

Make patient mindset the starting point of your healthcare marketing

Increase engagement and campaign success

By taking strategic steps to understand what your patients are thinking and feeling — their anxieties, frustrations, preferences and goals — you can speak directly to their headspace in your marketing efforts. Use your newfound insights as the foundation for campaign messaging that resonates with and motivates audience members to seek care at your healthcare organization.

Process

Often marketers begin developing campaigns and communications with new services, technology, providers or even offers in mind. They presume the audience will care deeply about their new robotics or procedures or providers. And they ultimately may. But to get the attention of the audience, we've found that by first connecting with their authentic thoughts, feelings and needs, we can better interest and engage them in what our clients have to offer.



GOAL



METHOD



HEADSPACE



MESSAGE



EXAMPLE

Learning what's really on the patient's mind leads to GI campaign

Our client was finding remarkable success using precision testing to provide better solutions for people with IBS and Crohn's disease. These conditions often put severe limitations on the ability to enjoy the normal pleasures of life—especially heartbreaking for young people. We visited public forums where patients shared their difficulties.



GOAL

Provide a personalized solution to digestive issues through precision testing



METHOD

Research on public forums where patients discussed their disease



HEADSPACE

The unpredictability of GI disease means that people with IBS and Crohn's disease — especially young people — have heartbreaking limitations to their lives and are unable to do things most people take for granted, such as dating, going out with friends, going to work and more.



MESSAGE

Don't give up. Find the solution you need to do the things you want to do and enjoy life's moments.

EXAMPLE

A better solution to incontinence

Our client offered highly successful urogynecology solutions for women who would otherwise face a life of incontinence. We learned of patients' feelings and fears by talking with an empathetic provider. We also accessed growing evidence that feminine hygiene product companies were successful in presenting their products—and a lifelong dependency on them—as an acceptable solution.



GOAL

Improve quality of life through innovative and highly successful surgery



METHOD

We spoke with an empathetic provider who was invested in helping patients live their best lives. We also performed audience research.



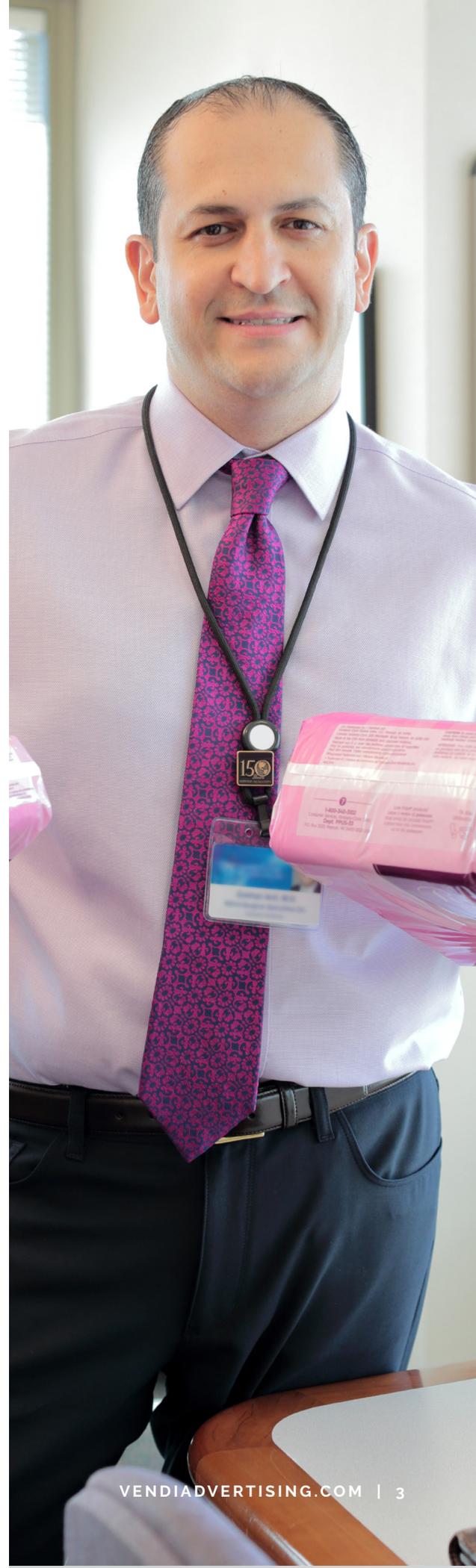
HEADSPACE

Women believed their only option for dealing with urinary incontinence was to use pads every single day



MESSAGE

You deserve better than “I just have to live with it” (You don’t have to live with incontinence)





EXAMPLE

The benefit new moms weren't looking for

In this example, the previous campaign message was based on labor and delivery innovations that allowed new moms to have their newborns in their room with them rather than the baby being in the nursery. The previous message was, "More time with baby."

