

Stepping Stones to Marketing NHS Funded Services 2020

1. What is Marketing?

Sue Kong, Director. CIM Chartered Marketer

www.nhselect.nhs.uk

Twitter: @NHSElect

slido

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slido.com
#Marketing1



About NHS Elect

- NHS Elect was founded in 2002 by Lord Ara Darzi to support NHS organisations to work together to innovate and improve care for patients
- We are part of the NHS, hosted by Imperial College Healthcare NHS Trust
- We work with 70 organisations in our membership supporting local teams in leadership development, quality improvement, marketing and branding and organisational development
- We also lead several improvement collaboratives, focused on urgent and emergency care including the ambulatory emergency care network and the acute frailty network. 200+ organisations have participated in these networks
- More details on our work programme can be found on www.nhselect.nhs.uk

About me – Sue Kong



PREVIOUSLY:

Manager for facilities and surgical services in acute Trusts, performance management, Strategic Health Authority Director for Strategy, passionate about customer service and patient experience.

MBA Distinction (specializing in marketing and international marketing)
Marketing Insight Speaker with Warwick Business School
Editorial panel member for *Journal of Patient Experience*, SAGE

NOW:

Director – NHS Elect (Lead for the Marketing, Branding & Patient Experience Programme)

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W: www.nhselect.nhs.uk

Twitter: @MarketMingle @NHSElect

What we will cover

1. **What is marketing?**
2. **Preparing a Marketing Plan – Fundamentals of market analysis**
 - **SWOT and PEST from a customer point of view**
 - **Competitor Analysis & marketing models**
3. **Preparing a Marketing Plan – Identifying your target audiences**
 - **Target audiences**
 - **Creating pen portraits**
4. **Devising your strategy**
 - **Marketing Mix (7Ps)**
 - **Impact of Branding and customer experience**
5. **Promoting NHS services**
 - **Effective promotion tools**
 - **Department of Health Code of Practice**
6. **Completing your marketing plan**
 - **KPIs / budget / evaluation**

What we will cover in our 6 step programme

Part 1 Introduction to Marketing – what is marketing? Wednesday 3rd June

<https://attendee.gotowebinar.com/register/4477032534414287884>

Part 2: Introduction to Marketing - the fundamentals of market analysis, Wednesday 10th June

<https://attendee.gotowebinar.com/register/277701859309949196>

Part 3: Introduction to marketing - identifying your target audiences, Wednesday 17th June

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Part 5: Introduction to marketing - Promoting NHS services, Wednesday 1st July

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Part 6: Introduction to marketing - Putting your plan together, Wednesday 8th July

<https://attendee.gotowebinar.com/register/8310055413167416076>



How would you rate your own level of marketing knowledge and expertise?

0 0 0

I have done a certificate / diploma / degree in marketing

0%

I worked in the private sector / charity / voluntary sectors and elsewhere but want to know how it is applied in the NHS

0%

No formal qualifications but I am a practitioner and know how it works in practice in my project / role in the NHS

0%

No qualifications or practical hands on experience but need to learn for my project / role in the NHS

0%

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What do you want to get out of today's session?

0 0 0

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Ice breaker – ‘What is Marketing?’ Quiz



0 0 0

Join the quiz!

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What is marketing?

The management process responsible for identifying, anticipating and satisfying customer requirements profitably.



So what does that mean

- The importance of the **customer** and their requirements
- The careful planning processes needed to achieve the organisations goals.
- It acknowledges that marketing is at the core of every business irrespective of its size or nature.
- It is a Management (planned) process.

Kotler

It is all about getting the right product or service to the customer at the right price, in the right place, at the right time.

Business history and current practice both remind us that without proper marketing, companies cannot get close to customers and satisfy their needs. And if they don't, a competitor surely will.

The evolution of marketing

Marketing thought to have evolved from previous business paradigms over time:

- **Production orientation**
- **Product orientation**
- **Sales orientation**
- **Marketing orientation**
- **Societal orientation**
- **Relationship marketing**

Steve Jobs' (Apple) sums it up
beautifully...

