

Healthcare

Vol. 37, No. 5

MAY 2019

Marketing REPORT



Promoting Walking Has Broad Appeal as a Health Prevention Strategy *page 3*

The Winners of the 36th Annual Healthcare Advertising Awards are listed on our website, www.healthcare-advertising-awards.com (See Pages 11 and 12)

**Five Years and 11 Health Risk
Assessments Later, *page 6***

**What Do You Do With Poor
Unaided Awareness?, *page 7***

**Managing Reputation More Important
Than Ever to Maintain and Enhance
Your Market Position, *page 9***

**Kaiser Permanente Physicians Come
Forward With an Ingredient Brand, *page 13***

**Your Content Strategy IS Your
Digital Strategy, *page 14***

Promoting Walking Has Broad Appeal as a Health Prevention Strategy

ARLINGTON, VA—Walking is something we all do. Some do it less than others; some do it more. Walking improves circulation, helps the bones, strengthens muscles and improves one's mood. These are just some of the benefits and why walking has been singled out as one of the best, and easiest to accomplish, forms of exercise.

As such, the promotion of walking programs can be an important part of a population health strategy, says Susan Dubuque, Principal with the Richmond, Virginia-based ndp and author of the new book "Gearing Up for Population Health: Marketing for Change" (SHSMD, 2018). She says that promoting walking has both upstream and downstream benefits. "For upstream benefits, walking is a health prevention strategy that helps people avoid the occurrence of disease," she says. "For the downstream benefits,

walking can help people with (such health conditions as) diabetes and heart disease to prevent reoccurrence."

The CDC guidelines call for adults to get a minimum of 150 minutes of moderate intensity exercise a week, or 75 minutes of vigorous-intensity aerobic activity or a combination of the two. Purposely walking at a steady pace fits the moderate activity requirement, Dubuque says.

Healthcare organizations can get involved in the promotion of walking in multiple ways. One of those ways is to work with local government organizations and pedestrian advocacy organizations to promote walkable communities. This strategy puts the healthcare organization into dialogue with others regarding sidewalk maintenance and the physical layout of communities to encourage walking.



Healthcare Marketing REPORT May 2019

PUBLISHER
Jan Michael Lok

EDITOR
Richard L. Cohen
richardcohen@hmrpublicationsgroup.com

ADVERTISING DIRECTOR
Derek Lok

ADMINISTRATION
Nicole L. Hallmark

ART DIRECTOR
Stephanie Franklin

Healthcare Marketing Report (ISSN# 0741-9368) is published monthly by Healthcare Marketing Report, Inc. Jan Michael Lok, Publisher, P.O. Box 76002, Atlanta, Georgia 30358-1002. Periodical Postage paid at Atlanta, Georgia.

EDITORIAL GUIDELINES: Manuscripts on topics, issues and programs relating to Healthcare Marketing are welcome and may be submitted to the editor for consideration. Photographs, ads, brochures, charts and graphs should be included where appropriate.

SUBSCRIPTION RATE: \$235 per year. Canadian and international subscriptions, \$275 per year. Postmaster: send address changes to Healthcare Marketing Report, P.O. Box 76002, Atlanta, Georgia 30358-1002. Subscribers: Please send notice of address changes or corrections by enclosing mailing address label to: Healthcare Marketing Report, P.O. Box 76002, Atlanta, Georgia 30358-1002. Or call **770-457-6106** or Fax **770-457-4606**. Web address is www.hmrpublicationsgroup.com.

ALL RIGHTS RESERVED ©2019 by HMR Publications Group, Inc.

Another way to promote walking is through sponsored walking programs or events that can take place both indoors and outdoors. This story looks at programs in both settings.

Indoors

One of the historic indoor walking program concepts has been mall walking. In this model, the health system sponsors walks inside a shopping mall before the stores open to the general public. The Virginia Hospital Center in Arlington, Virginia has been conducting a mall walking program for more than 28 years. For the first 25 years, it took place at one mall. By 2015, “the stores weren’t very good and they were doing a whole revamping so we decided to move the program to another mall about three and a half miles away,” says Cathy Turner, Director, Health Promotion and Senior Health. “This mall is across the street from a metro station and near the Pentagon.”

Most of the regular participants in the walking program moved over to the new location while some didn’t because of the distance from their home.

The walks are offered every Tuesday and Thursday morning from 8:30–9:30 a.m. It is only canceled if the Arlington schools are closed or delayed because of snow/ice.

