

Marketing Public Health: Focus on Title X

**Satellite Conference and Live Webcast
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**Produced by the Alabama Department of Public Health
Video Communications and Distance Learning Division**

Faculty

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Objectives

- Explain why marketing Title X is necessary
- List the four rules of “word of mouth” marketing and how it relates to your work
- List the five T’s of “word of mouth” marketing

Objectives

- Identify at least four tools in a mass marketing campaign that can be effective for Title X programs
- List four steps in developing a marketing/outreach plan

What Makes a Family Planning Program Work?

- Meets people’s needs
- Contraceptive access
- Choice of contraceptive methods
- Client-centered quality
- Communication
- Well-trained providers

– Population Reports Volume XXII, The Johns Hopkins School of Public Health

Why is Marketing Necessary?

- Competition
 - Clients/customers
 - Funding
- Awareness
 - Clients/customers
 - Other people who provide other services for our clients

Why is Marketing Necessary?

- Other people inside your organization
- Those who provide funding
- Public image

Title X Family Planning Regulations

- To facilitate community awareness of and access to family planning services, projects must establish and implement planned activities whereby their services are made known to the community [59.5(b)(3)]

Is Marketing My Responsibility?

Ever Heard of Word of Mouth?

- When one person tells the other person about their experience

It's More than Just Marketing...

- Product design
- Customer service
- It is what you do, not what you say

- Word of Mouth Marketing: How Smart Companies Get People Talking
Andy Sernovitz

Word of mouth is as much about customer service as it is about marketing

What Do People Want?

- **Look at what you provide and how you provide it**
 - **Ease of use**
 - **How does the competition do it?**
 - **Convenience**
 - **Any value added features?**

What Client's Value

- **Sense people's needs before they ask (initiative)**
- **Help each other out (teamwork)**
- **Acknowledge people's feelings (empathy)**
- **Respect the dignity and privacy of everyone (courtesy)**
- **Explain what's happening (communication)** - If Disney Ran Your Hospital

What Client's Value

- **Health care providers' "attitudes" and "treatment" of clients often determine which health services women use and even determine whether women seek services at all**

What Women are Saying

- **In Alabama, Oregon, Ohio and across the nation**

Discouraging Factors

- **Lack of awareness about availability of services**
- **Inability to access services/contraceptives**
- **Previous negative experience with public health**

- The Family Planning Project Social Marketing Study Executive Study Summary
May 2001

One Woman's Experience....

"If you go to a low income place . . . you kind of get treated like you can wait because you are not really paying your money so they kind of disrespect you more."

Motivating Factors

- **Caring and supportive clinic staff**
- **Accessible services**
 - **Clean, welcoming clinic environment**

– The Family Marketing Project Social Marketing Study Executive Study Summary
May 2001

Good Service

- **Good service means care that is pleasantly given, efficient, of good quality, and meets the patient's needs**

Customer Service

- **Best friend approach**
- **“The Golden Rule”**
- **Professional**

Why is All This Important?

- **Focused on “technical quality” rather than “functional quality”**

Why Our Clients Deserve Excellent Service

- **Satisfied clients are our most powerful marketing and public relations force**
- **Satisfied customers are easier to serve**
- **They are more likely to return and to think positively about contraception**

Benefits of Good Customer Service

- **Costs much less than providing poor service**
- **Increased enrollment by maintaining current customers**
- **Increase in productivity, efficiency, and effectiveness**
- **Positive “word of mouth” advertising**

The 99.9% Factor

- **If 99.9% is good enough, then...**
 - **12 babies will be given to the wrong parents each day**
 - **291 pacemaker operations will be performed incorrectly this year**
 - **22,000 checks will be deducted from the wrong bank accounts each hour**

The 99.9% Factor

- **Perfect customer service is essential!**

“Exceptional customer service is no longer an added benefit; it is a necessity.”

– **Renee Evenson, Customer Service Training 101**

Customer Service

- **All employees are responsible for creating an atmosphere that generates positive word of mouth advertising**

Customer Service

- **Customers**
 - = **Revenue**
 - = **Wages**
 - = **Employees**

– **Customer Service Training 101, Renee Evenson**

Marketing Title X

We Don't Need to Market Our Program

- Served last fiscal year
 - 111,264
- Estimated in-need women 13 - 44 at 249% and below Federal Poverty Level
 - 274,970

– Contraceptive Needs and Services, 2001-2002
The Alan Guttmacher Institute

Alabama's Family Planning Program: Number of Patients Served

2005	2006	2007	2008	2009	2010 (prelim)
95,616	96,998	106,665	109,238	111,264	105,004