Steve Jobs, Apple on What is Marketing
<https://www.youtube.com/watch?v=keCwRdbwNQY>

What is marketing in the NHS and in healthcare?

NHS Marketing is ...

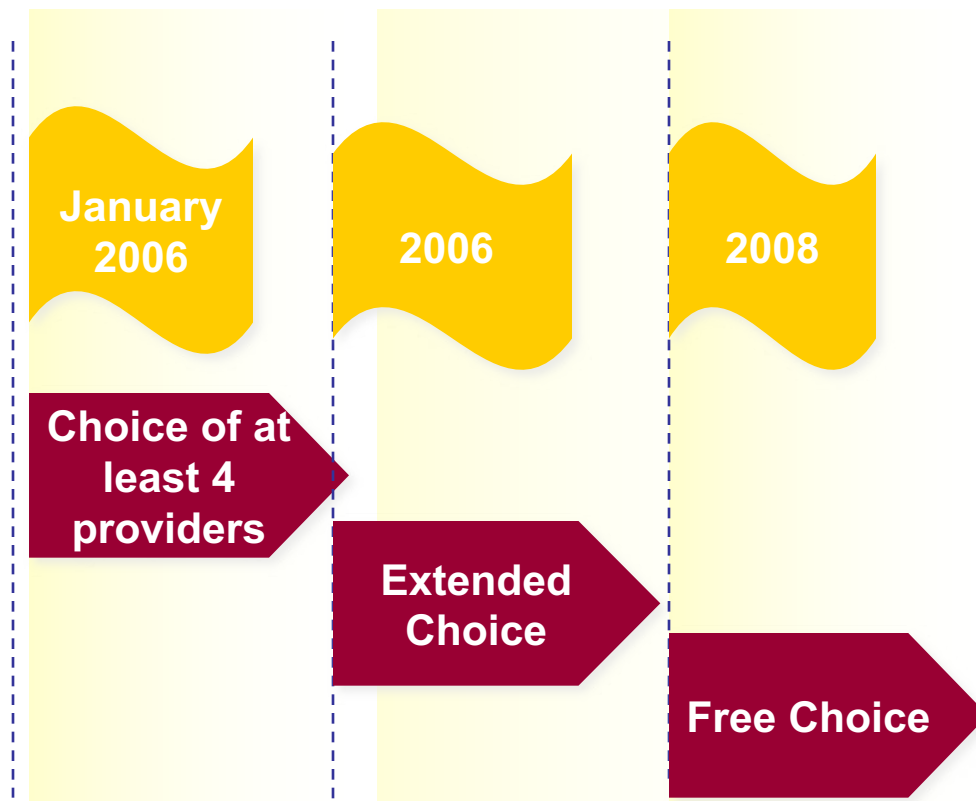
A concept / mindset – understanding your patients' and purchaser needs (marketing culture)

A process – management process for identifying, anticipating and satisfying the customer requirements (marketing plan / strategy)

A series of techniques – Customer insights (GP and patient feedback, Friends & Family Test), Marketing Mix (includes promotions, NHS Choices website), Ansoff Matrix, Boston Matrix, DH Code of Practice for Promoting NHS Funded Services (ASA)

**NHS Marketing: Adapting to your patients' and referrers' needs
so that you provide a more timely, efficient and responsive service**

Why do we need marketing in the NHS?



Choice Policy and Coalition Plan

- Patients can choose from any provider of elective care in England who can meet quality standards 'at a price acceptable to the NHS'
- 'Code of Practice for Promoting NHS Services' published 19 March 2008