Almost all of the participants are 50 plus with the majority being seniors. One goal for 2019 is to get more stroller moms involved, she says. Each walk attracts 20 to 25 people. The mall itself has four floors and a round trip on one floor is about a quarter mile. Some folks arrive at 8:30 a.m., others a little later. At 9:15 a.m. there is group stretching and balancing exercises. On the first and third Thursdays, a home health agency comes and offers blood pressure screenings.

One might think that a mall walking program like this would be most successful in inclement weather. But that isn’t the case. Turner says that the program is consistently successful in all seasons. One reason for this, she believes, “is the camaraderie amongst the group. Social networking is important.” One way this is manifested is that each month there is a birthday celebration for everyone with birthdays that month—complete with a cake.

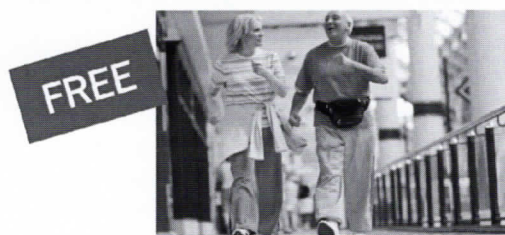
The walks have been marketed through the hospital’s three times a year community magazine along with information included on flyers advertising all the hospital’s senior health programs. For this year, one goal is promoting the walking program with its own flyer and also working with the mall to place information highlighting the program at strategic points in the mall.

Outdoors

Healthcare organizations sponsoring outdoor walking opportunities can do so via special events and/or regular walking programs. One organization that has been doing annual special events to promote walking is Kaiser Permanente Hawaii. More

Walk-Fit

Mall Walking Group



Join us every Tuesday and Thursday from 8:30 a.m. — 9:30 a.m. at Fashion Centre at Pentagon City. Meet on the first level, next to Nordstrom Cafe. Walk for up to 45 minutes followed by 15 minutes of guided stretching and balance exercises.

Blood Pressure screenings will be conducted on the 1st and 3rd Thursday of every month by the following organizations:

January: LifeMatters	May: Synergy HomeCare
February: Old Dominion Home Care	June: Right at Home
March: Care with Love	July: Griswold Home Care
April: Corewood Care	

For more information, visit the Hospital’s web site:

www.virginiahospitalcenter.com/senior

Or, call us: 703.558.6859

FASHION CENTRE
AT PENTAGON CITY
A SIMON MALL

VIRGINIA HOSPITAL
CENTER

than 1,000 people gathered one day this past September in downtown Honolulu for the 14th Annual Start Steppin’ lunchtime walk and health fair. Walkers completed a half mile route with representatives from Kaiser passing out free items along the way as a reward for committing to an active living lifestyle.

According to Laura Lott, Director of Communications & Public Relations, “the Kaiser Permanente Start Steppin’ event encourages everyone to make walking a part of their daily routine. Safe and appropriate for nearly any age or level of fitness, an ongoing walking program can improve cholesterol levels, lower blood pressure, prevent weight gain and reduce risks of developing diabetes or breast cancer.”

For ongoing walking programs, healthcare organizations can create their own or become a part of a branded program such as Walk with a Doc, a national program started by cardiologist Dr. David Sabgir in 2005 (see our July 2014 story “Walk With a Doc Programs Gain Traction”).

This program now has approximately 450 organizations that have implemented it throughout the United States and abroad. Among the countries that have implemented Walk with a Doc programs are: Argentina, Australia, Brazil, Nigeria, India, Israel, Italy and Mexico.

Most of the organizations in the United States are health systems. Walk with a Doc does not proactively promote its service. Rather, organizations seem to come to them via word of mouth and learning about

the program from news stories about them. Interest is organically growing with the number of new sites increasing significantly each year.

His advice to healthcare organizations implementing Walk with a Doc programs is “to not bite off more than you can chew,” he says. “You need to do the walk at least once a month.” Approximately 25-30 percent of the programs are run weekly with the rest bi-monthly or monthly, he adds.

One of the challenges in operating a Walk with a Doc program is finding fitness oriented doctors who can regularly commit the time and energy to the project. Because this is not always easy to do, the organization has recently started a new program Just Walk that is designed to have licensed healthcare professionals who are not doctors lead the walk. This program is in the early stages with about half a dozen in place as of this past winter.

Sabgir, as he has done since its inception, leads a Saturday morning walk in his community, attracting approximately 50 people each week.

