

A View from the Top:
**Erasing the Boundaries—The Future of Strategic
Health Care Marketing Boundaries—The Future of Strategic
Health Care Marketing**

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As an award-winning health care marketing professional with almost three decades of experience in social media, brand management, advertising, strategic marketing, and corporate communications, I have watched as countless new marketing tools have been introduced and refined in various ways over the years.

Many times I have been asked and have asked myself whether it is just solid advertising, media planning and Madison Avenue thinking? Or whether is it being in the moment for today's patients or health care consumers and engaging them in a manner that is different and meaningful?

Is it all about the evolving landscape? And, if it is, how do we measure? How do we quantify and evaluate? Is it solely by the “buzz” in the marketplace, brand awareness, best in class HCAHPS scores, awards or satisfying your internal constituents?

Or is there a different story? A different perspective?

Serving as a senior advisor with a large New Jersey health care system and leading multiple teams in the health care space, I have launched thousands of initiatives to build brand equity, expand market share and grow business revenue, as well as improve the patient experience.

Based on my in-the-trenches experience and practical style, what follows are several “best in class” programs, which I believe can be successfully replicated within health care organizations across the country:

- An integrated multi-media marketing communications program successfully increasing brand awareness by 45%, capturing over 85 million consumer impressions and engaged over 2.5 million interactive health care consumers.
- A targeted digital marketing campaign securing over \$1,000,000 in incremental bariatric patient revenue, 700 physician appointments and a 15% increase in market share.
- A patient experience program which increased overall HCAHPS scores by 45% and improved the organizations brand loyalty score by 25%.
- A physician satisfaction initiative, which improved overall physician satisfaction by 33%, communication with senior leadership by 45% and loyalty by 15%.
- A cutting edge homesteading program, which improved resident placements, attending physician practice support and improved resident retainment from 30% to over 65%.

These five programs are just a sample of some of the successes in branding, business development, patient satisfaction, physician relations and digital marketing you can accomplish by thinking “outside the box”.

I believe that it is absolutely possible to strategically erase the boundaries for any hospital, physician organization, or health system through building brand equity, engaging consumers in their health, improving the patient experience, and exceeding the rate of change impacting the health care industry.

Sometime success comes from just thinking differently and being creative. Your goal is to capture better results, so align your marketing principles, be consistent, integrate your media platforms and measure your success in real time.

About the Author:

Mike Slusarz is a proven marketing executive, and a nationally-recognized motivational speaker and author (*Positioning your Brand in the Digital World, Optimizing the Customer Decision, Change Communications: Engaging your Employees and Market, Today's Digital Customer and Core Messaging for Successful Mergers*). Mike began his career with RCA and then General Electric, and has held senior leadership positions with Barnabas Health, New Jersey's largest health care system, and The Marathon Group, an award winning advertising and branding firm he created.