

BETWEEN THE SERVICE LINES

**KSM's Approach to
More Human-Centric
Healthcare Marketing**

WHAT IS IT?

A hyper-local report which evaluates patients across multiple service lines and various local hospitals to provide insights into their media habits and healthcare within a specific DMA.

Our Between the Service Lines report illustrates key data points across a multitude of health attributes, psychographics, and demographics to elevate your media approach and focus your media dollars. Between the Service Lines leads to campaigns that stand out from the competition and drive consideration amongst patients seeking care.

The report outputs demonstrate patient profiles and overall healthcare trends related to:

Psychographics	Attitudes/Opinions/Self-Concepts/Values
Audience Segments	Demographics/Socio-Economics
Physicians	Specialty/Visit Frequency
Conditions	Current/At Risk Propensity
Treatment	Type/Stage in Cycle/Satisfaction Level
Insurance	Medicare/Medicaid/HMO/PPO/Private
Media Usage	Offline/Online



WHY IS IT IMPORTANT?

We must remember patients are people first. Cancer patients and maternity patients are in very different head spaces and exhibit different motivations and behaviors when seeking care. Gaining a deeper understanding of patient populations reveals unique opportunities to show empathy in the way we create moments of receptivity. By identifying these trigger moments, we connect with them in meaningful ways which guide them in their journey to take action and engage with a hospital or medical care facility.

Each specialty line patient population has unique media consumption habits. They require media plans as unique as themselves to find those opportune moments of receptivity and create a meaningful connection between themselves and their hospitals and caregivers. Our goal is to humanize hospitals, so that when it comes time for patients to choose care, the choice is second nature; the hospital has already fostered a connection and relationship with patients through media as a trusted source for their medical needs.





How Does It Work?

Utilizing hyper local research, KSM Health & Wellness analyzes data at the DMA level to gain insights into patients and healthcare, which can then inform media plans and provide business insights. Between the Service Lines provides an audit of competitive hospitals, identifying opportunities and points of differentiation which can be capitalized on through media to reach patients and drive business growth.

How Does It Come To Life?

1 Identify the patient opportunity by service line

2 Understand the patients by service line

- Psychographics
- Develop patient profiles by hospital or service provider
- Media consumption

3 Connect with patients

- Create a unique media plan to maximize hospital or service line ROI

- Identify and capitalize on patient moments of receptivity

LET'S PUT IT INTO PRACTICE

Isolating a specific DMA

Case Study: We are supporting Hospital C

1 Identify the patient opportunity for cardiac service line

	HOSPITAL A	HOSPITAL B	HOSPITAL C	HOSPITAL D
Male	52.8	41.7	28.8	45.3
Female	54.3	58.3	71.2	54.7

Finding

Hospital C is not getting their fair share of male cardiac patients. There is a significant opportunity for Hospital C to better engage male cardiac patients in the given market.

Goal

Identify how to reach and engage male cardiac patients in Hospital C's DMA; understand their mindset and what brings them to competing service providers or hospitals to identify competitive conquering opportunities. Target and connect with male patients through identified moments of receptivity to increase consideration amongst male cardiac population vs. the competition.

2 Understand the patients by service line

How do male cardiac patients’ mindsets at Hospital C differ from competing hospitals in this market? What media white space will connect and engage with male cardiac patients across our market, in order to pull share of patients from competing market hospitals and grow Hospital C share?

Let’s take a look at our male cardiac patient’s psychographics; what is he thinking? What is driving him and his healthcare decisions? What barriers hold him back from treatment with a certain provider or hospital for his cardiac care in this market?

Male cardiac patients do their research about treatments and medications. They also consistently agree that these treatments and medications have improved the quality of their lives, are not very concerned with side effects, and are not risk averse. Our competing hospital male cardiac patients (Hospital A, B, and D) are willing to try more advanced treatments and medications. This highlights a white space within the cardiac service line for us (Hospital C) to capitalize upon when looking to pull male cardiac patient share from competing hospitals.

Given the receptivity to this type of messaging among the male cardiac patients in the competitive set, showcasing our advanced treatments and medication options provides the opportunity to empathetically connect with their emotional need. Utilizing strategic media touchpoints such as patient testimonials, patient communities, etc., can increase patient consideration.