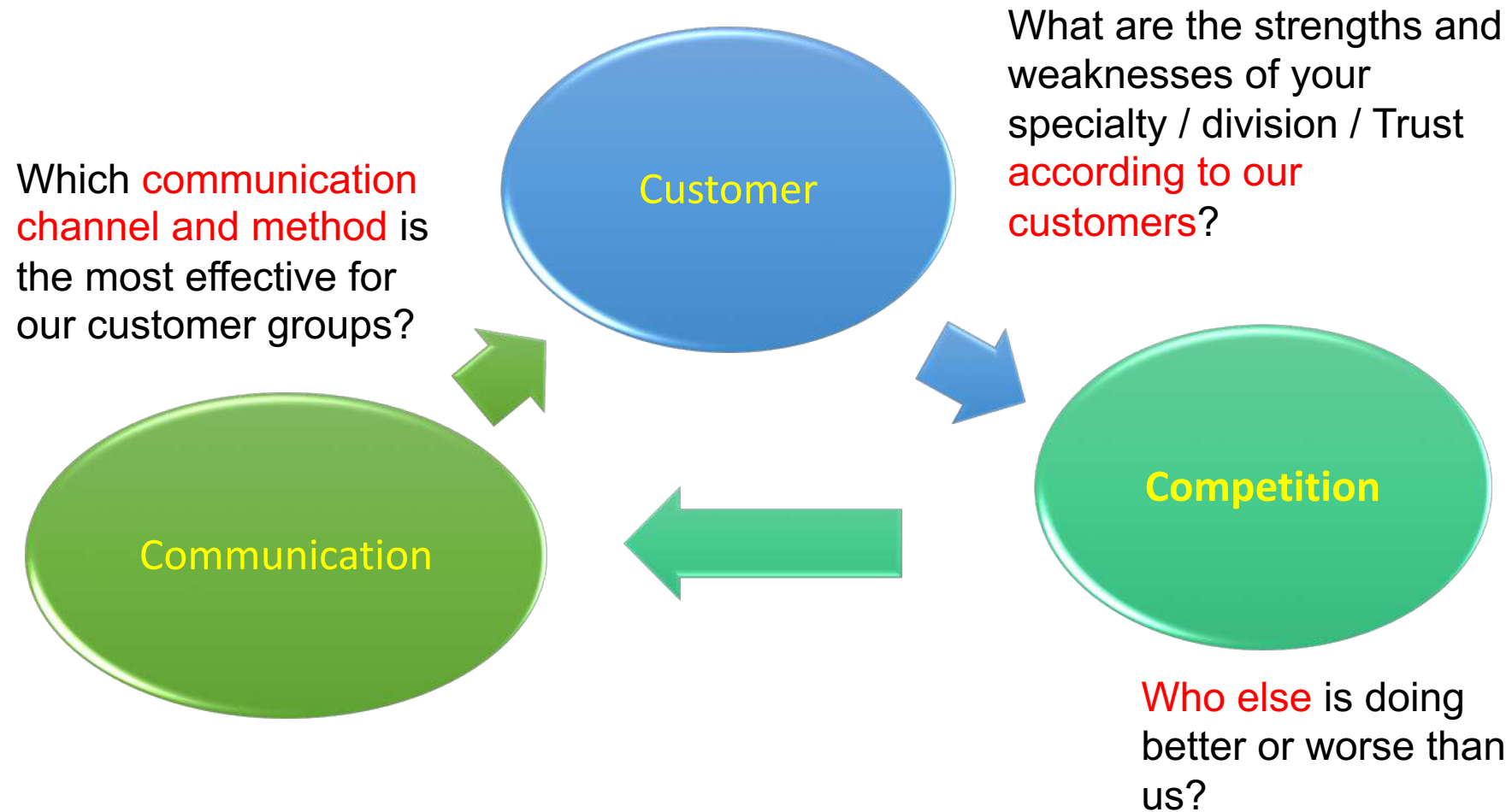
From 2012 onwards

- Choice in Consultant-led Team
- Choice in GP (2014)
- Choice of Treatment

But...NHS is an 'internal' market and not a true market but there is **comparison of experiences**

