

## Program Promotion:

### A Guide from the Medication Optimization Technology Toolkit

---

#### Description

A guide to using communications and marketing approaches to increase awareness and interest in a program to optimize medication use that involves patient-centered technologies in order to drive patient referrals and enrollment, as well as staff commitment. The Guide describes promotional goal setting, strategies, and tactics.

#### Audience

- Marketing management
- Nursing operations management
- Care transitions and disease management project team members

#### Helpful Tips

- Consider multiple promotional tactics when initially introducing the program and obtaining buy-in from executive and clinical leadership

#### **1** Program Promotion Goals

*What are my program promotion goals?*

#### **2** Promotional Strategy

*How should the promotional program be configured to best achieve my goals?*

#### **3** Promotional Tactics

*What specific promotional activities and deliverables will be most effective and efficient?*

## 1 Program Promotion Goals

Marketing a medication optimization program to targeted stakeholders, such as patients and clinicians, will spark interest and encourage participation. Promotional goals include foundational goals such as building the brand for the program, and specific goals such as increasing clinician referrals and self-referrals.

**Brand Building** -- A brand embodies a promise that is made and consistently delivered to customers. A program brand includes both the tangible and the intangible aspects of what the program represents from the perspective of customers. Important elements of program branding include:

**Credibility** – Related to authority and evidence. The people that support the program (e.g., key opinion leaders) as well as the evidence that proves its value are keys to elevating perceived credibility.

**Personality** – Is shaped by the attributes or adjectives connoted by program communications or physical elements of the program, e.g., is the program inviting and easy or intimidating and complicated?

**Distinctiveness and positioning** – Must be proactively shaped via messaging and demonstration. What makes the program special, different, or better than the status quo?

**Specific Goals** – Include increasing clinician and staff interest in providing referrals and recommendations for patients to participate in the program and outreach to patients and their families to encourage self-referral and commitment to participate.

## 2 Promotional Strategy

Promotional strategy should answer big questions such as:

- Who should participate in the program?  
(target audiences)
- Why should our target audiences participate?  
(benefits)
- Why is the medication optimization technology program offering better than alternatives?  
(competitive positioning)
- What are the best ways to reach and influence target audiences?  
(promotional vehicles)

## 3 Promotional Tactics

Promotional tactics lead to execution of the strategy. Best practice has been identified as utilizing a variety of communications approaches. Personal referrals and recommendations from clinicians are often most effective in encouraging patient participation in programs that optimize medication use. Successful programs to interest and engage staff include high-touch promotions such as technology demonstrations, open houses, and educational programs that are delivered or championed by respected peers.

Non- or semi-personal communications that are effective in raising awareness and interest in medication optimization technology programs include:

- Press releases
- Newsletter mentions
- Website mentions
- Social media, such as Facebook
- Health fairs
- Articles
- Personalized mailings/e-mailings