Cardiology Services
Used Past 3 years

	HOSPITAL A	HOSPITAL B	CLIENT HOSPITAL C	HOSPITAL D
I’m willing to try the most advanced treatments	74.5	68.8	35.2	58.1
Treatments/RX have improved my quality of life	78.4	71.3	77.8	74.6
Newer treatments/RX work better than older ones	58.6	54.0	66.7	49.5
I research info about treatments/RX often	78.2	70.5	86.8	74.2
I worry about treatment/RX side effects	20.0	27.4	13.9	21.2
If a treatment/RX works, I stick with it	59.6	62.7	47.5	71.5

Competitor Overindexing

Core Audience Strength



3 Connect with patients

Media consumption data sheds light on opportune moments of receptivity. Now that we have identified the white space growth opportunity for Hospital C, we need to assess how male cardiac patients in this market’s hospitals consume media. Evaluating the media consumption of male cardiac patients will help us discover moments of receptivity.

What are the media white spaces to connect with male cardiac patients at Hospital A, B, and D that will pull patient share to Hospital C? Our Between the Service Lines report enables us to develop male cardiac patient profiles unique to each hospital. How do these patients differ? What interests and behaviors do they share? How does a hospital stand out with messaging and moments of connection with patients to become a patient’s first choice for cardiac care?

Our competitors’ male cardiac patients watch TV to unwind. They are more likely to listen to podcasts while they are getting ready to launch their days and listen to daily news updates to stay informed about local news in their area. They do not go to watch new release movies in theatres; however, they are avid streamers and enjoy movies as relaxing entertainment in their downtime.

These data points highlight the opportunity to connect with a highly engaged patient audience while they are appointment viewing TV shows, staying on top of current affairs in the audio space, and streaming video in connected TV environments from the comfort of their homes.

While our male cardiac patients tend to find new technology somewhat confusing, those patients in our competitive set tend to be tech savvy and are not afraid of embracing new technology options (i.e., internet connected AND “smart” HH products such as Nest Thermostats, Alexa, Siri, Google Home, etc.):

Male Cardiac Patients in Our Target Market

	HOSPITAL A	HOSPITAL B	CLIENT HOSPITAL C	HOSPITAL D
I use the internet for healthcare research	78.2	70.5	86.8	74.2
I use social media to connect with friends and family	33.4	41.3	37.8	24.6
Watching TV is how I relax and unwind	78.6	64.0	55.7	59.5
I start my day with podcasts	58.2	60.5	49.8	44.2
I stay active (exercise 3 – 5 times per week)	20.0	27.4	13.9	21.2
I subscribe to streaming services	64.6	72.2	42.7	57.8
I see new movie releases in theaters	29.6	32.7	47.5	41.5

Competitor Overindexing

Core Audience Strength

	HOSPITAL A	HOSPITAL B	HOSPITAL C	HOSPITAL D
Connected and smart household tech is confusing	18.3	23.8	55.6	28.8

This can be a unique channel to increase specialized messaging built for the specific “smart” devices to make it easy for patients to gain useful information and to further gain top-of-mind presence, establish leadership positioning and grow volume.

OPPORTUNITY RECAP

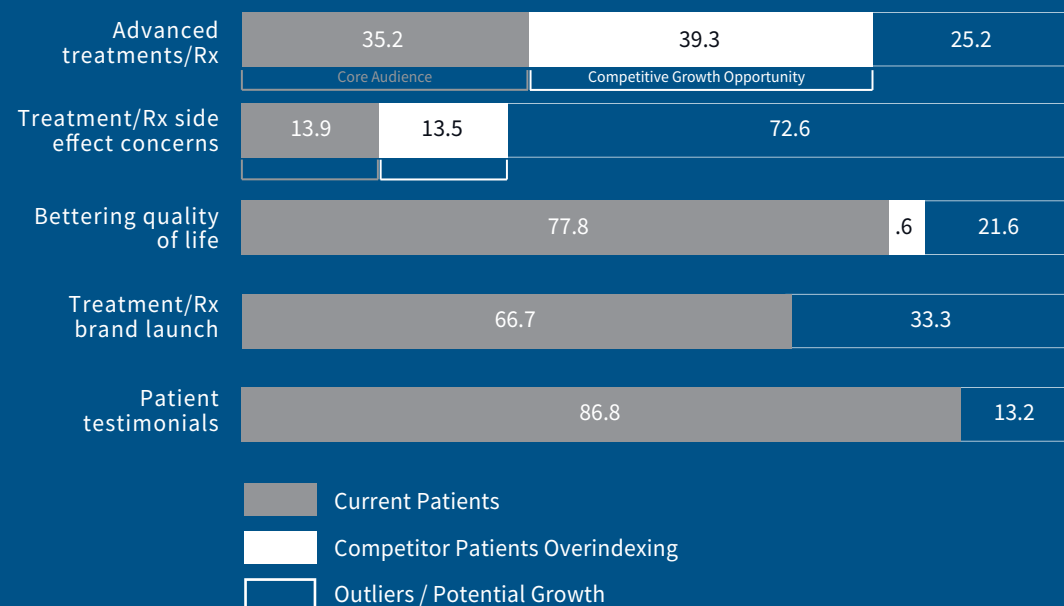
Goal

Capture competitive share among male cardiac patients.

