

MARKETING CAMPAIGN (SAMPLE)

What is your marketing plan?

- Use what Hologic has to offer through Pink Ribbon Facility Program
- Create your own marketing campaign
 - If yes, what is your budget?
 - Use in-house resources or hire agency?

What is your key message?

- Facility mission statement and values
 - What makes your facility unique?
- How advanced technology fits into your mission
 - If 3D, include superior clinical performance message

What are your area's demographics?

- Targeting by radius or drive time zone?
- Education, income selects in addition to age?
- Competing facilities?

How will you market to patients?

- Through your referring physicians practices
- Direct mail (print or electronic)
- In-office (posters, banners, pamphlets, office staff, 3D waiver form etc.)
- Open House
- Word of mouth
- Social media
- Radio ad
- TV ad/News
- Events
- Website (educate on 3D/2D mammography, patient stories)
- Mobile technology (responsive design)

How will you market to your referring physician base?

- Target your largest referring physicians practices
- What practices are in your area that you can target to bring women to your facility?
- Open House
- Personal visits to physicians to educate them on 3D mammography
- Published studies, white papers, case studies showing other facilities around country who have found cancers or reduced call-backs– proof/how that the technology works

Questions to ask:

- How many 3D systems?
- How many 2D systems?
- How are you handling your 3D patients?
 - All screening? Triage based on history, risk, open room or at patient request?
 - Will you have special hours reserved for 3D exams?
 - Will you be charging your patients?
- What is your marketing objective and plan?
 - Be sure to capture current volume and review changes during and after the campaign
 - Consider asking patients how they heard about your facility (if new patient) or 3D (if they request an exam) to capture which media works best)
- What is your marketing budget including the resources that might be needed?

Installation date:

Training date for technologists: _____

Training date for radiologists: _____

Date ready to take patients: _____

Once you know the date you will be going live with taking patients, you should work backwards from there.

One of the first things to think about is how you want to get the word out. What is your budget? An initial marketing campaign may include:

- Outdoor media (billboard placement, airplane banners in the summer)
- Print and electronic ads
- Social media
- Radio Spot
- TV Spot
- Bus stop ads and bus wraps
- Signage (e.g. local sports arenas, mall and airport advertising)
- Posters placed around your building including inside elevators
- Press/news release
- Updating your website
- Direct Mail (print or electronic) campaign(s)
- Community Events – look into any community events that are coming up in the next few months to see if there are sponsorship opportunities available. These are usually inexpensive and you receive a lot of exposure.
- Employee newsletter
- Community newsletter
- Referring physician letter/announcement
- Informational handouts to place in referring physician’s offices (posters, patient brochures)

Announcement to Medical Staff

If you are in a hospital setting you may want to issue a letter go out from the head of radiology announcing that you are now offering 3D mammography. Your staff is one of your best marketing resources - your feet on the street - to help you get the word out to their family and friends that your facility is now offering this innovative technology.

(click to other section on staff education)

1 - 2 months before:

- **Prepare / Issue a News release** – A press release is a formal way to provide your local media newsworthy information. It helps reporters determine quickly, if they are interested in publishing or covering the story. Sample press releases are available through pinkribbonfacility.com for both Selenia® Dimensions® 2D and 3D.
- **TV /Radio Coverage** – if you can get through to your local news stations, this is a great way to get your facility noticed. We've seen lots of facilities make it onto morning and evening news shows through earned media. Hologic can provide the news station with the right b-roll of the Selenia Dimensions 3D or 2D system. All you need to do is get through to them, peak their interest and hope they will bite! Get your lead radiologist on board too so perhaps they can be a part of the interview to talk about why women should come to receive their mammogram and why this technology is superior.
- **TV/Radio Spots** – Broadcast media allows you to reach a wide audience of people. Local cable TV ads and radio ads are purchased based on quantity, demographics, and time of day/popularity of show. Typically these media are used by facilities that have an internal or external marketing and advertising team. Once you develop your script for a radio spot, this same script can be used within your office's phone hold message.
- **Place print ads** – Print advertisements are a great way to reach your target audience, but do be careful as these can be costly. You want to be sure you have a clear goal and can create a meaningful message geared to your prospects. Also, it's important to include a call to action in your advertising (phone number to call, web address) so the viewer can get more information easily.
- **e-Marketing** – The first place to start with e-marketing is your own website. Have announcement on your homepage to let patients know you are now offering 3D/2D mammography. Have a page specifically for mammography and url created (this can be used on marketing handouts too!). A url can typically look like, www.facilityname.com/3Dmammography. You can use copy we've

written and also place the [patient movie](#) [link to patient movie] on this new page to provide an educational overview for your patients.

2 – 4 weeks before:

- **Social Marketing** – If you have a Facebook page, twitter account, LinkedIn account or an account on any of the many social media sites, take advantage of the free advertising to be done through these channels. Include a post announcing that you now have 3D/2D mammography available to women and make sure to include a link to your new web page that tells them more [information](#) about this technology. Social media is a great marketing strategy that is low cost and will help drive traffic to your website and ultimately your facility.
- **TV/Radio/Newspaper interviews** – Once you get the word out via news press release, you should start contacting your local media to see if they would be interested in doing a story on your facility. If you can get your radiologist to speak on TV and/or radio, it's a great way to get attention to your newest technology.
- **Billboards** – If you currently own billboard real estate or have it in your budget, this is a fantastic way to get the word out to the masses in a high traffic area. Always remember “Less is more”, so keep the message copy to a minimum!
- **Community Events** – Do a little research to see what events are happening in your community. For health fairs, women’s conferences or fairs, breast cancer walks, restaurant week, anything where you could advertise that you are offering this new technology to women. Find out about renting a small table at these events. Allows the opportunity to speak directly with women, answer questions and give out information and the string bracelets to help spread the word.
- **Bus wraps and more** – This is the great time to think about pushing the boundaries a bit more. Bus wraps are great way to advertise in your community.



*These are only suggestions. Marketing plans are unique to each facility. Hologic has no liability and makes no promises or guarantees that these suggestions will work for all facilities.