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Disclosure: George Keeler has no financial relationships with entities producing health care and/or simulation-related goods and services.
‘Developing an Effective and Efficient Marketing Plan’
Session #964: Learning Objectives

• Cite the four ‘Ps’ of marketing and their relevance for the marketing and strategic plans.

• Based on the four ‘Ps’ of marketing develop a marketing plan for a specific program.

• Write a ‘Positioning Statement’ for your program.
It All Starts with ....
Mission: UW Health

Create a comprehensive educational health care simulation program with focus on the health care team as well as the individual.

- Serving a variety of disciplines
- Benefiting learners of all skill levels
- Defining and assessing competencies
- Enhancing patient and provider safety and quality by simulating ‘best practices’
- Advancing the science of simulation in health care
Vision: UW Health

‘Offer a world-class simulation program that promotes sharing of clinical knowledge and skills across disciplines and practitioner populations to improve the quality and safety of patient care in Wisconsin and beyond.’
Marketing Your Program
Where do you begin?

• Identify your target clientele (internal and external)
• How do you want your clientele to think of the product/services and brand (Positioning)?
• Develop an Action PLAN with the Four ‘Ps’ of Marketing
  – Product (your services)
  – Place (distribution)
  – Promotion (public relations, advertising, networking, etc.)
  – Price (various strategies)
The Brand Positioning Statement (BPS) captures the way you want customers and potential customers to think about your product; it is conceptually where we want the product established in the customer’s mind.

- Foundation for product marketing strategy
- Single objective business statement
- All marketing activity reflects the BPS
- Infrequently changed
- Composed of three elements
Three Elements of the BPS

• **Target Market:** population segment for the product

• **Frame of Reference:** competitive environment of the product

• **Product’s Point of Difference:** specific benefit we want customers to associate with our product. Can be product-based (Tylenol pain reliever) or emotionally-based (Coors beer).
Positioning Examples

• To shampoo users concerned about dandruff, **Head and Shoulders** is the shampoo which gives the most effective control of dandruff.

• To UWHC clinicians needing AHA and ACS certifications, the UWHC Emergency Education Center offers regularly scheduled certification courses for BLS, ACLS and PALS.

• To healthcare providers seeking to conduct advanced simulation based learning and assessment, the **UW Health CSP** offers, a guided, risk-free environment that simulates real-life, healthcare situations in the most resource efficient and effective manner.
Product

We create guided learning conditions that simulate real-life healthcare situations.

This includes curriculum development, equipment, simulators, programing, role playing, operating simulators, and other resources to assist in a successful simulation experience.

We are a ‘SERVICE’.
UW Health Simulation Facility
(6,500 sq. ft. of Highly Adaptable, Simulation Space)
UW Health Simulation: CTAC & SSL
(8,500 sq. ft. of Additional Simulation Space)
<table>
<thead>
<tr>
<th>Competency</th>
<th>Certification</th>
<th>Mastery</th>
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<tbody>
<tr>
<td>Suturing</td>
<td>ATLS (Trauma)</td>
<td>New Technology</td>
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<td>Resuscitation</td>
<td>PALS, NRP, STABLE (Pediatrics)</td>
<td>Team skills</td>
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<td>Airway</td>
<td>FLS (Surgery)</td>
<td>Leadership</td>
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<td>Ultra sound</td>
<td>MOCA (Anesthesiology)</td>
<td>Communication</td>
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<td>Central lines</td>
<td>ACLS (Anesthesiology)</td>
<td>MOC, CME, CEU</td>
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<td>Annual reviews</td>
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<td>Prof. Development</td>
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<td>Patient Safety</td>
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Place (Distribution)

- Clinical Simulation Program (CSP) Facility
- Clinical Training and Assessment Center (CTAC)
- Surgical Services Laboratory (SSL)
- In-Situ Locations
  - American Family Children’s Hospital
  - William S. Middleton VA Hospital
  - University of Wisconsin Hospital and Clinics
  - Conference(s)

Flexibility is a Differentiator.
Promotion and Public Relations
Internal and External

Communications Plan
• Annual Report
• Brochures
• Presentations
• Web (www.med.wisc.edu/simulation)
• Papers & Publications
• LCD Series in hospital
• Newsletter
• Video testimonials
• Giveaways

Events and Activities
• Simulation Day(s)
• Nursing Week
• UW Science Exposition
• Community tours
• Leadership Meetings
• Recruitment
• Milestones Celebration
• Symposiums & Conferences
• Guest Speakers
Pricing Strategies

- Cost plus
- Comparative
- Competitive
- Step-down (discounted)
- Federal Guidelines (OMB Circular A-21)
- Value based on ‘Positioning’
Take 10 minutes to document a positioning statement which captures the essence of your program. Make sure to incorporate the three elements of a BPS:

• Target Market
• Frame of Reference
• Product’s Point of Difference
Thank You!

www.med.wisc.edu/simulation