

KAMU

branding + marketing for health reform

september 15, 2011



background

KAMU members asked for marketing component to 3-year strategic plan

Marketing plan to promote KAMU and KAMU members

Strategic planning meeting November 17



assignment

Develop a 3-year marketing plan to guide KAMU in:

- Preparing for the changes healthcare reform will bring in 2014
- Gaining a larger covered client base
- Establishing a brand and messaging that works for all its key touchpoints

process

DISCOVERY

- in-depth discussions
- one-on-one interviews
- secondary research

target audiences

- public/community at-large
- KAMU members
- current patients
- legislators, policymakers
- funders

SWOT analysis

STRENGTHS

- high quality care
- excellent facilities
- staff (KAMU members)
- leadership (KAMU)
- all profit goes back into the practice
- patient-owned, operated
- strong contributors to the local economies

SWOT analysis

WEAKNESSES

- perception of self
- outside perceptions
- no quality requirements for KAMU membership
- one message does not fit all
- funding uncertainty, stretched resources
- referrals from physicians are mostly uninsured

SWOT analysis

OPPORTUNITIES

- reform uncertain
- CHCs setting the standard, leading in patient-centered medical home concept of care
- growing demand (if funding can be tapped)
- many have insurance but do not access care (high co-pays and other access issues)
- potential for better coordination among KAMU members
- target children (form healthy habits early on)

SWOT analysis

THREATS

- growing need
- clinics/centers are stretched with current patient loads
- provider shortages
- state and federal support is uncertain
- healthcare reform is uncertain
- healthcare reform may increase access, but the larger issue facing unhealthy populations is poverty (healthcare is only part of the picture)

key findings

a rose by any other name...would be confusing

the name

- KAMU
- Kansas Association for the Medically Underserved
- Primary Care Association of Kansas
- KAMU, Primary Care Association of Kansas
- kspca.org , Kansas Association for the Medically Underserved (Facebook), @KansasSafetyNet (Twitter)

key findings

problematic terminology

key findings

Safety Net

- “It’s negative”
- “It means different things to different people”
- “It’s just beginning to hit peoples’ radar”

key findings

KAMU MEMBERS EMBRACE

- quality care
- community
- access

primary message

Quality care for everyone



objectives

1. Change the way people think about KAMU members, about “safety net.”
2. Solidify support from state, federal and private funding for KAMU members.
3. Increase membership in KAMU.
4. Grow covered patient base for KAMU members.
5. Alleviate the burden of stretched resources, provider shortages.

1. Change the conversation

Move away from “safety net” and focus on “quality.”

- KAMU quality standards
- Develop a “seal” to identify and promote the standards and what they mean
- Develop supporting materials for KAMU members to display (clings, stickers, posters, etc.)
- Use PR to promote members when they are awarded the Standard of Excellence
- Launch a multi-media PSA campaign around the standards, including TV, radio, print and partners in the medical community

1. Change the conversation

- Use data from KAMU member clinic surveys to promote the quality of care story
- Use PR to report and promote outcomes and major outreach efforts of KAMU members



1. Change the conversation

Tell “quality” story through patient testimonials.

- Distribute stories to KAMU members through email
- Include select testimonials in annual report, with context
- Give to KAMU members to include in board packets
- Distribute statewide to media
- Post to KAMU website
- Host media tours



2. Solidify support from state, federal and private funding sources

Regular communication with legislators, funders and local leaders

- Annual report/Legislative Briefing
- Executive summary
- Patient testimonials
- Hawver's
- Cultivate relationships within the Statehouse
- Keep local officials and leaders current; host open house, Chamber event

3. Increase KAMU membership

Recruit safety net providers who not yet members

- Target counties not represented yet
- Secondary targets in counties where KAMU already has members
- Put application on website

3. Increase KAMU membership

Assess/augment member benefits and categories

- Help facilitate more collaboration and partnerships
- Poll current members for what they like best, what they'd like to have
- Create student membership



4. Grow covered patient base

Educate public about KAMU member organizations

- Members should mobilize their boards to make presentations in local libraries, churches and schools
- Craft presentations of interest to public (Flu prevention, Immunization information, etc.)
- Format could include public forum for discussion
- Share information on KAMU website, Facebook and Twitter feed

4. Grow covered patient base

Equip KAMU members to be their own advocates

- Turn-key marketing tool kit
- Keep members informed of KAMU's ongoing marketing efforts so that marketing efforts are coordinated and support one another



5. Alleviate burden of stretched resources/ provider shortages

Workforce development

- Enlist help of Kansas legislature, include in KAMU agenda
- Work with Kansas Board of Regents and higher ed institutions to reach students still in school
- Form alliances with other groups and associations with similar workforce needs
- Develop/beef up internship program that helps staff clinics and gives experience to students

timeline

- Plan to be implemented over 3 year period
- KAMU survey data available soon
- KAMU seeks input from members at Strategic Planning meeting November 17

questions/discussion





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Thank You.