Toward a New Paradigm for Health Marketing

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What is Health Marketing?

An organizational function and a set of scientific processes for creating, communicating, and delivering value to customers and for managing customer relationships in ways that protect and promote the health of diverse populations.¹

*A multi-disciplinary area of practice.*

¹ Adapted from the American Marketing Association.
Health Marketing Sciences

• Communication Sciences
  – Health, Risk, Visual, Mass, Interpersonal, Organizational, Computer-mediated
• Marketing Sciences
  – Audience research, Advertising, Branding
• Behavioral and Social Sciences
  – Sociology, Psychology, Anthropology
• Health and Public Health Sciences
Commercial Marketing

Market research, Audience segmentation, Sales and marketing metrics

Products
Brands

Sales Force
Distributors
Retailers

Customers

Product development, Packaging, Placement, Promotion (B2B/DTC)
Health Marketing

Audience research, Formative research, Public & Partner engagement, Consumer surveillance

Products: CDC’s Research, Science, Evidence-based advice

Customers: "The Public"  Individuals Institutions Communities US pops Global pops

Health profs Partners

Translating research to practice (B2B), Health communication and marketing (DTC)
Products: CDC’s Research, Science, Evidence-based advice

Customers: Health profs

Customers: “The Public”, Institutions, Communities

Customers: US pops, Global pops

NC ADCs

HAN  PHIRE  EpiX  www.CDC.gov  800-CDC-INFO

COMMUNITY  MMWR  Campaigns  Podcasts  CDC-TV
National Center for Health Marketing

- **Vision**: A world where all people actively use accessible, accurate, relevant, and timely health information and interventions to protect and promote their health and the health of their families and communities.

- **Mission**: To protect and promote public health through collaborative and innovative health marketing programs, products, and services that are customer-centered, science-based, and high-impact.
Strategic Goals 2007-2012

Goal 1: To increase the impact of health marketing sciences throughout CDC

Goal 2: To achieve consistent, high-quality NCHM service and collaboration

Goal 3: To expand the strategic and innovative application of health marketing

Goal 4: To improve and sustain NCHM’s systems, operations, resources
### Selected Strategic Priorities

1.1 Enhance intramural and extramural health marketing research and evaluation.

1.3 Apply the sciences of health marketing to preparedness, global health, and other priority areas.

3.2 Adopt and diffuse a customer-centered marketing paradigm throughout CDC.

3.5 Increase program evaluation and the application of best practices.

4.1 Facilitate and expand opportunities for professional development.
External Health Communication, Marketing, and Media Priorities

- **Scientific exchange**: Opportunities to share diverse scientific accomplishments and best practices across our related fields
- **Research agenda**: Identifying and promoting research to fill critical gaps
- **Professional development**: Graduate training competencies in health communication, marketing, and media
- **Professional networks**: Expanding and strengthening our professional connections
Traditional vs. Social Media

Traditional Media
- Television/Radio
- Newspapers & Magazines
- Print media
  - Billboards, Posters, etc.
- “Expert” Websites

Social Media
- Telephones
- Newsgroups/Boards/Chat
- Sharing Services
  - Video, Audio, Photos, News, Games, Links

Vertical/Horizontal nexus
- “The Sweet Spot”
- “People like me” = most trusted
  - Edelman Trust Barometer ’07

- Blogs/Video Logs
- Instant Messaging
- Mobile Messaging
- Wikis
- Social Networks
- Mash ups
Trends in Health Communication, Marketing, and Media

- Intersection of horizontal and vertical marketing and communication efforts
- Integration of communication, marketing, and media perspectives among professionals
- Proliferation of (competency-based) academic training programs in diverse departments
- Recognition of the importance of marketing and communication for increasing the impact wholesale and retail public health
Thank you

http://www.cdc.gov/healthmarketing

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