- Who are your competitors?
- What is your market share?
- Market Needs Assessment

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## Strategy

- Selecting Target Markets
- Positioning
- Messaging
- Resource Allocation
- Goals and Objectives

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## Tactics

- Marketing Program
  - Media
  - Collaterals
- Sales Program

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## Budget Development

- Methodology:
- Based on either:
  - Percentage of expected revenues
  - Last year's marketing budget
  - Expected cost to execute
  - Some combination thereof

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## Tracking and ROI

- Must have tracking system in place to measure what is working
- Should be able to calculate a return on investment for your marketing program
- Ideally, you should know your cost to acquire an additional case

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## Your Action Plan

- Establish Goals
- Plan to Exceed Goals
- Where are we in the process?
- What are our next steps?
- Determine Timeline
- Delegate Tasks
- Measure and Report Progress

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## Keys to Success

- Take Action
- Implement
- Execute
- Measure Results
- Celebrate Success!

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## Keys to Success:

- Don't overcomplicate the process!
- Your starting point, organization, culture and resources will dictate where you start and how you proceed.

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