

Affiliated Dementia Diagnostic Clinic Basic Marketing Plan

Goals

- Deliver culturally competent quality services and exceptional customer service
 - Develop, maintain, or increase clinic volumes
 - Increase internal and external awareness of clinic services
 - Understand and address internal, community, and other stakeholder needs
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Tactics

Internal (key to clinic's sustainability, most referrals will be from internal sources)

- Develop messaging that concisely identifies the rationale and value of clinic services. The messaging should be tailored to the organization's and its member's needs; and may include whether the clinic is a consultation only or a consultation/comprehensive model.
- Identify key committees/groups/clinics to do initial launch of clinic, and then regularly scheduled service updates. Ideally, the updates would include quantitative data, as well as qualitative highlights.
- Identify provider, leadership, and administrative champions
- Consider doing brief lunch and learn education programs
- Explore having overall organization become dementia capable
- Work with Human Resources to inform the organization's employees of the clinic's services
- Be a part of internal employee wellness fairs and annual competency events

External

- Network with major stakeholder which include:
 - ◊ The Alzheimer's Association
 - ◊ The Alzheimer's and Dementia Alliance of Wisconsin (ADAW)
 - ◊ The county's Aging and Disability Resource Center (ADRC) and the county's Dementia Care Specialist or Dementia Lead
 - ◊ County Health and Human Services
 - ◊ Public Health Departments
 - ◊ Family Care Managed Care Organizations
 - ◊ Family Care Partnership Organizations
 - ◊ IRIS Consultant Agencies, Fiscal Employer Agents (FEAs), and Self-Directed Personal Care Agency
 - ◊ Continuum of Care Communities (housing)
 - ◊ Dementia Network Action Groups
 - ◊ Memory Café facilitators
 - ◊ Libraries that serve as hubs for dementia care
 - ◊ City/County Business groups
 - ◊ Regional Area Agencies on Aging
 - ◊ Greater Wisconsin Agency on Aging Resources (GWAAR)
 - ◊ Dane County Area Agency on Aging
 - ◊ Milwaukee County Area Agency on Aging
 - ◊ Adult Day Services, Senior Centers, meal sites
 - ◊ Home health care and home care agencies
 - ◊ EAPs
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Tactics: External (continue)

- Develop one strong written marketing tool (brochure) versus a variety of items
- Work with internal marketing department regarding the clinic's webpage
- Hold memory screening / wellness screening events
- Provide community education programs
- Present at local conferences and events
- Participate in health fairs

Marketing Mix Variables (considerations to keep in mind)

Product

- Culturally competent
- Quality driven
- Interdisciplinary team
- Consultation only or a consultation/comprehensive model
- Patients appropriate for service (screening/triage needs)
- Post clinic services
- Brings value to all layers of customers (patients, their support system, referral source, the healthcare system, payer source)

Place

- Location's accessibility and ease of use
- One or multiple locations
- Proximity to primary care provider and other services (i.e. radiology, lab)
- Drive time for service

Promotion (reference above tactics)

Price

- Third-party payer system dictates limited/poor reimbursement rates for highly complex, labor intensive service
- Gain insight to cost-avoidance savings for the organization (i.e. decrease in emergency department use, hospitalizations)
- Gain insight to downstream revenue generated by clinic referrals for services such as lab, radiology, sleep studies...

Meet the Needs of Customers

- Identify the layers of customers: referral sources, patienta, support system members, administration, community resources (i.e. downstream services), payer sources...
- Seek feedback/satisfaction from all levels of customers
- Track referral sources and regularly monitor referral patterns. Respond proactively to referral pattern changes (both increases and decreases).
- Include all clinic team members, support staff, and others involved in any aspect of service delivery in analyzing customer satisfaction, and in the development of quality improvement efforts.
- Annually meet to discuss the health of the clinic, the overall perception of the clinic, and complete a S.W.O.T analysis.