

NCHM

HEALTH MARKETING

Toward a New Paradigm for Health Marketing

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DEPARTMENT OF HEALTH AND HUMAN SERVICES
CENTERS FOR DISEASE CONTROL AND PREVENTION
COORDINATING CENTER FOR HEALTH INFORMATION AND SERVICE



What is Health Marketing?

An organizational function and a set of scientific processes for creating, communicating, and delivering value to customers and for managing customer relationships in ways that protect and promote the health of diverse populations.¹

A multi-disciplinary area of practice.

1. Adapted from the American Marketing Association.



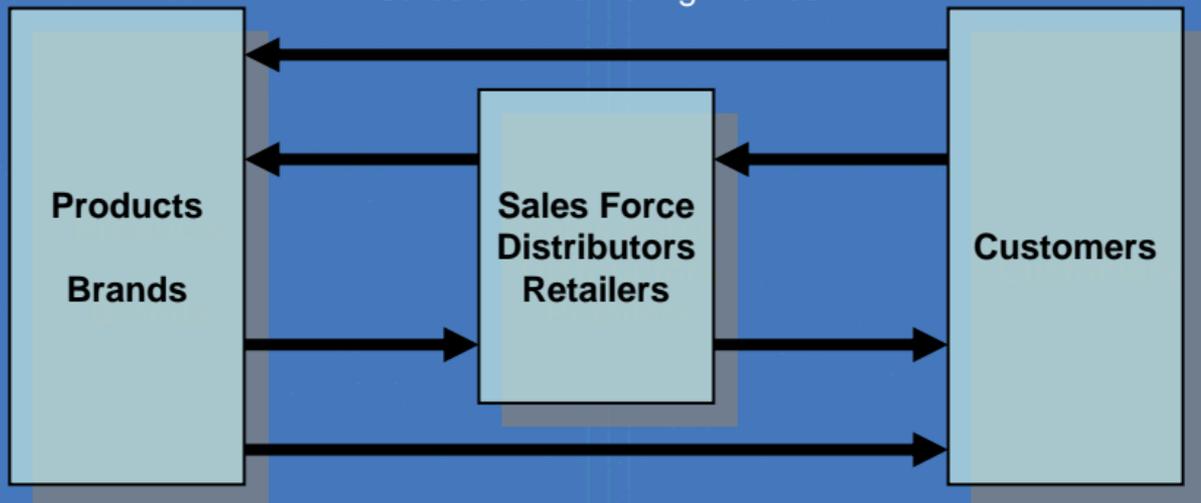
Health Marketing Sciences

- Communication Sciences
 - Health, Risk, Visual, Mass, Interpersonal, Organizational, Computer-mediated
- Marketing Sciences
 - Audience research, Advertising, Branding
- Behavioral and Social Sciences
 - Sociology, Psychology, Anthropology
- Health and Public Health Sciences



Commercial Marketing

Market research, Audience segmentation,
Sales and marketing metrics

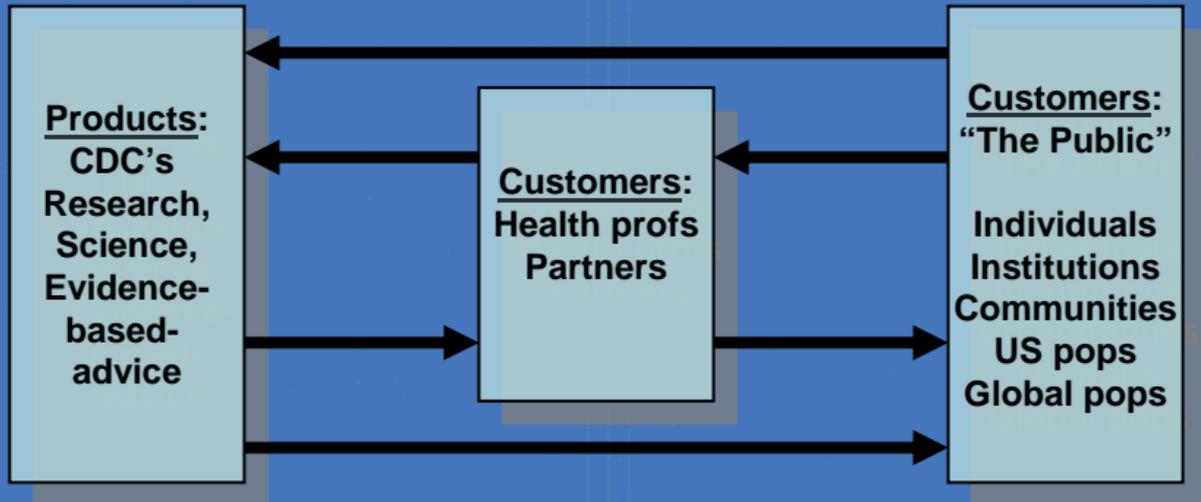


Product development, Packaging,
Placement, Promotion (B2B/DTC)