Word of Mouth Marketing

- Giving people a reason to talk about your products and services
- Making it easier for the conversation to take place
- When a consumer tells a consumer about you

Word of Mouth Marketing

- Most important source of new business
- Least expensive source of new customers
- Honesty is the essence

– Word of Mouth Marketing: How Smart Companies Get People Talking
Andy Semovitz

Makes More Money

- Reduced client acquisition cost
 - These customers are free
- Free advertising
 - Word of mouth promotion doesn't cost a thing

Makes More Money

- Better return on your traditional advertising
 - Word of mouth supports your ads' messages and spreads them around

– Word of Mouth Marketing: How Smart Companies Get People Talking
Andy Semovitz

You Have Always Been Doing Word of Mouth Marketing

- Sources of new clients/initial visits – where did they hear about your clinic?
 - From a friend
 - From a coworker
 - From my boss
 - From my doctor/my caseworker

You Have Always Been Doing Word of Mouth Marketing

- From my Sunday school teacher
- Know someone who comes here

– Word of Mouth Marketing: How Smart Companies Get People Talking
Andy Sernovitz

The Four Rules of Word of Mouth Marketing

- Rule # 1
 - Be interesting
- Rule #2
 - Make people happy
- Rule #3
 - Earn trust and respect

The Four Rules of Word of Mouth Marketing

- Rule # 4
 - Make it easy

– Word of Mouth Marketing: How Smart Companies Get People Talking
Andy Sernovitz

Three Reasons People Talk Positively About You

- Reason #1: The Stuff – You and Your Services
 - They like you
 - You have given them something to talk about
 - You've made it easy for them to talk about you

Three Reasons People Talk Positively About You

- Reason # 2: THEM – Talking Makes Them Feel Good
 - They feel smart
 - They want to help people
 - They feel important
 - They want to express themselves

Three Reasons People Talk Positively About You

- Reason # 3: US - Feeling Connected
 - They are a part of a family
 - They are a part of a team
 - They are insiders

– Word of Mouth Marketing: How Smart Companies Get People Talking
Andy Sernovitz

The Five T's of Word of Mouth Marketing

1. Talkers: Find the people who like to talk

- Clients
- Other providers of services
- People within your community
- Employees

The Five T's of Word of Mouth Marketing

2. Topics: Give Them a reason to talk

- Good service
- Nice facility
- Friendly, compassionate staff
- Can get appointment the same day
- Can get a year supply of contraception

The Five T's of Word of Mouth Marketing

3. Tools: Help the message spread farther and faster

- Brochures
- Posters
- Postcards
- Flyers
- Blogs
- Website
- Logo items

The Five T's of Word of Mouth Marketing

4. Taking Part: Join the conversation

- Comment on your Blog
- Answer your emails
- Return your phone calls
- Have a suggestion/comment box in clinic

The Five T's of Word of Mouth Marketing

5. Tracking: Measure and understand what people are saying

- Customer service surveys
- Focus groups
 - Current clients
 - Clients who no longer use your service

– Word of Mouth Marketing: How Smart Companies Get People Talking; Andy Sernovitz

The Prostate Net “Barbershop Network”

- **The Five T’s of Word of Mouth Marketing**
 - **Talkers – Barbers**
 - **Topics – The importance of prostate exams**
 - **Tools – Informational brochures, other educational material**

The Prostate Net “Barbershop Network”

- **Taking Part – Established a dialog with the barbers**
- **Tracking – Frequency of prostate exams**

– Word of Mouth Marketing: How Smart Companies Get People Talking
Andy Sernovitz

Word of Mouth Marketing Manifesto

- **Happy customers are your best advertising**
- **Marketing is easy**
 - **Earn the respect of your clients**
 - **They will do your marketing for free!**

Word of Mouth Marketing Manifesto

- **Ethics and good service come first**
- **You are the users experience**
 - **It is what you actually do that counts**
- **Negative word of mouth is an opportunity**
 - **Listen and learn**

Word of Mouth Marketing Manifesto

- **People are already talking**
 - **Be interesting or be invisible**
- Word of Mouth Marketing: How Smart Companies Get People Talking
Andy Sernovitz

When Your Clients Walk Out the Door

- **What have I given her to talk about?**
- **How will she remember to tell a friend**
 - **Could I have made it easier to spread the message?**
- **Was anything about the experience remarkable?**

– Word of Mouth Marketing: How Smart Companies Get People Talking; Andy Sernovitz

Choose to Be Good

So What Am I Marketing?

- What is Title X?
- What is a Medicaid Waiver?

History of Title X Family Planning

- FDA approval of the birth control pill in 1960
 - Allowed couples to space their children or avoid pregnancy
- 1965
 - The pill was the leading method of reversible contraception in the U.S.

