

## Marketing & Communications Tip Sheet Based on Provider Target Audience Research

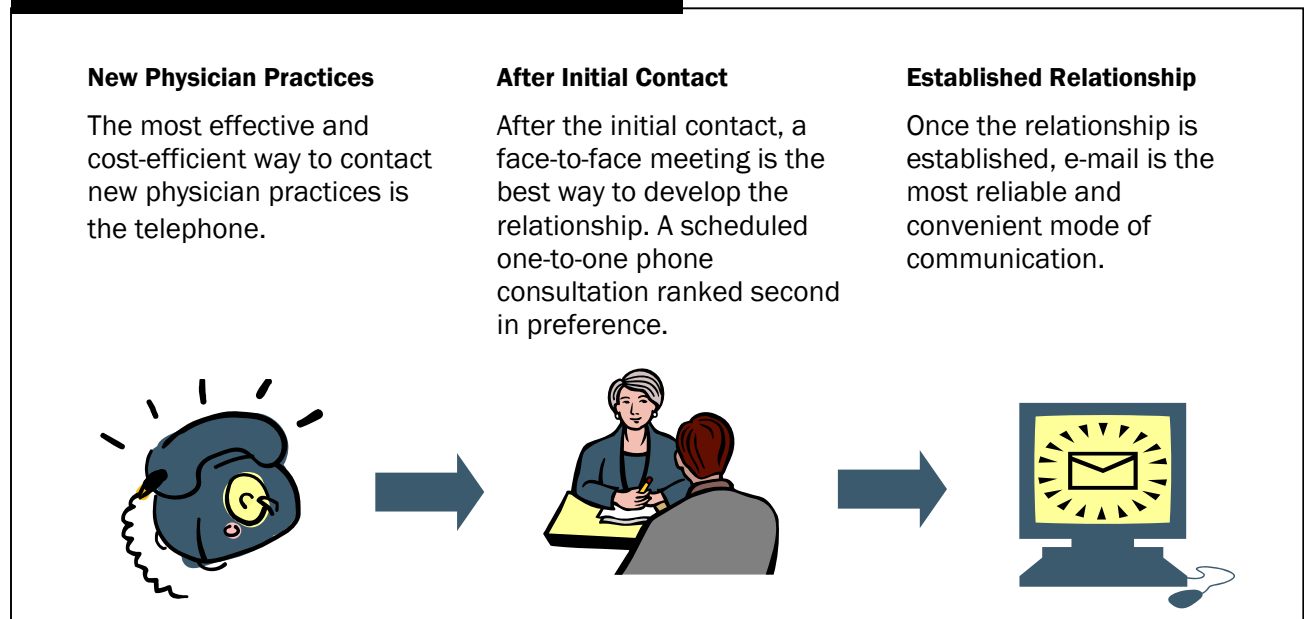
### Nursing Homes and Physician Offices Communication Preferences

According to the 2007 WESTAT survey conducted for CMS, communication preferences were ranked in the following order:

1. E-mails
2. Training workshops, seminars, and conferences
3. Site visits

However, Lumetra’s experience with **physician offices**, as well as interviews with physicians demonstrated slightly different results based on the relationship we have with the provider.

#### What Lumetra Learned about Physician Offices



### Hospital Communication Preferences

- |   |                               |
|---|-------------------------------|
| 1. E-mails                              | 3. Telephone conference calls |
| 2. Workshops, seminars, and conferences | 4. Site visits                |

### Most Effective Event Marketing Tactics

“1” is the most effective and “4” the least effective

| Event Marketing Tactics     | Nursing Homes | Hospitals | Physician Offices |
|-----------------------------|---------------|-----------|-------------------|
| <b>E-mails</b>              | 1             | 2         | 1                 |
| <b>Fax blasts</b>           | 2             | 3         |                   |
| <b>“Red Phone” calendar</b> | 3             |           |                   |
| <b>Telephone calls</b>      | 4             |           |                   |
| <b>E-newsletters</b>        |               | 1         | 2                 |

| Event Marketing Tactics                     | Nursing Homes | Hospitals | Physician Offices |
|---|---------------|-----------|-------------------|
| QIO Web site                                |               |           | 3                 |
| Marketing through professional associations |               |           | 4                 |

## Tools and Resources Preferences

### Nursing Homes

- Posters and checklists
- Instruction sheets and tip sheets
- PowerPoint presentations, pocket cards, and PDF documents

### Hospitals

- Posters

### Physician Offices

- Articles and reports

## Presentation and Training Guidelines

### Nursing Homes

- Materials should use consistent branding, “warm and fuzzy” Midwest-like language and appearance
- Create practical one-page tools and “fast facts” documents
- Clearly tell the providers “what’s in it for them” by offering tools that function as quick resources for immediate use
- The best time to schedule a teleconference or Webinar is from 2 – 3 PM



### Hospitals

- Include rationale/information about why the content should be important to them
- Provide specific action items at the conclusion (what they can put in place or begin tomorrow)
- Recommendations must be actionable

### Physician Offices

- The noon hour is the best time to schedule a teleconference or Webinar
- Live Webinars are the most effective presentation and training medium
- On-site meetings with medical group leadership to troubleshoot problems and review specific information are effective
- Educational teleconferences are not as effective as Webinars and tend to have diminishing attendance over the course of time
- Offer a clear benefit in terms of increasing office efficiencies and clinical coordination, supporting growth and productivity, and optimizing quality care as well as revenues

For more information, please visit Livelink (Enterprise/Lumetra/MarComm/Internal Communications/Target Audience