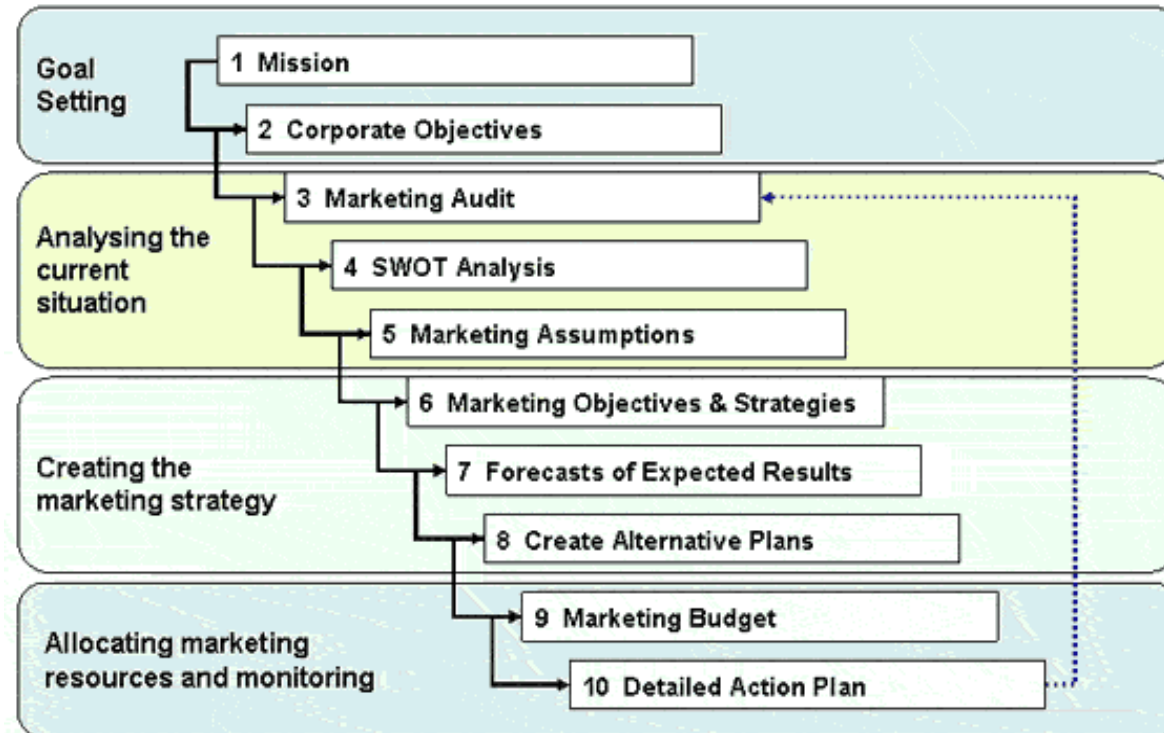
Product orientated healthcare organisation	Market orientated healthcare organisation
Producer is production focused, selling what can be produced	Providing products/services to meet the needs of customers (profit through customer satisfaction)
Car parking for staff at the front of the hospital	Staff car parking furthest away from main entrance
Labelling departments by their medical terms 'Cardiology', 'Obstetrics', 'Paediatrics'	Patient friendly labelling of departments 'Heart', 'Mother and Baby', 'Children'
Patient schedule is communicated as and when the staff is ready	Patient schedule shows exactly which tests will happen when during their visit and when they are expected to go home

3 Cs to simplify marketing in your division / department



Marketing Plan vs Business Plan in the NHS

The Marketing Planning Process



The type of responses you will get if you mention the 'M' word 10 years ago...