Walk with a Doc at Tidelands

The Murrells Inlet, South Carolina-based Tidelands Health began a monthly Walk with a Doc program in May 2017. “From our very first session, we’ve had tremendous community interest and support,” says Amy Stevens, Vice President, Marketing and Communications. “We average about 40 walkers a month and have had close to 100 people attend some months. We have a core group of dedicated walkers who never miss a walk—even in rain, freezing weather and wind. And we typically see about 10-12 new walkers each month.

“We have folks of all ages attend the walks. We’ll typically have couples in their 70s, young moms pushing baby strollers, families with their dogs in tow—it’s a great cross-section of our community.”

Physicians have been eager to be involved. “Both our primary care physicians and our specialists participate,” she says. “At times, we’ve had a ‘waiting list’ of doctors who would like to lead a program. The physicians have been great—they really engage with attendees. They’ve done everything from jump on a picnic table to demonstrate stretches to share personal stories about their own health and wellness journey. Often, the physicians bring their spouse, children and pets with them—so it’s a real family affair.”

The program is held in “Myrtle Beach on the second Saturday of every month at 9 a.m.,” she says. “The park where we walk is less than a mile from the site of a new, 65,000-square-foot Tidelands Health facility under construction in Myrtle Beach, so Walk with a Doc has been a terrific way to introduce our organization and our physicians to a new community into which we’re expanding.”

Walk with a Doc is one of several efforts that the healthcare organization is doing to promote walking. One of these is the construction of walking trails

around two of its hospital campuses that are part of a community network of walking and biking paths, she says.

Collaborating With Others: Working With the Track Club and the School District

For the last three years the Carrollton, Georgia-based Tanner Health System has been working with the West Georgia Track Club on a couch to 5K program. This eight week program is designed to help people walk, jog or run a 5K. The health system has a walking trail near its emergency room. Participants “break into timed groups and a member of the track club helps them run, jog or walk,” says Community Outreach Coordinator Patricia Mitchell. The individuals progress over the course of the program from one mile to three miles with “homework” given by the track club to each individual to keep them moving during the week.

The Move It Monday program starts at 6 p.m. and



is over by 7 or 7:30 p.m. It happens once in the spring and once in the fall. The average number of folks registering is 40 with the majority staying until they finish.

The Carrollton GreenBelt is an 18 mile long shared use path for pedestrians and non-motorized users. Part of the trail goes by the Carrollton city schools. That led the folks at Tanner to the idea of creating a Safe Routes to School program that went along the GreenBelt. The schools were enthused and Tanner's

Get Healthy, Live Well program worked with the school system to get it rolling. That was five years ago. Today, the program has been turned over to the schools to operate, she says.

One of the interesting twists to the program is the recognition that there are many who live too far away from the school to walk the entire distance. So, there are several trailheads where parents can park so the rest of the distance can be covered by foot or bicycle. ■

Five Years and 11 Health Risk Assessments Later

DOWNERS GROVE, IL—Just how much a risk do I have for a specific disease or medical condition? Answering that question is the principal reason that people take online health risk assessments. And, flipping the idea, it's a principal reason why the health risk assessment has been a growing, important strategy for Advocate Aurora Health, a large health system serving Illinois and Wisconsin.

That is, it's been an important strategy for the Advocate part of the health system—Advocate and Aurora finalized their merger in April 2018. Moving forward, the strategy that has been working so well for Advocate is now rolling out on the Aurora side this year, says Jay Keltner, Director, Integrated Marketing.

Advocate began its health risk assessment strategy in 2014 by focusing on its cardiovascular service line. Within a relatively short period of time, Keltner felt that the cardiovascular health risk assessment was a winner and more were added. Today, the health system has a total of 11 health risk assessments including ones for asthma, diabetes, breast health, colorectal health, healthy weight, knee

and hip, lung, sleep apnea and stroke. The most popular health risk assessment is healthy weight management, accounting for approximately 30 percent of the total HRAs completed.

Keltner would like to add ones for anxiety and depression but that is easier said than done, he says. With each of the organization's health risk assessments, there is a lot of work ahead of time to understand what would be the influx of demand compared with its capacity to meet it. It does little good for a health risk assessment to attract potential patients that can't be accommodated in a reasonable amount of time, he says. And, as is the case in many other regions of the country, there is a shortage of behavioral health professionals that is stressing the system.

Keltner works with an outside vendor that provides the health risk assessments used. Each assessment is vetted internally by clinical leaders. While nothing, so far, has come up regarding the questions asked on the vendor's assessment form, occasionally the doctors will ask to have an additional question (s) added.

