

Lynne Cunningham's Book Review

I just read a great book that I think should be added to your Leadership Library.

Book	<i>The Complete Guide to Hospital Marketing</i>
Author	Patrick T. Buckley
Pillar of Excellence	Leadership
Publisher's Book Description	Want to know what other healthcare marketers have tried and how it turned out? Author Patrick Buckley presents real-life "lessons learned" from other hospitals and health systems—some that had great results, and others that didn't. With every tip, story, strategy, and best practice, <i>The Complete Guide to Hospital Marketing</i> gives you the basic principles of effective marketing and shows you how to apply them in different situations.
LC Review	I wish this book had been available when I was teaching health care marketing graduate classes. Good glossary. Good summaries for each chapter. I really liked the "you be the marketer" sections at the end of each chapter for self assessment or use in a health care marketing course.
Page	<i>Lynne suggests that you pay special attention to some of these features in the book.</i>
xii	This book is not so much a guide to marketing hospitals as it is a guide to marketing when a hospital's services are part of the solution. This book will present the essentials of marketing, but it will also challenge the reader to think beyond the dry principles and explore what's going through the mind of a child who is preparing to undergo radiation treatment for leukemia, for example, or to imagine how it feels to be a physician who has referred a patient for cardiovascular surgery and is waiting for information about that patient's condition.
3	People form opinions about their local hospital based on stories they hear from their neighbors, relatives, and coworkers or from first-hand experience. Hospitals must do everything possible to make a patient's first experience a good one. Hospitals spend a significant amount of money each year promoting their brand to get it to the top of the consumer's list. But all that money is flushed down the drain if the experience doesn't match the hype. That's why marketers must forever be concerned with patient satisfaction.
8	Healthcare marketing is educating ourselves as to the wants and needs of our potential customers, and, based on the knowledge we gain, educating our customers and offering them valued services that fulfill their needs when and where they need those services.
19	Healthcare marketing is all about relationships.
34+	What should the marketing plan include? <ul style="list-style-type: none"> • Market profile

	<ul style="list-style-type: none"> • Clinical program profile • Target market groups • Goals and objectives • Strategic initiatives • Implementation 	
44+	Common denominators of best marketing programs <ul style="list-style-type: none"> • Effective marketers are internal and external educators • Effective marketers understand the finance game • Effective marketers set priorities and stick to them • Effective marketers don't skimp on market research • Effective marketers are experts on tracking referrals and revenue 	
53	<i>Excellent marketing self-assessment tool</i>	
63+	<i>Eliminate needless meetings – an excellent commentary</i>	
87+	Eight simple rules for creating ads that connect with consumers <ol style="list-style-type: none"> 1. Make your advertising speak to needs and wants of the consumer 2. Understand the decision-making process before you advertise 3. Sell the sizzle and the steak – just make sure it's fully cooked 4. Don't tell them everything 5. Don't react to your competition unless you absolutely have to 6. Ground your advertising in a communications platform 7. Simplify complex information 8. Don't be so serious (but don't try to be too cute either) 	
127	Internal marketing involves instilling into a company's work force an understanding of its mission, brand promise, and the significance of achieving its strategic goals. Internal marketing engenders adherence to consistency in service delivery and support, and it motivates performance and productivity among work force members. Building the internal brand is as important as building trust in your external customers.	
Overall rating	Very good	
Publisher and Year Published	2007	HPro, Inc.
Price	\$129	To order see: http://www.hcmarketplace.com/prod-5352.html