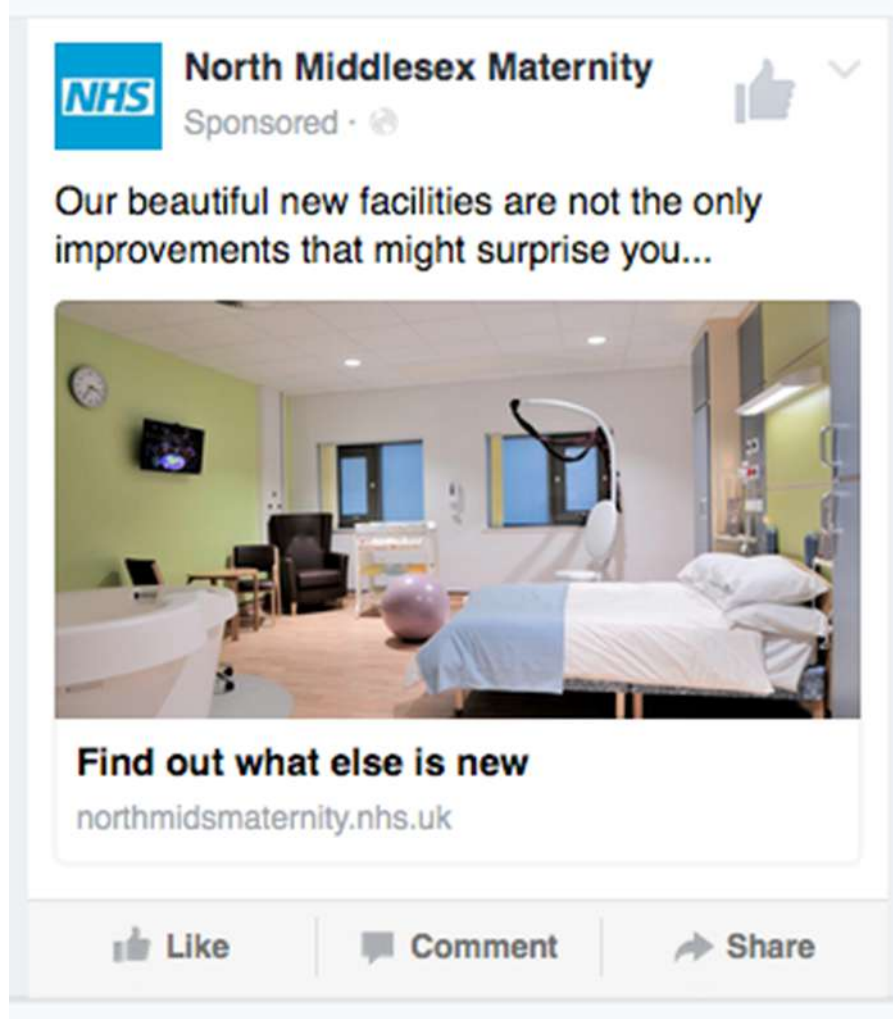
- Why do we need to attract more patients? We are busy enough as it is
- That is wasting tax-payers' money – we don't need advertising and marketing staff but more doctors and nurses
- We are public sector and we save lives so we don't want any of that evil commercialised thinking here
- I need to write a marketing plan but I don't know where to start?
- Can you help me with a glossy leaflet?



What colleagues now say when you mention marketing

- How can we attract more income to fund more doctors and nurses?
- How can we compete with the private, 3rd sector and other NHS Trusts in a tender bid?
- How can we engage and communicate better with our stakeholders?
- How can we ensure the right patients are accessing our services easier and faster?
- How can I manage our reputation as a hospital and recruit and attract the best staff?
- How do we encourage people to make better health choices?


How can we attract more income to fund
more doctors and nurses?

Income generation: Promotion & Advertising






NHS North Middlesex Maternity
Sponsored ·  

Our beautiful new facilities are not the only improvements that might surprise you...



Find out what else is new
northmidsmaternity.nhs.uk

 Like |  Comment |  Share



West Middlesex University Hospital **NHS**
NHS Trust

INTRODUCING OUR MATERNITY UNIT

00:13 05:26



 *Maternity Unit* Chelsea and Westminster Hospital **NHS**
NHS Foundation Trust

West Middlesex University Hospital

[Home](#) [Choosing Us](#) [Your Pregnancy](#) [Giving Birth](#) [Continued Care](#) [Visiting](#) [Our Team](#) [FAQs](#) [Contact](#)



Main links

- Home
- How to find us
- Self referral form
- News & achievements
- Maternity research
- Health professionals section

West Middlesex Maternity Unit

Welcome to West Middlesex Maternity Unit. We provide excellent care in a friendly and nurturing environment to give mothers, babies and families all the support they need.

Our team of midwives, doctors and healthcare assistants work closely together – both in the hospital and in the community – to ensure continuity of high quality care, centred around the needs of each and every woman – a holistic and

ABOUT US

Over twenty years ago, Salisbury District Hospital developed a moisturising cream for patients recovering from burns and plastic surgery.