Our research showed moms actually preferred more time without the baby in the room so they could sleep or rest. The research also showed parents needs were changing. They are increasingly interested in flexibility during prenatal care and involving their entire family in the experience.

GOAL

Get the type of care that's best for baby and matters the most to mom

METHOD

Qualitative research on what matters to moms

HEADSPACE

Parents needs are changing—including a greater need for flexibility before and after baby is born

MESSAGE

Pregnancy care that fits your busy life and focuses on innovative programs that benefit the entire family

Example campaign results

Overall results from our health system campaign including the examples above: 22% increase in year-over-year appointment requests. The service lines we featured experienced notable increases in patient demand and volume.





Workshop exercises

Methods to uncover target audience headspace

Research (qualitative or quantitative), 1:1 interviews and focus groups are good ways to uncover the mindset/headspace of your target audience(s). When you complement these tactics with workshop exercises like backward brainstorming and empathy mapping, you can laser focus on the thoughts and feelings that create your audience's headspace. The following small group workshop exercises are ideal for marketers, creatives and stakeholders, instrumental in communicating with your target audience(s).

- **Backwards brainstorming**
- **Empathy mapping**
- **Current and desired perceptions**
- **Key factors ranking**

FREE DOWNLOAD

Download our exclusive campaign strategy workbook today

Get helpful worksheets for backward brainstorming, empathy mapping, current and desired perceptions and key factors ranking exercises.

Visit vendiadvertising.com/healthcare-download to get started.

EXERCISE

Brainstorm “backwards” to reach messaging that hits the bullseye

Marketers often focus first on what they think a campaign message or offer should be. Unfortunately, this can result in campaigns that miss the mark because they don't speak to what the target audience is actually thinking and feeling. Working backwards focuses on the target audience(s) first, allowing marketers to place a construct around the messaging approach, gain new insights, make strategic decisions and achieve significant campaign results. In backward brainstorming, you'll consider:

- **Your audience:** Who you're talking to
- **Their headspace:** What's important to them? How do they feel?
- **Their perceptions:** Are there misunderstandings you need to address
- **The audience conversion:** What barriers can you remove? What might trigger them to act?
- **Your call to action:** What action can you provide that will allow for that conversion
- **Your messaging:** What will resonate most deeply with your audience(s) to meet their needs

Backward brainstorming begins with a table. Draw on a whiteboard (actual or digital) or a large sheet of paper. First, define the target audience or audience segments, then work your way toward your message(s).

AUDIENCE	HEADSPACE	PERCEPTIONS	CONVERSION OPPORTUNITY	CALL TO ACTION	MESSAGE
Men and women ages 18+ who may need physical therapy	They want to get back to normal, doing the things they want and need to do	All physical therapy care is about the same Physical therapy is beneficial but it might hurt or even harm	Understanding how higher levels of PT care improves outcome Feeling assured they will be safe from re-injury	Download an outcomes comparison chart Watch reassuring video testimonials of other patients	Safe, high-quality and personalized therapy is needed to get you back to doing what you love

Example: Backward brainstorming table created for a physical therapy clinic looking to increase awareness and appointments.

EXERCISE

Empathy mapping

Empathy mapping helps clarify audience headspace by turning observations of human behavior into actionable insights that can inform messaging. This is particularly helpful if you haven't developed formal personas for your target audience(s).

- Write down observations about what the target audience **SAYS** and **DOES**
- Use those observations to infer what the target audience **THINKS** and **FEELS**
- Draw insights and conclusions from what you have recorded and shared
- HINT: If you write on an actual whiteboard, take photos of your work to share with the team

SAY (observations)	THINK (inferences)
"I can just find exercises online" "My insurance doesn't cover physical therapy" "I've heard it can work and I'm excited to try it" "Does it hurt?"	They want to get back to doing the things they want and need to do They think they can do it on their own
DO (observations)	FEEL (inferences)
They procrastinate/don't ever make an appointment They call to schedule ASAP They research providers	They feel worried about medical bills and how they'll pay for this They are concerned about re-injury and pain

Example: Empathy mapping table created for a physical therapy clinic

EXERCISE

Current and desired perceptions

Current and desired perceptions exercise gets you to the heart of what your audience perceives (as reality) about you, and what you'd like them to perceive about you. You'll clearly see where "disconnects" exist, and build a better understanding you can then use to create messaging that addresses your audiences' needs and preferences.

