

CDC Health Communication and Marketing Conference  
Disseminating Public Health Programs: Lessons for Health Marketing

*Building a Public health  
Sales Force*



William Smith  
Executive Vice President  
Academy for Educational Development



Dayton, Ohio, 1998

Managed Care - Medicaid population



**Problem:** excessive use of ER.

**Solution:** Special cadre of social workers to help mothers use primary providers.

**Effect:** Minimal

**Solution:** Hire AED to make more compelling patient education materials for the social workers.

Dayton, Ohio

Managed Care 1997, Medicaid population

**Our approach:** Look at the system, not just educational materials.

**Activities:** Observed and Interviewed all players.

**Findings:**

1. ER was over used, but very convenient
2. Dozens of systems problems
3. But women understood primary provider.

Re-analysis of ER usage data.

Dayton, Ohio

Managed Care 1997, Medicaid population

### **Key Finding:**

12 – 223 providers accounted for more than 60% of excessive ER use.

### **Real Problem:**

Providers did not want Medicaid women in their practice because Medicaid was slow in paying.



***Sales force*** problem,  
not a communication  
problem, and not a  
problem of the women.

***If you can get them asking the  
wrong question, the answers  
they get don't matter.***



**Make a marketing  
deal with the  
providers.**

**Those with the  
lowest use of the ER  
will be paid first.**

## **WRONG QUESTION: How can we change consumer behavior?**

- **What knowledge do people need?**
- **What messages will motivate?**
- **What channels are persuasive and trusted?**

## **RIGHT QUESTION: Where are things going wrong in the system?**

**What barriers do people care about?**

**What benefits can we add to our service that people want?**

# Public Health

*Fulfilling society's interest in assuring conditions in which people can be healthy.*

John Last, Public Health and Preventive Medicine



1. Who are they?
2. What are they doing?
3. How are we helping?



Health Providers

Advocates

Media/Promotion

# Private Sector

Product Knowledge

Selling Skills



Competition

Customer Experience

## Customer Relationship Management



### Sales Analytics

Key sales metrics demystify your team's performance. With real-time analytics, sales executives can quickly see who's selling what and when. You can find out which team members are closing the most deals and how long it's taking. Get insight into the pipeline along with sales forecasts you can depend on.

[Reports](#) | [Dashboards](#)



### Marketing Analytics

Get real-time insight into the success of your marketing programs. No matter marketers across the organization — from executives to program managers — can track multichannel campaigns from lead generation to closed sales. Zero in on programs that get results, so you can be sure you're focusing on the most profitable marketing activities.

[Lead Management](#) | [Data Quality Management](#)



### Service Analytics

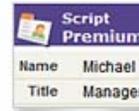
Know your customers — and their service needs. Executives and managers can use real-time analytics to identify who's asking for support and how long it takes to respond to them. Look at the performance of team members and find out which reps are fielding most of your customer inquiries.

[Agent Productivity](#)



### Agent Console

Customer service and support agents are much more productive when the information and tools they need to solve a customer's problem are consolidated in a single spot. A unified agent console with integrated solution management provides a single desktop view of relevant information about the current case.



### Call Scripting

Getting all your agents on the same page is easy with Salesforce Service & Support's call scripting feature. You can provide your telesales, telemarketing, and service and support teams with scripts to guide them through lead qualification, up-sell and cross-sell opportunities, case resolution, and issue troubleshooting or escalation.

“Customer service is one of the few differentiators that a company possesses.”

— Sheryl Kingstone, Director, Customer-Centric Strategies  
Yankee Group

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## TABLE OF CONTENTS

Chapter 1 "SO YOU WANT A CAREER IN PHARMACEUTICAL SALES"

Chapter 2 "A DAY IN THE LIFE OF A PHARMACEUTICAL REP"

Chapter 3 "NEW MEDICINES MEAN STRENGTH FOR U.S ECONOMY"

Chapter 4 "THE ANATOMY & CLINICAL PHARMACOLOGY"

Chapter 5 "DRUG DISTRIBUTION-SUPPLY CHAIN"

Chapter 6 "PACKAGE INSERT INFORMATION"

Chapter 7 "DRUG PATENTS"

Chapter 8 "DRUG SAMPLING"

Chapter 9 "THE RESEARCH AND DEVELOPMENT PROCESS"

Chapter 10 "DRUG DEVELOPMENT & PRECLINICAL STUDIES"

Chapter 11 "CLINICAL TRIALS"

Chapter 12 "DRUG DISCOVERY: LARGE MOLECULE DRUGS"

Chapter 13 "MANAGED CARE"

Chapter 14 "BRAND MEDICINE/PHARMACEUTICAL BRANDING"

Chapter 3 "NEW MEDICINES MEAN STRENGTH FOR U.S. ECONOMY"

Chapter 4 "THE ANATOMY & CLINICAL PHARMACOLOGY"