The product was developed with the assistance of clinical scientists and the hospital pharmacy department and has been popular with patients ever since, many requesting it be available for purchase after their discharge.

“ **The first venture of its kind within the NHS** ”

The cream contains 5% sunflower oil, which helps replace essential fatty acids and improve the texture of the skin on application. Staff in the hospital have found it works for them, as well as their patients. The cream is not tested on animals and contains no parabens. The original product is still manufactured at the hospital pharmacy and available for purchase at Salisbury District Hospital.

In 2012, we decided it would be great to use our very popular cream to help raise even more funds to further improve patient care. This meant bringing it well and truly into the 21st Century by adding a Lavender twist to the cream, finishing it





Products

About Us

Skincare Tips

FAQs

Blog

My Account

£0.00 0 items

Award Winning, Natural Skincare

My Trusty is an award winning, naturally based skincare range, originally developed in the UK by Salisbury NHS Foundation Trust. Our products will not only give you beautifully moisturised skin, but a portion of the profit from every purchase supports NHS patient care.

Find Out More

A contribution from our profit goes back into NHS patient care



How can we compete with the private, 3rd sector
and other NHS Trusts in a tender bid?

Can you guess these organisations without seeing their logo or brand colours?

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Source: NHS Creative

Guess the organisation...

?... to provide outstanding healthcare to our community, delivered with
PRIDE

Barking, Havering & Redbridge University Hospitals NHS Trust

?... The very best care for every patient, every day

West Hertfordshire Hospitals NHS Trust

?... puts the patient at the heart of everything we do

Western Sussex Hospitals NHS Foundation Trust

See the challenge for these organisations to stand out for patients and for
attracting staff?



Branding and communications: The Barts Health way

Jon Hibbs

NHS Elect masterclass

15 June 2017



Competing on customer service! Brand values

" I was really disappointed "

Source: www.careopinion.org.uk

About: Lincoln County Hospital / Accident and emergency

Posted by **N123** (as the patient), less than an hour ago

Our time in A& E was 5 hours long. I am 37 weeks pregnant, it was 8 45pm when we arrived with a suspected broken ankle. After 4 hours my partner complained to reception and we were seen. I had an xray and the three staff members in there were really quite rude. Having loud personal conversations in a little room next to me at 1am whilst I sat in a wheelchair, alone waiting for them to take me in for xray. The doctor we saw was nice and friendly however.



I was really disappointed in the service this time and as a professional myself, don't understand why other professionals (in xray) find it acceptable to have private conversations so loud and not explain what I am waiting for as I sat alone in a cold corridor with no one but them around. One of the staff members never ever said hello to me when I was in the room, but instead discussed pregnancy and wearing lead aprons (I was quite obviously nervous and scared about xray whilst pregnant as I

STORY READ



This story has been heard by a subscriber

Story summary

What's good?

doctor

What could be improved?

long wait

person-centred

service

staff attitude

unpleasant

Feelings:

disappointed

frustrated

uncomfortable

upset



Mr Simon Ellis

★★★★★ 538 reviews

[Write a review](#)

Average ratings

Recommend



Trust



Listening



Written by a patient at [KIMS Hospital](#)

3rd March 2020

Mr Ellis was extremely supportive and attentive throughout and post operation. I visited the hospital on a weekend due to a minor complication and mr Ellis came in to see me even though he was not officially working that day. I can not praise how professional he was but also made me feel as an individual with the bespoke level of care provided to me through this process.

I need my other knee replaced and I will not have anyone other than mr Ellis to perform this operation on my other leg. Thank you for the service and personal approach this hoes a very long way

4th March 2020

Response from Mr Simon Ellis

Thank you very much for your kind feedback. Ensuring that patients are well cared Doris of paramount importance to me. I am glad that you felt confident in my management. With kind regards Simon Ellis

Recommend



Trust



Listening



[Share this review](#)

[Report this review](#)



Mr Simon Ellis was awarded the iWantGreatCare certificate of excellence in 2020 for delivering outstanding care.

