

STRATEGIC MARKETING PLANS

Overview of Triad Consulting Group, Inc. Strategic Marketing Plan Development Process

WHAT IS STRATEGIC MARKETING?

- We define strategic marketing as designing the **right products** for the **right market segments**
 - The marketing plan should be linked to the organization's overall strategic plan. As market conditions change, the plan should be flexible and encourage rapid responses and agility
 - The marketing plan should address the entire market mix
- Our strategic **marketing plans are predicated** on the following:
 - Market research is the foundation for understanding the marketplace and market segments: it is the key to strategy development
 - Markets will be moved through unique services that are aligned with customer needs and preferences
 - Product design requires a deliberate approach that considers market research and operational capabilities. The customer's experience should reinforce the organization's brand
 - Strategies should focus on long-term returns that create marketplace value
 - Limited marketing resources require focused application to assure return on investment (ROI)

THE LINK BETWEEN BRAND, STRATEGIES, AND OPERATIONAL CAPABILITIES



BENEFITS

OUR STRATEGIC MARKET PLANS

- Align clinical services with the marketplace to maximize growth and create value
 - Increase market share and volumes
 - Increase revenue and improve payer-mix
- Support and synchronize with strategic plan priorities
- Create innovative healthcare delivery products and services that differentiate within the marketplace and align with customer needs
- Strengthen brand and competitive positioning within marketplace
- Create segment specific strategies
- Augment distribution channels - focus on customer acquisition strategies and relationship management (customer loyalty)
- Design cost-effective strategies that maximize return on investment (marketing dollars spent)
- Incorporate ROI metrics, timelines, and accountability into marketing initiatives

MARKETING PLAN DEVELOPMENT

ADDRESS THE MIX

□ TCG marketing plans address the following:

- **Target markets:** Market segments include demographic, geographic, lifestyle factors, and product-use factors
- **Brand and Positioning Strategies:** How the organization differentiates itself from the competitors and influences consumer perceptions. Product design and delivery must reinforce and deliver on the brand promise
- **Product Strategies:** Focuses on designing products to best meet the needs of each market segment. Operational capabilities are aligned with the market and deliver on the brand promise
- **Pricing Strategies:** Focuses on the value delivered to customers, accounting for price discrimination, cost, competition, and market leadership. This is more than an exercise of annually updating the charge master with an overall mark-up applied across the organization
- **Distribution Channel Strategies:** Identify all current channels - augment as necessary. Develop new channels (e.g. new locations, outreach, networks, alliances, etc). Manage channels and patient acquisition strategies
- **Promotional Strategies:** Channel and target market specific promotional strategies that leverage how different segments best receive your message

STRATEGIC MARKET PLAN DEVELOPMENT PROCESS



RESOURCE REQUIREMENTS AND TIMELINES

Resource Requirements

- Internal project coordinator
- Compile data for situation analysis
- Support for scheduling meetings and conference rooms

Process Timelines

■ Phase I – Situation Analysis: 30 to 60 days

- Review Strategic Plan
- Review past marketing initiatives, market analysis, and customer research. Augment, as necessary
- Assess organization capabilities and marketing infrastructure
- Conduct personal and confidential interviews with executive team, physician leaders, planning staff, service line leadership, and marketing staff
- Prepare situation analysis

■ Phase II – Prepare Strategic Market Plan: 30 to 60 days

- Facilitate planning session with marketing, planning, and service line leaders focused on reviewing strategic initiatives, situation analysis, and determining marketing priorities and strategies
- Facilitate preparation of tactical plans including timelines, accountabilities, ROI metrics, and resource requirements

■ Phase III – Execute and Monitor: 30 days

- Present final strategic marketing plan to executive team, physician leaders, service line leaders, planning staff, marketing staff, and others
- Establish monitoring function

CONCLUSION

*“Businesses don’t
continue growing if
their value isn’t also
growing”*