- Draw two large columns on a whiteboard or large sheet of paper
- Label the left column **CURRENT** and the right column **DESIRED**
- List perceptions, then determine which solutions and opportunities can/should shape your messaging

CURRENT What are the current perceptions of [X]?	DESIRED What are the desired perceptions of [X]?
It can be difficult to get the appointment times I want	We have flexible scheduling (evening and weekend hours available)
They have excellent providers with high standards	We have a cash-pay option for those without insurance
The staff really cares	High-quality care makes a difference
Too many sessions are needed and it's too big of a time commitment	
The cost is more than my insurance will cover	

Example: Current and desired perceptions table created for a physical therapy clinic

EXERCISE

Key factors ranking

Key factors ranking helps determine what will inspire audience members to convert/act. For bottom-of-funnel audiences, the goal is to get people to act. If people know exactly what they are acting on and/or how they will benefit from that action, they'll be more likely to actually take action. To that end, it's often helpful to promote specific factors (offerings, services, solutions) in some communications. This exercise helps you determine exactly which factors to promote.

- List key factors and related details that impact your audience members' perceptions and decisions
- Consider factors relative to your competitors (even if a factor isn't a true differentiator for you, it may be worth prioritizing in messaging as something you "own" within your market space)
- Rank each listed factor's importance: very important, moderately important or not important, then use those rankings to prioritize factors within your messaging

KEY DECIDING FACTOR	SPECIFICS/DETAILS	VERY IMPORTANT	MODERATELY IMPORTANT	NOT IMPORTANT
Cost/insurance	<i>We accept most major insurers and Medicare; we offer a cash discounted rate</i>		X	
Providers	<i>Quality of care is top-notch; we have specialists on staff with proven outcomes</i>	X		
Distance from home	<i>With 4 locations in the area, we are a close option for most patients</i>			X
Time commitment	<i>Appointments average 45 minutes and typically patients average 6 sessions</i>			X
Feeling better	<i>Care is tailored to the individual; re-injury rate is low</i>	X		

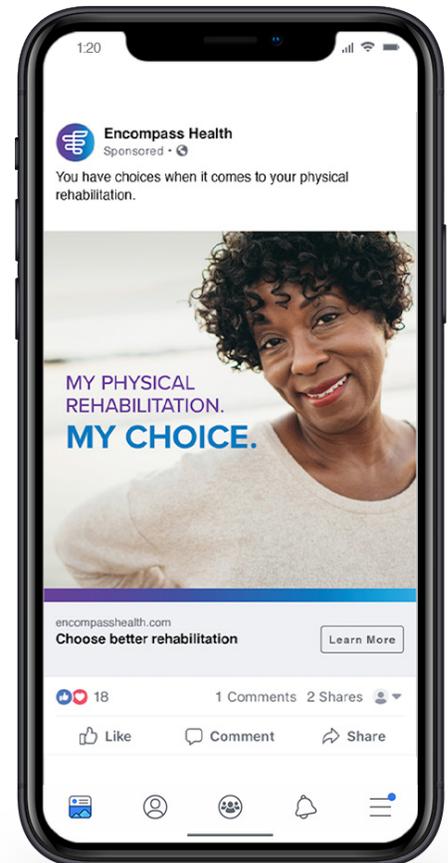
Example: Key factors ranking table created for a physical therapy clinic

Vendi healthcare marketing experts are ready to help you speak directly to patients' headsapce

Since 2004, Vendi has helped healthcare systems and facilities promote their capabilities and reach their goals, partnering with numerous healthcare organizations to:

- Communicate key specialties and commitments in new and inspiring ways
- Differentiate each organization from its competitors in the highly competitive healthcare market
- Motivate current and new patients to schedule appointments to receive care

If you're ready to grow your organization's influence, patient base and bottom line, Vendi is here to help. Partner with us to strategize, create, launch and track patient-first content and campaigns that drive the highest levels of engagement and return remarkable results.



Get in touch

Find out how our depth of experience in healthcare marketing makes us a great fit to help you reach your goals.

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