White space messaging opportunity

Steal male cardiac patient share from Hospital A, B, and D through messaging focused on advanced cardiac treatment offerings of Hospital C. Capitalize on male cardiac patients' focus on cardiac care treatment research while also proactively addressing any potential side effect concerns.

Top messaging opportunities for Hospital C

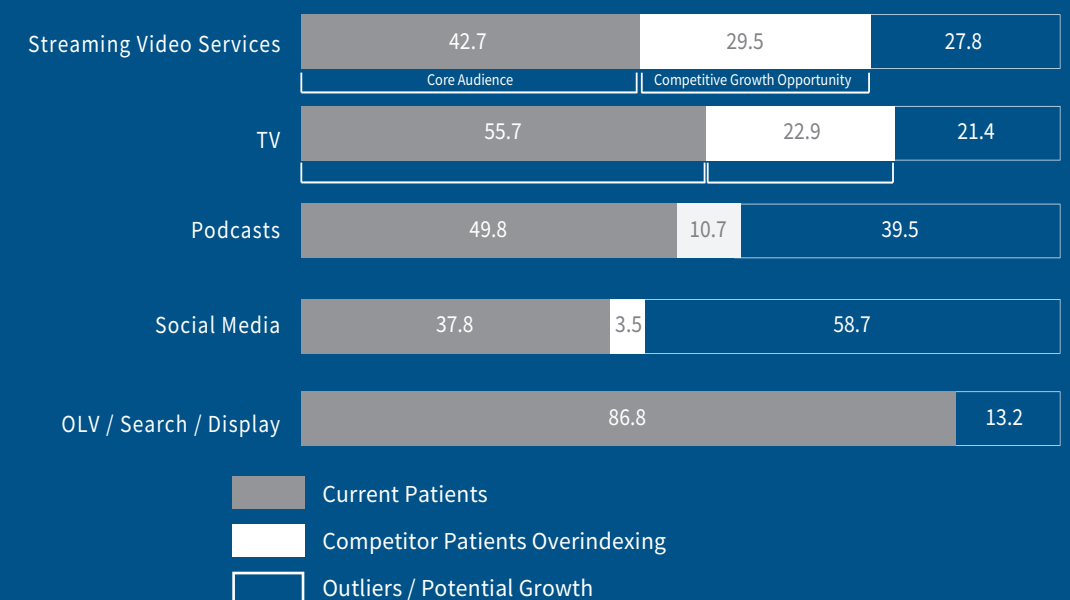


White space media opportunity

Create media moments of receptivity through media with male cardiac patients by:

- 1 Capturing moments of receptivity with appointment viewing (TV) and listening (podcasts) opportunities when they are highly engaged
- 2 Competitive conquering on endemic sites where male cardiac patients are doing their research and seeking information as they consider a provider to seek treatment
- 3 Surrounding endemic opportunities in the form of events, communities, and stories; be relevant and empathetic to his patient journey

Top media opportunities for Hospital C



WRAP UP

The Between the Service Lines report is KSM's more human-centric approach to healthcare marketing.

This approach helps hospitals and health service providers build stronger campaigns and engage service line patients using unique media touchpoints throughout their patient journey. It helps brands understand current positioning and the competitive landscape, identify growth opportunities, and shine a light on how brands can actively capitalize on business opportunities through unique media positioning.



ABOUT KSM HEALTH & WELLNESS

Founded in 1966, Kelly Scott Madison (KSM) is one of the largest independent, full-service media planning and buying agencies. KSM Health & Wellness is a specialized division of KSM focused on the betterment of people's lives through the advancements of our partners and clients in the health and wellness space. Our team combines their decades of experience across more than 60 healthcare and pharmaceutical brands with our proprietary solutions and media expertise to increase our clients' success across the full spectrum of care with both patients and healthcare providers.

GET IN TOUCH

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