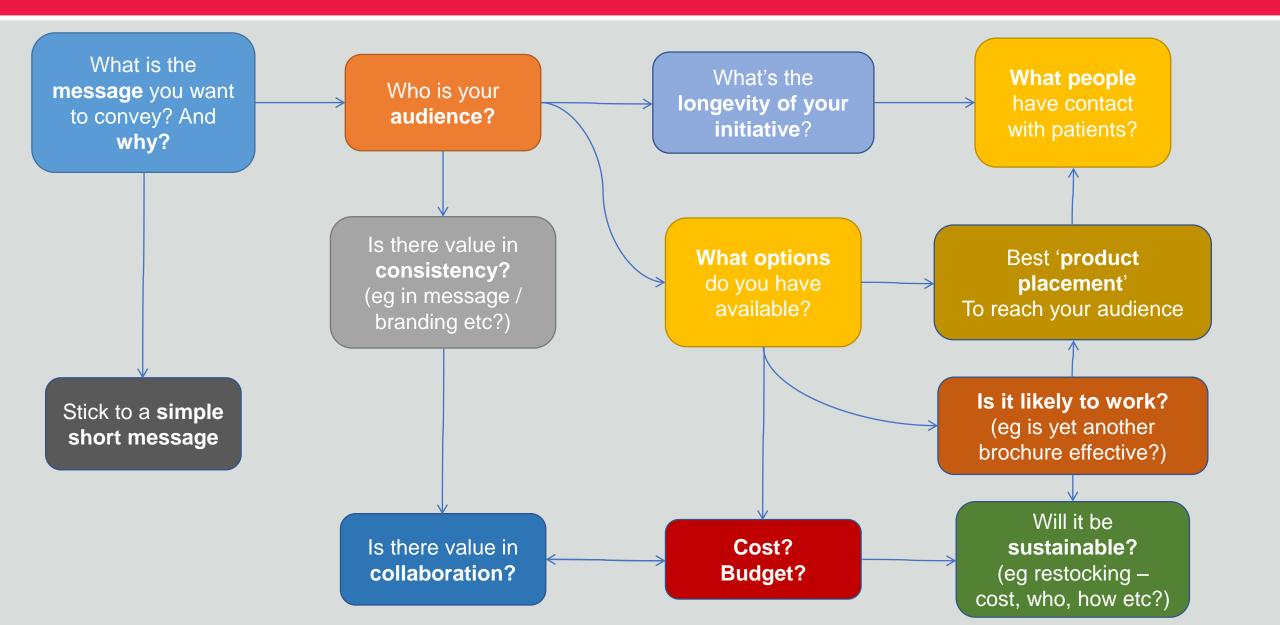


Some thoughts on telehealth promotion





Some thoughts on telehealth promotion

?	PRODUCTS	?
Brochures	Stock photos	Media – news stories
Website	Video	Stand-up banners
Clinician stories	Posters	Patient stories
?	?	?

PRODUCT :: PEOPLE :: PLACE

- Who is your audience?
- What is the key message or call to action?
- What are your options?
- Is it the best media or option?
- Cost effective?
- Likely to work?
- Possibilities to re-purpose?
- Sustainable?



?	PEOPLE	?
Volunteers	Ward staff – discharge planning	Media – broader community
Switch board	Bookings staff	Aboriginal Liaison Officer
Ward nurses; Junior doctors	Your own media team	Transport services
Accommodation services	?	Social work

PRODUCT :: PEOPLE :: PLACE

- Who is your audience?
- Eg patients & families (those who attend your health service & maybe those who haven't yet), GPs, local healthcare providers
- Who has contact with your audience?
- What are your options?
- Sustainable?



Some thoughts on telehealth promotion

	PLACEMENT		
In the transit lounge	GP practices?		
Website	Waiting room TVs	Banners in carparks; at check- in kiosks?	
Internal events	Posters		•
Patient accommodation	Existing screens – waiting areas, lifts	In appointment letters	

PRODUCT :: PEOPLE :: PLACE

- Who is your audience?
- Eg patients & families (those who attend your health service & maybe those who haven't yet), GPs, local healthcare providers
- What products might reach them / might they see? (and how)
- What are your options?
- Sustainable?



Strong marketing messages

1: Stick to the point "Ask your treating team about telehealth" 2: Take your audience's viewpoint "Telehealth can be better for your patients..." **3: Use familiar language** • "Telehealth generates 50% more revenue" 4: Feels informal "Chat to us about telehealth" 5: Say something original "You can do the household chores while you're waiting" 6: Need no further explanation . . . 7: Make you smile •

https://www.inc.com/geoffrey-james/7-components-of-a-brilliant-marketing-message.html



- Check out the resources table during lunch
- Healthdirect Australia telehealth videos in production
- A patient story video <u>www.petermac.org/telehealth</u>