

*Internal and External  
Marketing of Your Trauma  
Program*

Montana Trauma Coordinator  
Course 2015

# Internal Marketing

- ▶ What is “internal marketing?”
  - Internal marketing is sharing information with others within your facility
  - Educating others within your facility about what your trauma service is and does



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## Internal Marketing

- ▶ Who really knows what you do?
  - You as the Trauma Coordinator know what you do
  - The Trauma Medical Director and Registrar has some idea
  - The ED /OR/ICU/Floor staff have an idea what you do
  - Perhaps your direct supervisor has an idea
  - But everyone else has no clue what you do and perhaps, on any given day, you wonder the same thing!!

# Internal Marketing

▶ Who needs to know what you do? Anyone?

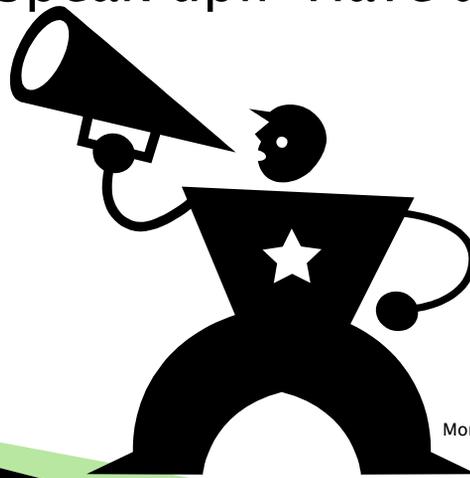
- EMS services
- ED physicians
- ED/ICU/Floor/Radiology/Lab and OR staffs
- Surgeons
- Other physicians
- Department managers, department staff
- EVERYONE in the facility needs to know



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## Internal Marketing

- ▶ Who is responsible to educate others?
- ▶ YOU ARE!!! Speak up!! Have a voice!
- ▶ BUT????????!!!!!!



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## Internal Marketing

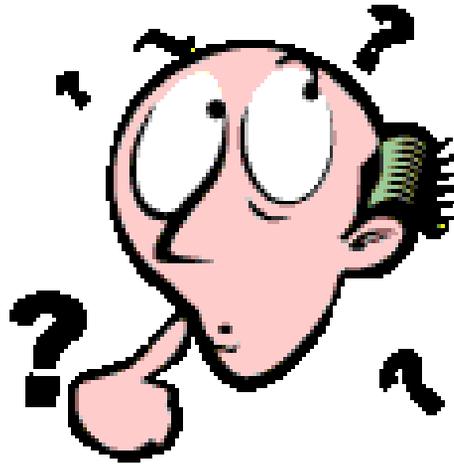
### ▶ How do you go about it?



- Find opportunities to talk about your program
  - Staff meetings, making rounds on trauma patients, Trauma Committee meetings, other multidisciplinary committee meetings, Hospital Board meetings, mingle with staff while on duty
  - Food is often a good tool to use to get people to come to a meeting
  - Provide annual report to department heads, Administration, and the Hospital Board about the trauma program

# Internal Marketing

- ▶ Come up with some sort of articulate response to this REALLY BIG question:
  - “So really, what do you do and what is a Trauma Program?”



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## Internal Marketing

- ▶ Be able to talk about your service knowledgeably:
  - How many patients a year do you see?
  - Who are they (characteristics)?
  - Has the patient population changed?
  - What is the payer mix? How is reimbursement?
  - What are the current care challenges?
  - What processes are you currently working on?
  - What resources do we have and what else is needed?
  - What are your current program strengths?

Know who and what kinds of patients that your facility provides care for

## Internal Marketing

- ▶ Other ways to market your program internally;
  - Write articles/give updates for your hospital newsletter
  - Provide educational sessions
  - Make sure your facility's marketing program is aware of the Trauma Service
  - Participate in Community outreach and civic activities
  - Provide presentations to civic and service groups
  - Always share your news with Administration, the Hospital Board, & Leadership

# Internal Marketing

- ▶ “Just a few meetings”
  - Attend meetings within your facility & at other programs
  - Let people know who you are (Get your face out there and put boots to the ground)
  - Volunteer to work on other facility projects



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## Internal Marketing

- ▶ **What if people complain about care or criticize the program?**
  - Always take the complaints seriously and look at it from their perspective. Elicit their ideas
  - Keep an open mind; don't pre-judge
  - Thoroughly research the situation
  - Involve all of those who are affected
  - Educate people about what is happening and why
  - Let people know the outcome once a complaint has gone through the process
  - Make sure any processes changes are thoroughly communicated to those who need to know
  - Always follow-through

## Internal Marketing

COMMUNICATION IS KEY!

- ▶ Share successes and challenges
- ▶ Network with other trauma coordinators
- ▶ Don't reinvent the wheel

## External Marketing

- ▶ Take your program into your community, region and state; participate in all levels of activity
- ▶ Offer to provide a presentation at another facility in your region that is considering designation or struggling with their system
- ▶ Invite others to come to your service and let them follow you around for a day

## External Marketing

- ▶ Let your community know about your facility's contribution to trauma care
  - Make sure your facility's public relations person is included in marketing the trauma program
  - Go to the schools and be involved with education, retirement homes, Kiwanis , Knights of Columbus and injury prevention activities
  - Advertise in your community about what you do
    - Billboards, pamphlets, newspaper articles, facility web sites

# External Marketing

## ▶ Promotion

- Publicity strategies
- Vehicles for promotion
- The message itself
- Send that positive message about your program and your facility and how your Trauma Program is changing lives in your community through prevention and outreach education