History of Title X Family Planning

- Low-income families continued to have more children than they desired
 - Poverty impeded access to contraception
 - Unintended childbearing further increased poverty and reliance upon public assistance

History of Title X Family Planning

- President Johnson
 - Office of Economic Opportunity in 1965 began offering grants for family planning services
- 1965 Supreme Court struck down a Connecticut law preventing couples from using contraception

History of Title X Family Planning

- Late 60s
 - Social Security Act required state welfare agencies to make family planning services and information available to recipients

History of Title X Family Planning

“... no American woman should be denied access to family planning assistance because of her economic condition.”

– President Richard Nixon, 1969

History of Title X Family Planning

- **1970 Title X of the Public Health Service Act**
 - **To this day is the only federal program dedicated to providing family planning services nationwide**

History of Title X Family Planning

“We need to make population and family planning household words. We need to take sensationalism out of this topic... If family planning is anything, it is a public health matter.”

– President George H.W. Bush

The Mission of Title X

“...to provide individuals the information and means to exercise personal choice in determining the number and spacing of their children.”

– Program Guidelines for Project Grants for Family Planning Services, 2001

The Purpose of Title X

- **To make certain that people who want and need family planning services can receive them**
 - **Priority is for low-income families**
- **To provide individuals with educational, medical and social services they need to plan their families**

The Purpose of Title X

- **To include related preventive health services such as Pap smears, clinical breast exams, HIV and STD tests, and other services related to reproductive health and family planning**

What is a Research and Demonstration Waiver?

- It allows states to use federal money to provide services beyond those currently allowable by federal law for a designated period of time
 - The states have to be able to show that the projects purpose was met in a cost effective and an efficient manner

2 Types of FP Waivers

- Income based waiver
 - 22 states
 - Including North Carolina
- Services extended
 - 4 states

What's the Difference in Title X and Plan First?

- Title X provides the funding “foundation” for our county health department clinics
- All clients who receive services in our Family Planning clinics are considered our Title X clients

What's the Difference in Title X and Plan First?

- About 57% will have Medicaid coverage to provide reimbursement
- Plan First is an insurance that covers Family Planning
- ADPH is a Plan First Provider

What Should We Do?

- What can we use?

“Imagination is more important than knowledge. For while knowledge defines all we currently know and understand, imagination points to all we might yet discover and create.”

– Albert Einstein

Outreach and Marketing Responsibilities

- **State Outreach Coordinator**
 - **Development of the State Outreach Plan**
 - **Assisting counties with individual outreach plans**
 - **Provide market analysis**

Outreach and Marketing Responsibilities

- **Development of all mass media campaigns and media material**
 - **Tracking of all written material issued**
 - **Tracking of all outreach activities**
 - **Monitoring hotline**

Outreach and Marketing Responsibilities

- **Development of canned presentations**
- **Purchase of TV/Radio air time and billboard placement**
- **Statewide**
 - **Mail campaigns**
 - **Presentations**

Outreach and Marketing Responsibilities

- **Booth at statewide meetings**
- **Press releases**
- **Development of web-based marketing tools**

Outreach and Marketing Responsibilities

- **County – Care Coordinators**
 - **Local distribution of written material**
 - **Contact “unseen” women enrolled in Plan First or who haven’t returned to your clinic in over a year**

Outreach and Marketing Responsibilities

- **One-on-one with patients in clinic setting**
- **One-on-one marketing with private providers of Plan First**
- **Local presentations**
- **Participation in health fairs/college orientations, etc.**

Marketing Needs to Follow a System

- Diagnose the problem
- Look at the audience
- Develop the “treatment plan”
- Monitor - “tweak” - evaluate

Diagnose the Problem

- Identify problems
 - Which problem is easiest to address?

Look at the Audience

- Target audience
- Secondary audience
- Those close to the target audience
- The most in need/defenseless
- “Reachability”

Develop the Treatment Plan

- Go to where your audience is
- When and where are they thinking about the issue?
- Build a partnership with key allies
- Utilize a variety of approaches
 - What are their lifestyle and media habits?

Go to Where Your Audience Is

- People will not go out of their way to find your message

When and Where are They Thinking About the Issue?

