**Effective approaches
in health tech marketing**

Effective approaches in health tech marketing

How can you gain visibility and traction for technology in the NHS?

- The health and care market

- Get your messages right

- Know your audiences

- Thought leadership

- Creating customer exemplars

- Engage the media, create the news

- Campaign/research driven PR

- Digital channels

- Impact through an integrated approach

The health and care market

Ageing population

Funding and financing

Workforce shortages

Integration

Inequalities in access

Quality of care

Patient safety

Med tech security and supply

Regulation

Get your messages right

Identify what you want to say to the market

Align with drivers, and your products and services

Involve different stakeholders

Differentiate

Encapsulate values

Ensure your message is robust and deliverable

Brand voice consistency

Test and refine

Clarity – impact message, problems solved & how, and evidence you do it well.

Know your audiences

Clinical

C Suite

Patients

Central policy

Parliamentary

Your messages

Think tanks

ICS/Trust

Trade bodies

Media

Thought leadership

Market you, not just your product.

Become an authority

Empathise

Present new ideas for solving problems

Engage in current conversations

Stimulate new debate to create conditions

Remain sensitive to the environment

Strike the right tone. Be bold, but be supportive.

Creating customer exemplars

Develop powerful references

Put your customers in the spotlight: celebrate their successes

Extract stories

Raise the profile of individuals

Show the impact on the ground

Bring out metrics/benefits realisation

Tell the human story

Cardiac arrests fall by two
thirds in busiest hospital

*Hospital cuts deadly AKI
by 80% with help from AI*

Engage the media, create the news

Campaign/research driven PR

Revelations on key issues in the market

Use to stimulate market interest

Demonstrate clinical outcomes and value

Make use of health economic analysis

Champion a particular cause

'Policy shift after revelation NHS teams reliant on 10% of world's pagers'

'26,000 FALLS PREVENTED AFTER TECH ENHANCES PRESCRIBING DECISIONS'

'New research: GPs avoid harm and save hundreds of millions on drugs with tech support'

Digital channels

Tell your story on different channels

- Digital assets

- Video content

- Webinars and roundtables

- Populate website & boost SEO

- Newsletters and targeted email campaigns

- Podcasts

- Social media – think about the right channels, and the right content, to reach different audiences.


Be active and engage

Impact: An integrated approach on tech to support end of life care

Launching technology to enhance end of life care - with NHS Coordinate My Care.

- Engaged influencers and multiple stakeholders – from patients to GPs, acute providers, patients, care homes, community, London Ambulance Service, Hospice UK and many others.

- Policy level attention and debate – including Health Secretary and raised in parliamentary debate.

- Detailed case studies and opinion from different audiences.

- Videos showing the impact and importance.

- Clinical and public launches.

- News stories and media campaigns – widespread trade, national, broadcast coverage Including Health Service Journal, Digital Health, Channel 4 News, Daily Mail.
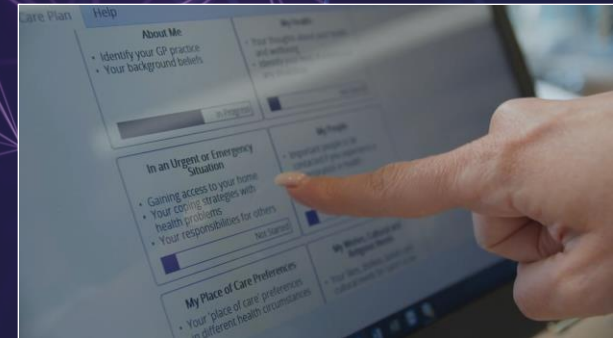
Targeted traction: Patient safety tech in Scotland

National attention in Scotland for early warning and electronic observations tech. Involving PR, public affairs, business development, events, awards, customer advocacy and more.

- Creating a customer exemplar: NHS Fife as a Scottish first for Patientrack.

- Building a strong story with evidence of impact.

- Publicising customer advocacy with voices from board to ward.

- 50+ pieces of coverage across The Times, BBC Radio Scotland, The Herald, The Scotsman, The Daily Record, & specialist trade publications including DigitalHealth.net and UK Authority.

- Aligned with presence at national conference & meetings facilitated with key NHS stakeholders.

- Policy engagement: Ministerial and official engagement. Referenced in Scottish government eHealth strategy and Digital Strategy for Scotland.

- NHS Fife winners of EHI Award and Holyrood's 2016 Connect ICT award.

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Arrange a one-to-one - contact Highland Marketing:
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