



# Multi-Jurisdictional Health Symposium

Research Analysis:  
Collaborative Marketing of Health Lines

## Findings and Recommendations

# Project Goals



- Increase knowledge of best practices in promotion and marketing of health lines.
- Identify strategies supporting:
  - Collaboration
  - Integration
  - Partnering
  - New business/services opportunities
  - Reaching specific populations
  - Awareness/trust with health professionals



# Research Team

- Andrew Hume & Associates
- 123 West Communications
- UVic Centre for Community Health Promotion Research
- Zentraba Communications
- DSA Baron Media
- Lands End Studios

# Team Expertise



- Project Management
- Research and Evaluation
- Program Design and Business Planning
- Marketing and Communications
- Multi-Media Applications
- Advertising and Media Buying
- Web Development and Analysis
- Graphic Design and Production



# Methodology

- On-line Surveys
- Literature Review
- Telephone Interviews
- Marketing Analysis
- Web-based Analysis
- Media Analysis
- Marketing Design Assessment

# Key Findings



- Health Lines - increasing in importance
- Social marketing principles key to success
- Shared market research is essential
- Lack of resources is a common barrier
- New, innovative strategies identified
- Little evidence of strategic integration
- Technology = strategic opportunities

# Key Findings



- Little marketing evaluation available
- Tendency to focus on challenging populations more than early adopters and high users
- Lack of promotion of multi-language services
- Need for strategic links, integration and effective cross-branding
- Web sites fall short of best practices

# Key Findings



- To go beyond “reminders for the converted”, marketing and promotion activities need to move to more effective brand development and recognition
- Multi-jurisdictional collaboration has high potential but faces significant challenges



# Key Recommendations



- Adopt social marketing 4P principles:
  - Product; Price; Promotion; Place
  - Add 5<sup>th</sup> P: Partnerships
- Share best practices and experiences
- Co-develop planning and new materials
- Conduct regular quantitative & qualitative research across all jurisdictions to support communications planning process
- Share brand development and marketing

# Key Recommendations



- Establish a communications body
- Establish a knowledge sharing agreement
- Establish an electronic resource library
- Utilize an on-line print resource centre
- Explore health lines directory/call transfers
- Organize health lines conference for knowledge sharing

# Key Recommendations



- Develop generic/core materials for sharing
- Create shared promotional strategies
- Investigate customizable health magazine
- Develop a shared web-based health e-zine
- Develop a workplace health strategy
- Develop a unified approach to branding
- Standardize health line messaging

# Key Recommendations



- Establish standard evaluation benchmarks
- Pursue 3-digit health line number
- Establish a multi-level partnership strategy
- Develop a specific strategy to target women across all audience groups
- Make more strategic use of television
- Identify and implement some “quick wins”

# Quick Wins



- Establish a “Knowledge Agreement” to share best practices and strategies
- Develop core shareable materials and an electronic resource library
- Adopt/apply social marketing principles
- Develop standard health line messaging
- Develop a health lines conference
- Develop a workplace health framework



# Questions and Discussion