

“7 Attributes Of Highly Effective Healthcare Marketers”

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7 Attributes Of Highly Effective Healthcare Marketers...

Successful healthcare marketing requires solid brand/product management in a highly regulated, competitive business. There are many key aspects, like the brand's value proposition or knowing the patient's journey, but there is a pivotal attribute that maximizes a healthcare marketer's success.

The ability to effectively collaborate impacts the brand, the marketer and the company. These are 7 collaborative attributes for healthcare marketers that make a difference everyday.



Intercompany networking...

Collaborative healthcare marketers (CHMs) have a network of people they know in other departments. They understand the various functions those units perform within the organization.

By establishing connections throughout the company, CHMs know how departments work together and how they can serve as marketing resources. Conversely, when other units reach out to Marketing, the CHM is a resource for them instead of a bottleneck.



Partner with Sales...

CHMs cultivate commercial effectiveness by staying close to Sales teams. They know many people from top to bottom in the Sales units, what their successes/challenges are and get their input on developing strategic marketing initiatives, collateral development and other matters.

When product launches, promotional campaigns and other business initiatives are introduced, CHMs and Sales are on the same page and execute with shared effectiveness.



Value friendly and tough customers...

CHMs connect with strategic customers of all kinds. Friendly strategic customers are resources for them to get quick feedback and stage new initiatives with. Tough customers spur innovation by illuminating issues with products, promotional strategies or other shortcomings.

CHMs know if they can effectively engage many kinds of customers, they grow the business and disadvantage competition. Tough customers force them and the company to get out of their comfort zone and into a deep competitive mindset.



Are assertively competitive...

Through connections with sales, strategic customers and other sources, CHMs actively and consistently seek out competitive information. They continually re-charge this knowledge and possess up-to-the-minute intel beyond standard market share/sales reports, industry media and hearsay.

Based on their close vigilance, CHMs always know where their brand and company stand and are able to effectively manage resources, strategies and tactics to improve their position.

They also quickly disseminate the intel to other stakeholders in the company so the organization is informed and aligned.



Efficiently share data...

CHMs manage and share data effectively. They correctly assess what needs to be analyzed and the results which need to be shared. Hidden trends are uncovered and gaps are accounted for with additional insights from other sources. They develop a summary of the findings and include their recommendations to share with others.

CHMs realize sharing an ocean of data dilutes findings and their associates don't have time to comb through it. By analyzing the right data and providing a summary, the associates they share it with avoid misinterpretations and are not burdened with having to draw their own conclusions. Decisions are quickly and accurately made.



Play nice in the sandbox...

CHMs excel at working cross-functionally with Contracting, Finance, Legal, Medical, Operations, Regulatory, Training and other departments. They respect priorities and resources of other units supporting the marketing mission and understand they won't always get their way or have their initiatives immediately prioritized.

CHMs “pick their battles” and manage through organizational labyrinths and elaborate internal processes without being disruptive. When it's crunch time, the departments they work with are more likely to be flexible and extend their support.



Are close with clinicians...

CHMs are conjoiners between Medical and Marketing stakeholders. They work closely with clinicians in and outside of their company. CHMs have first-hand insights from a clinician perspective about products, the clinician's "buyer's journey" and the patients being cared for.

Professional camaraderie with clinicians provides a clearer understanding of the medical and business sides of healthcare. CHMs gain deep insights and powerful empathy, potent resources in developing effective marketing messages, strategies and tactics.



Collaborative Healthcare Marketers...

CHMs make a difference everyday. Through skillfully collaborating, they:

- have the respect, trust and business from customers
- actively improve the company's organizational effectiveness
- maximize marketing resources and the strength of the brand
- richly enable Sales to make their goals
- have the competitive edge



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