Source: www.lwantgreatcare.org

Creating memories through highly personalised service

WE ARE ALL MEMORY CREATORS

Our roles and jobs are not just about mending the fracture, the changing of the dressing, cleaning of the wounds, prescribing the drug but giving a holistic care and **creating powerful emotional experiences of personalised healthcare.**

How can we engage and communicate better with our stakeholders?

How can we ensure the right patients are accessing our services easier and faster?

Variations on the theme



‘Educating’ the customer on where to go for what you need



Then there is the NHS



when it's less
urgent than 999

City of Coventry NHS
Walk-in and Healthcare Centre



Nottingham NHS Treatment Centre



Using social marketing techniques to change behaviour...



Dee's A&E Fail Tale

<https://www.youtube.com/watch?v=ffT1orYXdcl>
NHS Arden & GEM CSU

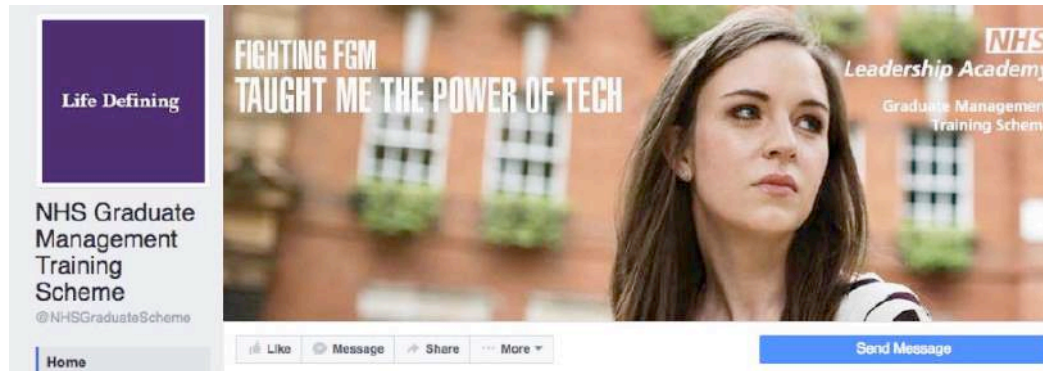
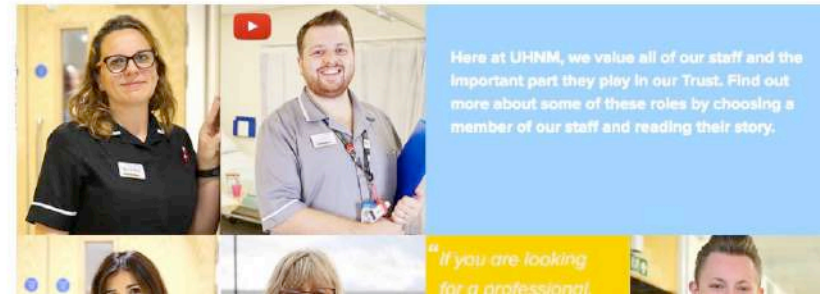
How can I manage our reputation as a hospital and recruit and attract the best staff?

Recruitment campaigns for the biggest hearts and minds



University Hospitals of North Midlands NHS Trust **NHS**

MEET OUR STAFF READ OUR STAFF STORIES



How do we encourage people to make better health choices?

Social marketing

change
4 life
Eat well Move more Live longer

**GENITAL
Country of Britain
HERPES**

Genital herpes is one of the most common sexually transmitted infections. Herpes are caused by a virus and are spread through skin-to-skin contact. If you have sex or are in contact with one who has genital herpes, you may develop them too.

40% ALC./VOL. (80 PROOF) 1 LITER
IMPORTED

20% of females between the age of 15 & 19 say **alcohol** is the main reason they first had **sex**

NHS
Sexually Transmitted Infections are on the rise, wear a condom.

Ashes to Ashes.

Smoking kills.