- Negative pregnancy test
- Following the birth of a baby
- After an abortion

Build Partnerships with Key Allies

- **Who can help me get the message out?**
 - Organizations concerned with your issues
 - Other potential allies

Use a Variety of Approaches

- **Mass media**
- **Non-traditional outlets**
- **Printed materials**
- **Presentations, workshops, and classrooms**

Mass Media

- **Public communication that can be “broadcast” to a large number of people at one time**
 - Television
 - Radio
 - Newspapers
 - Magazines

Mass Media

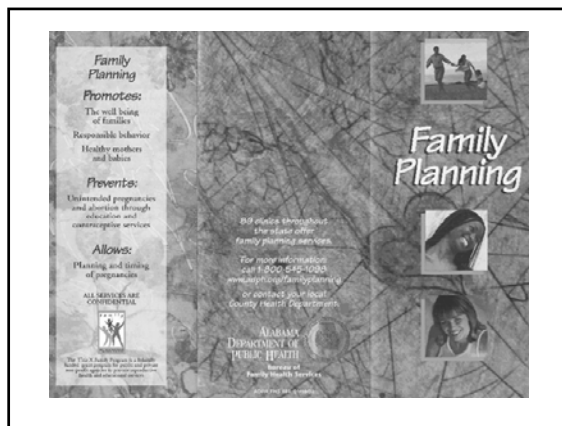
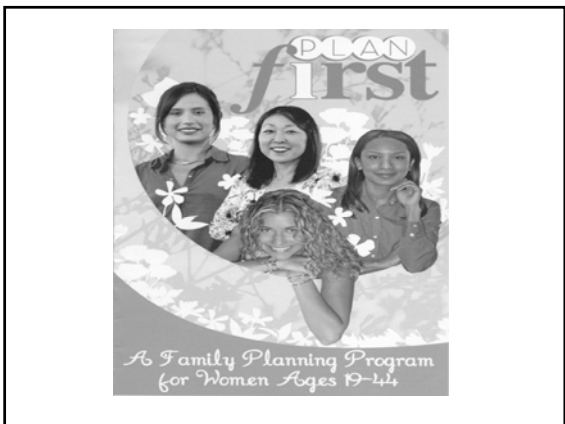

- Billboards/sports billboards
- Mass mailing/flyers
- Utility bills
- Pay check envelopes

What Should We Use?

- **A mixed media outreach campaign can be utilized**
 - Brochures
 - Posters
 - Postcards
 - Fact sheets
 - Audio-visual presentations

What Should We Use?

- Written, billboard, radio, and television advertising
- Toll-free hotline
- Website

"One style doesn't fit all. Especially when it comes to birth control."

We provide...
A wide range of confidential and professional family planning services to both women and men ages 14 and up.
Services are provided regardless of income.
You may be eligible for free or reduced cost service.

Let us help find a method that works for you

Family Planning

Services:

- Physical exam (including a medical history, pap smear, clinical breast exam, height/weight and blood pressure)
- Family planning counseling and education on all contraceptive methods
- Pregnancy, HIV, and STD testing
- Birth control supplies
- Sterilization (including counseling, education and referral)
- Pre-conceptual counseling (planning your pregnancy)
- Case coordination for some clients





Plan *first* Outreach Report

What form of outreach was done: (CHECK CATEGORY)

Posters given _____ If yes, how many? _____
Where? _____

Brochures given _____ If yes, how many? _____
Where? _____

Care Coordination fact sheet given? _____ If yes, how many? _____
Where? _____

Presentation made _____ If yes, to whom? _____

News release given _____ If yes, what paper? _____

Interview given _____ If yes, which medium (TV, Radio, Newspaper, etc.) _____

Please return to: Annie Voxel, RN, BSN
The RSA Tower
P.O. Box 303017
Montgomery, AL 36103-3017
Care Coordinator: _____
County: _____
Date: _____

Word of Mouth

- Ask your clients to tell their friends and family about our services
 - Place a sign in clinic “Tell A Friend”
 - Put the request on the visit invoice
 - At the end of some phone calls say “don’t forget to tell your friends about us”

– Word of Mouth Marketing: How Smart Companies Get People Talking; Andy Sernovitz

Monitor – Tweak - Evaluate

- The cornerstone of social marketing is evaluation
 - Determine what you accomplished so you can use the information to improve your program

**The BIG Question Is:
Did You
Make a Difference?**

Evaluation

- At whatever level your evaluation is achieved, the information gained should be used to improve your program

What Data Should We Collect and/or Use?

- Unduplicated patients
- FP visits
- County office calls
- Waiver – increase in enrollment
- Production management report
- Medicaid birth rates
- PRAMS unintended birth rates

Questions to Answer

- What is the problem?
- Who is the target audience?
- Where are they?
- How do I promote it?
- Where do I place the information?
- What secondary audience should I reach?

Questions to Answer

- Who can help me get the message out?
- How can I evaluate?

Key to Success

- **The key to a successful campaign is consistency and continuity**
 - **Marketing should be ongoing**
 - **Family planning clients**
 - **Professional partners**