

Internal and External Marketing of your Trauma Program

Internal Marketing

What is “internal marketing?”

- Internal marketing is sharing information with others within your facility
- This involves educating others within your facility about what your Trauma Service is and does



Internal Marketing

Unless your Trauma Service is well established, even those who care for trauma patients may not understand its functions

Having a distinct service line for trauma patients will be a change for most facilities

The Trauma Service has a unique role in coordinating care of the trauma patient

But the Service is involved in so much more than direct care; performance improvement, data collection and analysis, education, prevention programs and efforts to achieve Designation/Verification

Internal Marketing

Who needs to know what you do?

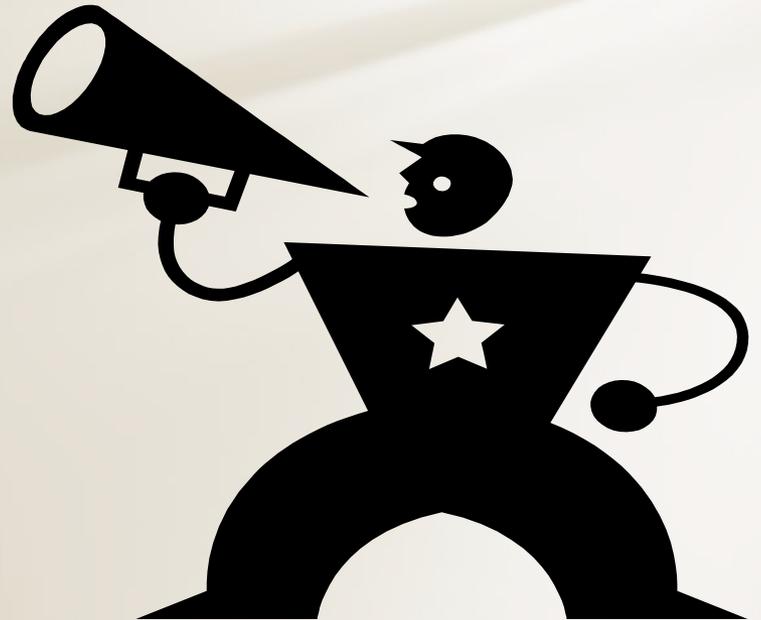
- EMS
- ED physicians
- ED/ICU/Floor/Radiology/Lab and OR staffs
- Surgeons
- Other physicians
- Department managers, department staff
- **EVERYONE** in the facility needs to know



Internal Marketing

Who is responsible to educate others?

YOU ARE!!! Speak up!! Have a voice!



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

Be able to talk about your service knowledgeably:

- How many patients a year do you see?
- What are their characteristics?
- Has the patient population changed?
- What is the payer mix? How is reimbursement?
- What are the current (and anticipated future) care challenges?
- What processes are you currently working on?
- What resources do you have and what else is needed?
- What are your current program strengths?

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, and other stakeholders within the facility

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 process changes are thoroughly communicated to those who need to know
- Always follow through – people need to know you are trying to solve their problems

Internal Marketing

One of the best ways to highlight your program is to celebrate its successes

- It's a "feel good moment" for all
- Strategies that were effective can be reinforced
- You can showcase how all your efforts have led to improvements in care and patient outcomes
- Be sure to give credit to ALL, not just those who work directly with you
- This is a powerful statement, "This case would not have turned out this well five years ago."

External Marketing

- Represent your Program in 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 shadow you for a day and learn about your team's processes
- Consider sharing interesting cases with your RTAC, thereby teaching others and highlighting your efforts

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

- 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
- Teach your community how to be safe but let them know you stand ready to care for them in their time of need, even if a mass casualty incident occurs