

Healthcare Marketing White Paper



The Hospital Marketing Priority Star

How to prioritize your marketing goals
in three simple steps



THE HOSPITAL MARKETING PRIORITY STAR

How To Prioritize Your Marketing Goals In Three Simple Steps

Do you remember when you first wanted to buy a car? Young, naive, and with the confidence of an enthusiastic sales rep, you approached your parents and tried to negotiate a deal. You argued that to get a job you absolutely needed a car. As parents do, they probably turned you down and insisted you get your priorities in line. Maybe get a job first, they protested, save money and then purchase a car.

Every day since then you've probably faced similar conflicts. Should you travel the world or buy a house? Should you change jobs or wait for a promotion? Should you build brand awareness or drive volume to service lines? Even in healthcare, you are faced with tough decisions that could either move your organization closer to its ultimate goal or push it farther away. Our clients tell us that deciphering what organizational goals take precedence isn't always clear and gaining a consensus is just as difficult. They find that their perceived needs, such as launching a campaign or recruiting physicians, cannot be realized until secondary goals are accomplished first.

We have a foolproof exercise that can help hospitals and health systems devise a plan to meet organizational goals systematically. The Priority Star is a method for assigning which projects to tackle first and defining what success looks like.

Use this tool to create a marketing plan with realistic goals and clearly defined metrics, and, maybe, someday, help your teenager purchase a car on their own.

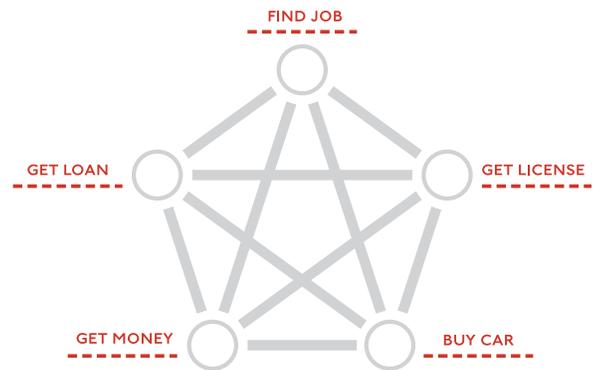
The Priority Star: Three simple steps to prioritizing goals

We'll demonstrate the exercise using "the car purchase" as an example. In the end, you'll have the opportunity to use The Priority Star for organizational purposes. Of course, if you need help with the tool, you can call Smith & Jones President David Vener at 518-279-7950. He's happy to help.

Step 1

Brainstorm goals

Your teenager's logic suggests that they need a car to secure a job. Using The Priority Star method, you would first brainstorm other goals that could help them reach their primary objective. Once they understand how these goals could contribute to their success, you would then place them around a circle. There should be no less than three, but no more than five goals.

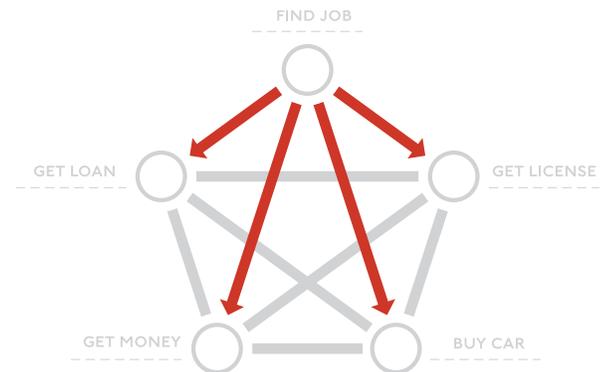


Step 2

Compare and begin to prioritize

Start from the top and compare goals. Does one milestone help accomplish the other step? Ask yourself how and then draw an arrow or multiple arrows to illustrate that idea. Complete this step with all the goals, working clockwise.

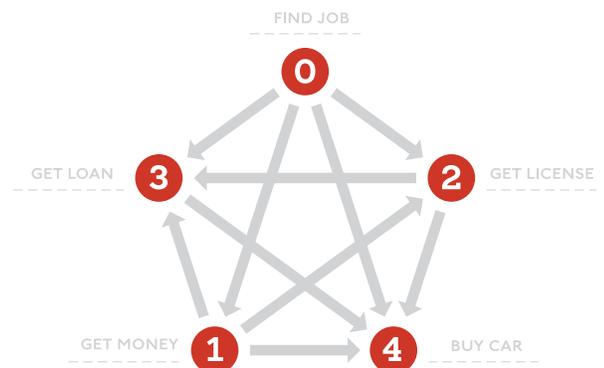
For example: In order to buy a car, you need money, etc.



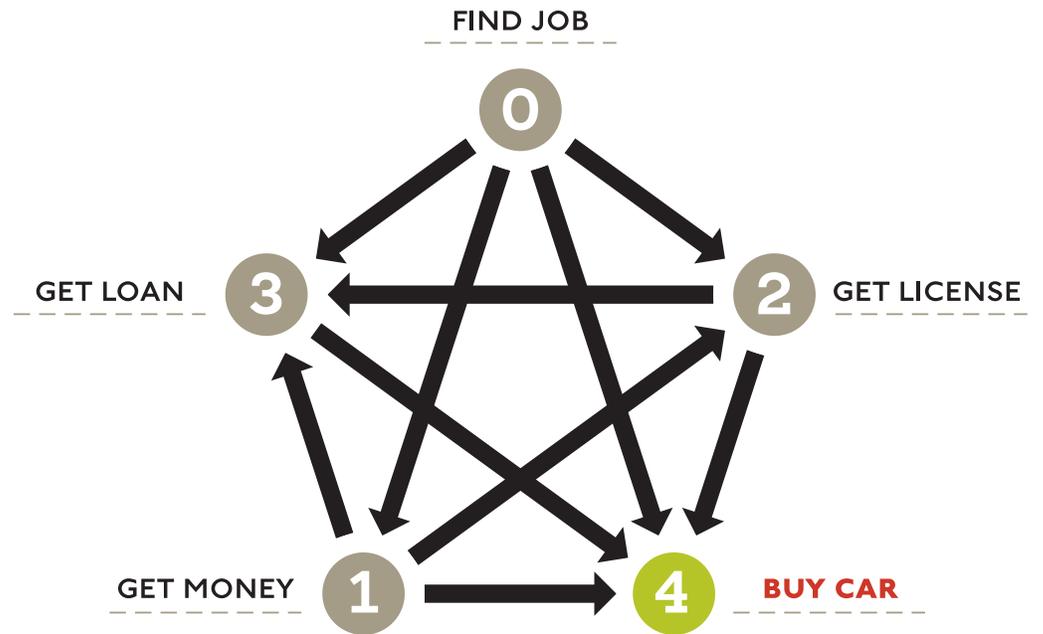
Step 3

Count the arrows

Toward the end of the exercise, you'll start to notice a pattern. Count the number of arrows that are pointing toward the goals. The objective with zero arrows should be your top priority—the goal you should tackle first. From there, you can complete the other goals in succession. If two or more goals have the same number of arrows pointing toward it, you've made a mistake. Go back and figure out which goal drives the other.



Sometimes, the goal you want to achieve first is the farthest from your reach. In this example, you can see that getting a job is the first logical step toward purchasing a car. Because you can't purchase a car without money and you can't get money without a job. It's really that simple.



Now it's your turn. Apply this same exercise to your marketing efforts and receive a better understanding of how to reach your goals. **Start prioritizing now!**

