



• STRATEGIC COMMUNICATIONS

How to Tell Medicine's Story

- **THE WENDT AGENCY**

Brenda Peterson, President/CEO

Carol Kruger, Senior Vice President



- **Keys**

to the Program 



• **Keys to the Program** •

- **Physicians need practical and action oriented skills to effectively communicate with staff and successfully lead.**
- **Communication strategies that will help physicians to fill emerging leadership roles in their practices and hospitals, and to influence healthcare policy in MT.**



A hand in a grey sleeve is pointing at a search bar on a computer screen. The search bar contains the text "WWW." and a "Search" button. The background is a light, blurred image of a computer screen.

- **Strategic**

Communications  



STRATEGIC COMMUNICATIONS

Identify a goal or purpose



STRATEGIC COMMUNICATIONS

Identify your Target Audience

- Primary
- Secondary
- Tertiary if applicable

Psychographics

What are their likes/dislikes/lifestyles



STRATEGIC COMMUNICATIONS

Outline timeframe



STRATEGIC COMMUNICATIONS

Identify objectives



STRATEGIC COMMUNICATIONS

What challenges do we face?



STRATEGIC COMMUNICATIONS

**How are we going
to measure success?**



STRATEGIC COMMUNICATIONS

**What tactics are
we going to use?**



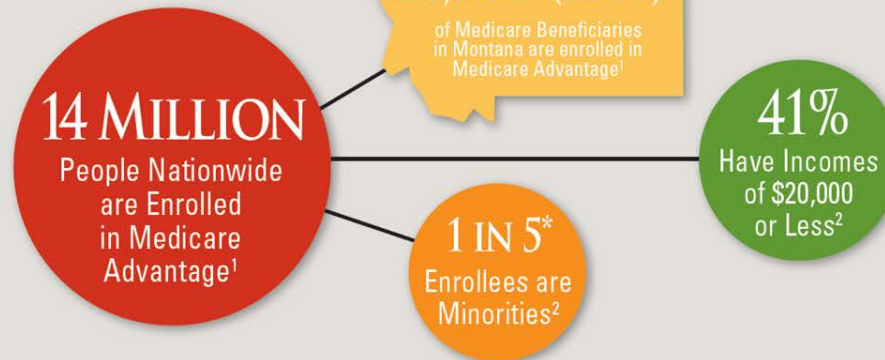
MEDICARE ADVANTAGE

BY THE NUMBERS



Medicare Advantage is the part of Medicare through which private health plans provide comprehensive medical coverage to seniors and individuals with disabilities. Medicare beneficiaries increasingly choose to enroll in Medicare Advantage because of the better services, higher-quality of care, and additional benefits these plans provide.

WHO'S COVERED



SENIORS SATISFIED WITH COVERAGE



NEW PROPOSED CUTS WILL HURT SENIORS

\$50-\$90 Average per Month Premium Increase and/or Benefit Reduction Due to Proposed CMS Cuts and ACA Cuts & Taxes⁴

¹ Medicare Advantage/Part D Contract and Enrollment Data, Centers for Medicare & Medicaid Services, February 15, 2013

² Low-Income & Minority Beneficiaries in Medicare Advantage Plans 2011, AHIP, February 2013

³ National Survey of Seniors Regarding Medicare Advantage Plans, North Star Opinion Research, February 2013

⁴ Proposed Changes to 2014 Medicare Advantage Payment Methodology and the effect on Medicare Advantage Organizations and Beneficiaries, Oliver Wyman, February 2013

* 19% rounded to 1 in 5



STRATEGIC COMMUNICATIONS

**Who is responsible for
executing the tactics?**



- **Branding**

Basics



Branding Basics

What is a brand?



Branding Basics

**The importance of a
consistent message**



Branding Basics

Truth in your brand message



Branding Basics

Telling the story



Time to Fly



• SOCIAL

Media



Social Media

What is Social Media?



Social Media

The good and bad of Social Media



Social Media

Social Media and Medicine

It's not what you think





Social Media

Social Media and Thought Leadership



Strategic Communications Snapshot

- Identify Goal or Purpose
- Target Audience
- Time frame
- Objectives
- Challenges
- Tactics
- Build a Branded Message
- Tell the Story
- Assign Responsibilities
- Measure Success





• **ACTIVITY** 

Discussion activity for the group



THANK YOU!

Any questions?

