



BEYOND TRADITIONAL MARKETING IN HEALTHCARE

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“HEALTHCARE
INDUSTRY...

NEW YEAR...

NEW
STRATEGIES.”

GLOBAL HEALTHCARE INDUSTRY

The core concept that fuels successful patient experience is knowing that people—patients, doctors, hospitals—are not buying just a product or service. What they really buy is the means to create healthy and happy lives. They are buying an emotional experience that doctors and hospitals deliver moment by moment, one person at a time.

Within this total experience, every device that impacts the well-being of a patient has to come out of the commoditization trend and offer a true value for the patients' health.

What is the true value?

In today's global markets, the strict and ever-changing regulations, the increasingly high cost of healthcare, the power, the ease and the speed of imitating technology have led some manufacturers into fast production of the medical devices that has lower quality which directly impacts the patient's well-being.

We believe it is time to make a difference in turning this trend around by not just manufacturing products for a certain purpose but also support it with the best quality control, continuous feedback from the customers as well as sustainable results by providing unparalleled service after sales and continuous innovation.

After all, it is the human life that is in effect.

The starting point is up to successful marketers!

And Marketing...

The most important job of a marketer is to turn an invisible value into perceived value. It is about a specific value for the target market. They need to do this profitably. And then they need to position themselves as the choice of the target market. Last but not least, they need to deliver effective communication channel and strong content to create the perceived value.

"At a time when the marketplace is demanding the best product at a lower price, medical groups are also expected to deliver comprehensive and coordinated services to their patients. This activity is really a "customer intimacy" or "total solutions" imperative." says Michael Porter.

Furthermore, according to him in his book on Strategic Marketing in Healthcare: "Successful strategic marketing for individual business units and service entities entails the following activities:

- Defining the business mission,
- Analyzing the external opportunities and threats
- Analyzing internal strengths and weaknesses
- Formulating goals
- Developing strategies
- Crafting supporting programs
- Implementing the programs gathering feedback
- Exercising control

"To ensure its success each service unit within a business unit must contribute to developing the overall marketing plan for the organization. This plan is the most important task."

For the last six years, in my strategic marketing classes, I used to start each class with the same question, "Tell me why, as a potential customer, I should buy from you?"

The response has always been the same- our products have high quality!

I would then ask what that meant. Then, they would get into details of why their customers were buying from them. They would get into absolutely the greatest stories of what they have done for their customers and had nothing to do with the product. Then I would ask, "why, as a potential buyer, I cannot see these great stories on your website?"

It was almost a taboo to write stories about the good things a supplier does in B2B environment as if it should only happen in B2C.

This is now changing...and has to change...

Quality by itself means nothing...it is just a word. What matters is what it really represents. Is it the speedy delivery that saves somebody's life? Does the product prevent infection during an operation, or do you provide a service such that no operation is delayed? Or do you provide operating tables that comforts the patients during and after the operation or makes it very effective for a successful operation?

As we have now entered Marketing 4.0 era, it is all about connecting to the final user on a very global platform. This is now about experiential marketing where you set up events that your customers' customers get involved and get to learn about you.

In its simplest form, experiential marketing is nothing more than a corporate storytelling. Embracing experiential marketing requires a brand new way of thinking.

It is all about creating a perceived value from an invisible value! And the value is NOT what we see as value but as how our customers see as value in reference to their customers.

We know that any demand we receive as a supplier in B2B is what we call a "derived demand", meaning if the final user does not need any of the end products or services, nobody would demand our services or products. There are a lot of players in between within what we call the value chain. The closer we get to the end user, the more value we add to everything we offer to the marketplace.



That is why we end this article as we started... Focus on the patient is the ultimate way of adding more value and thus de-commoditizing the products and services.

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