Delivering on Your Promises: Exceeding Expectations You Create in Marketing your Patient Experience
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Marketing your Patient Experience is a double-edged sword

- **Benefit:** Creating differentiating added value, appeal and demand

- **Challenge:** Consistently meeting or exceeding expectations you create with your marketing messages
Delivering on your Promises

Effective marketing communication is seen by your target audiences as a promise.
Delivering on your Promises

You are only as good as your word – and the same applies to your marketing
Marketing positive patient experiences is a healthy “trap”

Once you market positive patient experiences, you have no choice but to deliver on your promises
Marketing positive patient experiences without consistently delivering on your promises is a self-inflicted wound.
Don’t pay for your own negative P.R.

Marketing a positive patient experience and failing to deliver on your promises has the same effect as marketing a negative patient experience – either way, you lose.
Aligning Internal Behavior with Your Marketing

Just as you need to “map” your patient experience process, you also need a **roadmap for internal communications and alignment** to ensure that you craft your patient experience in a way that **supports your marketing communications strategy** – and vice-versa.
Patient Experience Alignment to Marketing

Share → Educate → Reinforce
Marketing, Administration and Operations must work together to align the organization around the messaging.
Patient Experience Alignment to Marketing

Step 1: Share
Step 1: Share 
Pre-launch Presentation of Your Marketing Campaign to Your Organization

Everyone in your organization needs exposure *in advance* to your Patient Experience marketing campaign(s)

- In-service presentations to physicians and staff
- Employee newsletter/eNewsletter
- Recorded webinar for employees
TV Spots - Boston Medical Center

The Doctors at BMC

Chron's Disease
BMC Rolls Out Wellness Campaign: Be Exceptional. Be Well.

Stress is ever-present in Americans’ daily lives, and is especially prevalent among health care workers. The 2012 employee engagement survey confirmed that this is true at BMC, with staff indicating that stress is a major concern. To help you refresh and rejuvenate, BMC is launching a spring wellness campaign, under the theme “Be Exceptional. Be Well.”

Start your journey on a path to wellness by taking advantage of the activities below. Stay tuned for more opportunities to reduce your stress in the coming months.

- Snag a free pedometer, available in the Benefits department on a first-come, first-served basis, to track your fitness progress and challenge yourself or your coworkers to walk 10,000 steps a day. You’ll find many different ways to increase your steps on a daily basis. You also can learn how to incorporate meditation into your daily walk. If you’re a Harvard Pilgrim member, don’t forget to track your progress in your passport or online by using the My Health Assistant “Exercise” module. Log in to your HPHConnect account to get started.
- Sign up for a Stress Reduction and Mindfulness workshop here. The workshop is facilitated by licensed psychologists from the BMC and BUMC Employee Assistance Programs (EAP). Choose to attend a larger workshop to review general tips about stress reduction and mindfulness, or a smaller workshop for a more interactive experience.
- Visit the revamped wellness website to see all the resources BMC offers to promote wellness. Whether you want more information about child care options or flexible spending accounts, you’ll find resources to help reduce your stress. Check out the list of free wellness apps available for iPhone and Android products that can help you reach your wellness goals. Be sure to check back at the events calendar on the wellness page for more to come.
The BMC Brief

Soothing the Soul: Harpist Brings Smiles to Patients, Staff

Follow the sounds of the music and you’ll find harpist Linda LaSalle strumming angelic tunes to patients in Yawkey and the Menino and Newton Pavilions, bringing peace and tranquility to everyone who encounters her.

LaSalle, a music therapist, devotes 10 hours a week of her time to BMC patients. Unlike other hospital music programs, where a musician performs only in public areas, LaSalle enters patients’ rooms to sit by their bedside and serenade them.

“Truly, to see Linda in action is to believe how powerful this program is,” says Sharyl Katzanek, Director, Patient Advocacy, who oversees the program. “People think, ‘oh, that’s nice,’ but when they witness Linda playing and the reaction that she receives, it’s amazing.”

The benefits of the harp are wide ranging, from calming nervous patients before exams to comforting those experiencing sorrow. When a baby suffering from croup in the Pediatric Emergency Department could not stop coughing, LaSalle entered and began playing for her. The baby, fascinated by the instrument, stopped coughing long enough for the attending physician to complete the exam. One teenage boy had LaSalle listen to his favorite video game jingle, and she was able to play a version back to him on the harp, which he recorded on his phone. Another patient opened up to her about the loss of his musician daughter after hearing her play. LaSalle also engages curious listeners by inviting them to approach and try playing the harp. Countless anecdotes like these prove that LaSalle’s work makes a difference.

“By tailoring her performance to each individual, Linda creates a safe place where a patient can forget about his pain and immerse himself in something beautiful,” says Katzanek. “This is truly something amazing.”
Patient Experience Alignment to Marketing

Step 2: Educate
Step 2: Educate
Establish guidelines for supporting Patient Experience marketing strategy

- Phone skills training for everyone who communicates with patients by phone
  - Call center/scheduling
  - Clinical support staff
  - Billing
  - A/R
  - Other
Everyone in Your Organization is a Patient Experience Representative

You either reinforce or contradict your Patient Experience marketing messages based on your interaction with the patient (and their family members)
Mystery Shopper Call
Everyone in Your Organization is a Patient Experience Representative

Patients are watching and judging
Everyone in Your Organization is a Patient Experience Representative

Second and third impressions are just as important as first impressions — *every* encounter is important
Everyone in Your Organization is a Patient Experience Representative

Unhappy, disappointed and frustrated patients express themselves online through negative reviews about their experience with your organization.
Step 2: Educate
Establish guidelines for supporting Patient Experience marketing strategy

- Staff training for frequently asked questions – particularly questions that may arise as a result of patient exposure to your Patient Experience marketing
Step 2: Educate
Establish guidelines for supporting Patient Experience marketing strategy

- Staff training for complaint handling – empathetic listening
Step 2: Educate
Establish guidelines for supporting Patient Experience marketing strategy

- Staff training – how to encourage online reviews
Patient Experience Alignment to Marketing

Step 3: Reinforce
Step 3: Reinforce

- Secret Shoppers
Step 3: Reinforce

- Share Press Ganey data or other patient surveys with staff
Step 3: Reinforce

- Patient Experience Ambassador of the Month
Questions?
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