NHS

NHS

Bowel Cancer Screening Programme

For further information:
Freephone: 0800 707 60 60
Website: www.cancerscreening.nhs.uk

You can't always see the signs
60+
Take the Test

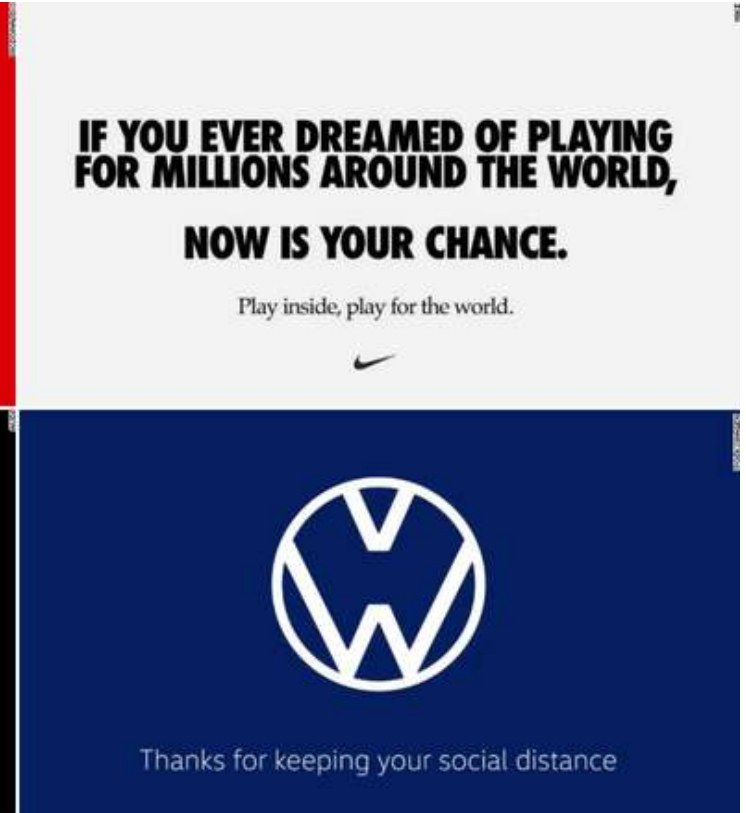
NHS

FLU SAFE
GET THE JOB

**Are you flu safe?
Get the job!**

To book your job, contact your GP today

Social distancing in branding



Re-imaging and framing


The impact of fear on patient experience –we’ve already seen this with people not coming to A&E when they should... do we need to change the messaging? ...Why do people behave differently when anxious or fearful?



Re-imaging and framing

 **IKEA UK** @IKEAUK

Life at home has never involved more multitasking and with a bit of imagination, your furniture can do the same. Stay home and Conquer the Great Indoors.
[#TheWonderfulEveryday](#)



LISABO
Dining table

Conquer the Great Indoors
ikea.com



Forthcoming NHS Elect Events

Month	Date	Title
Apr 2020	28 th	<i>Webinar:</i> Creating videos on your smartphone
	30 th	<i>Webinar:</i> 2 nd NHS Elect Virtual Communications Conference
May 2020	21 st	Branding and reputation management
Jun 2020	18 th	<i>Webinar:</i> Communications for quality improvement
July 2020	2 nd	<i>Webinar:</i> Creating GIFs for your campaign
	8 th	Digital marketing and social media
Sep 2020	24 th	Stepping stones to marketing NHS services
Oct 2020	14 th	<i>Webinar:</i> Using Hootsuite and other scheduling tools for your social media
Nov 2020	10 th	<i>Webinar:</i> Digital branding and content creation
Dec 2020	9 th	Delivering great patient and customer experience
Jan 2021	27 th	<i>Webinar:</i> How to send effective emails
Feb 2021	24 th	<i>Webinar:</i> Instagram for the NHS
Mar 2021	4 th	<i>Webinar:</i> Stepping stones to marketing NHS services – online launch
	10 th	<i>Webinar:</i> Creating a personal brand on Twitter

Q&A and Thank you

Sue Kong, Joe Blunden & Gaynor Cross

sue@nhselect.org.uk (@MarketMingle)

joe@nhselect.org.uk (@NHSCommsJoe)

gaynor.cross@yahoo.com (@gaynor_cross) for CIM qualifications

www.nhselect.nhs.uk

Twitter: @NHS Elect

Chat with Sue on @MarketMingle on NHS marketing, branding and patient experience

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