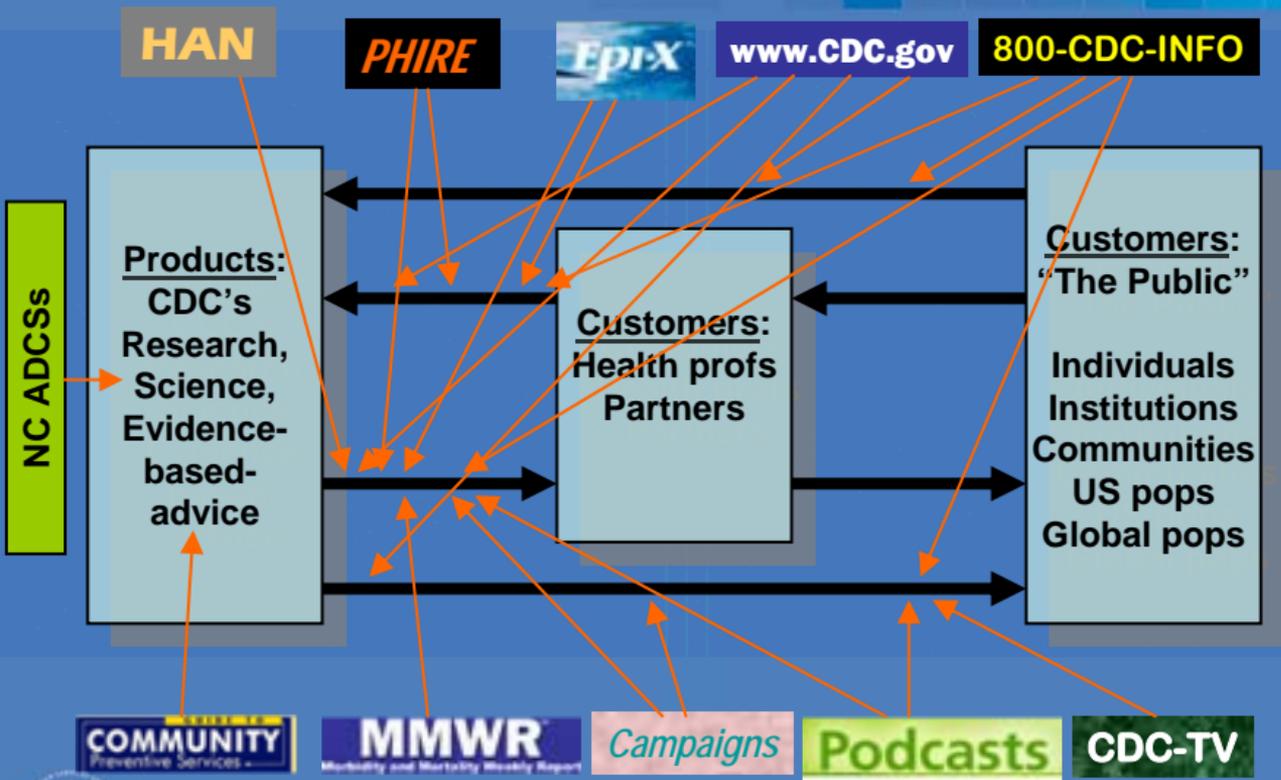
Health Marketing

Audience research, Formative research,
Public & Partner engagement, Consumer surveillance



Translating research to practice (B2B),
Health communication and marketing (DTC)





National Center for Health Marketing

- Vision: A world where all people actively use accessible, accurate, relevant, and timely health information and interventions to protect and promote their health and the health of their families and communities.
- Mission: To protect and promote public health through collaborative and innovative health marketing programs, products, and services that are customer-centered, science-based, and high-impact.



Strategic Goals 2007-2012

- Goal 1: To increase the impact of health marketing sciences throughout CDC
- Goal 2: To achieve consistent, high-quality NCHM service and collaboration
- Goal 3: To expand the strategic and innovative application of health marketing
- Goal 4: To improve and sustain NCHM's systems, operations, resources



Selected Strategic Priorities

- 1.1 Enhance intramural and extramural health marketing research and evaluation.
- 1.3 Apply the sciences of health marketing to preparedness, global health, and other priority areas.
- 3.2 Adopt and diffuse a customer-centered marketing paradigm throughout CDC.
- 3.5 Increase program evaluation and the application of best practices.
- 4.1 Facilitate and expand opportunities for professional development.



External Health Communication, Marketing, and Media Priorities

- Scientific exchange: Opportunities to share diverse scientific accomplishments and best practices across our related fields
- Research agenda: Identifying and promoting research to fill critical gaps
- Professional development: Graduate training competencies in health communication, marketing, and media
- Professional networks: Expanding and strengthening our professional connections



Traditional vs. Social Media

Traditional Media

- Television/Radio
- Newspapers & Magazines
- Print media
 - Billboards, Posters, etc.
- “Expert” Websites

Vertical/Horizontal nexus

- “The Sweet Spot”
- “People like me” = most trusted
 - Edelman Trust Barometer '07

Social Media

- Telephones
- Newsgroups/Boards/Chat
- Sharing Services
 - Video, Audio, Photos, News, Games, Links

- Blogs/Video Logs
- Instant Messaging
- Mobile Messaging
- Wikis
- Social Networks
- Mash ups



Trends in Health Communication, Marketing, and Media

- Intersection of horizontal and vertical marketing and communication efforts
- Integration of communication, marketing, and media perspectives among professionals
- Proliferation of (competency-based) academic training programs in diverse departments
- Recognition of the importance of marketing and communication for increasing the impact wholesale and retail public health



NCHM

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Thank you

<http://www.cdc.gov/healthmarketing>

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