Chapter 5 "DRUG DISTRIBUTION-SUPPLY CHAIN"

Chapter 19 "ACRONYMS"

Chapter 20 "THERAPEUTIC CLASSES AND CATEGORIES"

SECTION 2: CAREER/JOB SEARCH ASSISTANCE

Chapter 21 "THE PHARMACEUTICAL SALES RESUME"

Chapter 22 "A PHARMACEUTICAL SALES COVER LETTER"

Chapter 23 "GETTING A PHARMACEUTICAL SALES INTERVIEW"

Chapter 24 "THE PHARMACEUTICAL SALES INTERVIEW"

Chapter 25 "WHAT DO PHARMACEUTICAL COMPANIES LOOK FOR IN A CANDIDATE"

Chapter 26 "INTERVIEW QUESTIONS AND ANSWERS"

Chapter 27 "ANALYZING A PHARMACEUTICAL SALES JOB OFFER"

**How much of  
this do any of  
us know?**

# Public Health Sector





# Product Knowledge

WHY VITAMIN D DEFICIENCY MAY BE A HIDDEN EPIDEMIC.

*By Amanda Schaffer*

Posted Tuesday, Aug. 24, 2004, at 3:34 PM ET



You  
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Sunlight Draws Ire, the [Boston](#)

Beast Self- Exam

AIDS – from African  
monkeys

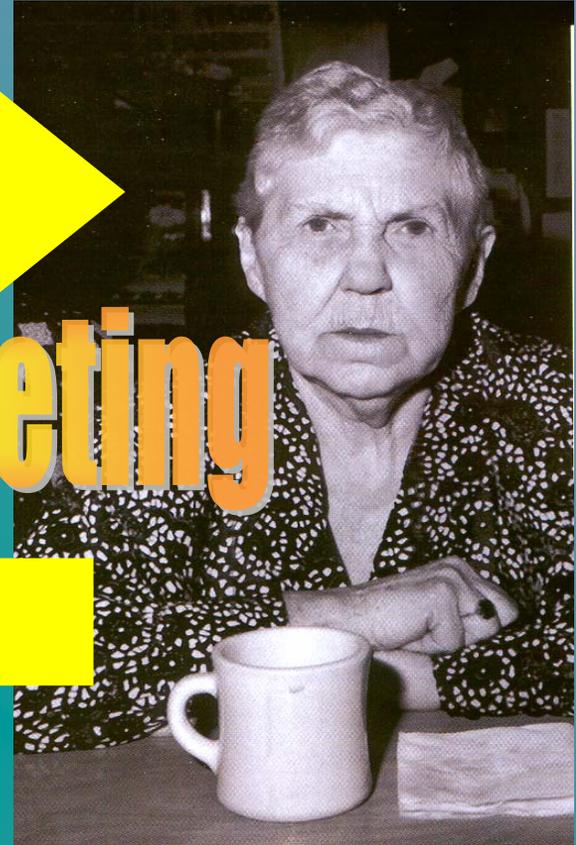
What foods are good for  
us.



*Diverse and under-served customer base*



**Customer Experience**



# Social Marketing

*It's not what we say.....*

*It's what she understands and believes*

# Audience Research

Theory Based  
Determinants

Pre-testing

KAPs

Focus Groups

Program  
Evaluations

Behavioral  
Surveys

Segmentation

## Directions

- do not chew more than directed
- find the right dose on chart below. If possible, use weight to dose; otherwise use age.
- if needed, repeat dose every 6-8 hours
- do not use more than 4 times a day

### Dosing Chart

Weight (lb)	Age (yr)	Tablets
under 24	under 2	call a doctor
24-35	2-3	2
36-47	4-5	3
48-59	6-8	4
60-71	9-10	5
72-95	11	6

90 million

Americans  
would have  
trouble with  
this.

Selling

Care Providers



Customer

Competition

# Competition

- Tobacco companies
- Foods
- Addictions
- Beliefs



Advocates

Selling

Care Providers



Customer

Competition

# Selling Skills

HealthLink

Replace this sales force with message campaigns

### Doctor-Patient Communication:

Changes in the health care system have affected patients, their families, and medical caregivers - with:



THE HURRICANES AREN'T OVER IN THE MINDS OF MANY SURVIVORS. If you're having trouble coping, we can help. CALL 1-800-789-2647



# Social Marketing

Health Care Providers

Product Knowledge

Selling Skills



Competition

Customer Experience

Advocates

Consumer Research

*Disorganized, uncoordinated, poorly trained sales force function.*





Change the  
mother's  
behavior

*If you can get them asking the  
wrong question, the answers  
they get don't matter.*

# Modest Proposal

1. Ask about the system first, not the target audience.
2. *Recognize* we have a sales force.
3. Use the sales force to fix the system, not just messages to educate and make aware the target audience.

# Thanks