Marketing and Outreach Plan

Customers:
(i) Our current customers are low income, uninsured or underinsured American and Caribbean decent who speaks Spanish and Creole.
(ii) We want to draw additional customer to include fully insured, women diagnosed with Gestational Diabetes Mellitus (DM), those seeking education on their diagnosis of DM and behavior modification.

Company:
(i) Strengths:
• Pending Electronic Medical Record (EMR), Electronic Prescription (ERX)
• Customers have access to bilingual providers (fluent in Spanish and Creole)
• Providers are board Certified Diabetes Educators (CDE)
• Double booking of time slots (minimize risk for empty time slots related to no-show)
• Timely first appointment
• Individual, group and family education
• Network with local and community group, at their invitation

(ii) Weaknesses:
• Minimum marketing to physicians/providers/home health agency/ Assisted living facilities
• Minimum media advertising
• Lack of face-to-face marketing encounter with physicians and other providers

Context:
(i) The facility is reshaping itself for future business with the focus on marketing strategy to include (teaching to community groups, physician’s office, gated community and religious gatherings)

Collaboration:
• We will address the needs of our customer while strengthening business-to-business partnership.
• Thank you letters will be sent to referring providers post initial visit and status report to keep them informed of patient progress
• Facility providers will continue to network with schools and community groups

Competitors:
(i) Opportunities:
• Attract customers to stand alone clinic with focus on Diabetes Mellitus across the Developmental Stages
• To engage communities in dialogue by taking the information to the customers via seminars, workshops etc
(ii) Threat:
   - Institutions within a 10 miles radius offering similar services
   - Markets untapped by institution

Feedback/Positioning:
(i) Patient – Utilize a Satisfaction Measure/survey on multiple issues to evaluate facility services
(ii) Physician/Provider – Periodic report to referring providers

How Do We Reach Our Customers?
(i) Geographic – we will utilize the zip codes on records to reach potential customers and physicians/providers. Additionally, we will extend our marketing strategy to surrounding zip codes that are not included in our current database
(ii) Target Population: Will include any customer in the given zip codes and their health care providers to further penetrate the market.
   - Patients – Newly Diagnosed Diabetes Mellitus, Gestational Diabetes and those with established Diabetes Mellitus
   - Physicians/Providers – Optometrists, Podiatrists, Cardiologists, Endocrinologists, Obstetric/Gynecologists, Internal Medicine and Family Practitioner
(iii) Contacts via:
   - Face-to-face
   - Flyers
   - Brochures
   - Social Clubs/groups (Kiwanis etc)
   - Health Fairs
   - Home Health Agencies
   - Assisted Living Facilities (ALF)
   - Short Term Nursing Facilities (SNF)
   - Invitations to religious gathering
   - Seniors Gated Communities

(iv) Education Format:
   - Power Point – formal lesson plans created by multidisciplinary team. Lesson plans to include Foot Care, Mouth/Skin/Eye Care, Nutrition, Cardiovascular and Need to Know for the pre Diabetic and the Diabetic patient
   - Printed Materials – brochures, flyers

(v) Key players on Marketing/Teaching Team:
   - Nurse Practitioner
   - RN Certified Diabetes Educator (CDE)
   - Registered Dietitian (RD)
   - Administrator