


# Whitewater Marketing

 STACKPOLE & Associates, Inc.

---

**Whitewater Marketing**  
*Pharmacy Services Providers & The Pace of Change*  
*presented by*  
*Irving Stackpole, RRT, Med*

Presentation Available at:  
**www.StackpoleAssociates.com**  
**1-800-844-9934**

---

---

---


---

---

---

---

---

 STACKPOLE & Associates, Inc.

---

*The speaker discloses no potential conflicts of interest*

---

---

---

---

---

---

---

---

 STACKPOLE & Associates, Inc. **Objectives**

---

- List key performance characteristics to differentiate pharmacy service providers
- Describe programmatic initiatives that will differentiate the PSP
- Model methods of communications
- List channels for communication to prospective customers

---

---

---

---

---

---

---

---

1018 Beacon Street, Brookline, MA 024456 Phone: 617-739-5900 Toll Free 800-844-9934 <http://www.StackpoleAssociates.com>

# Whitewater Marketing



*Historical View of Marketing / Sales Management*



4

---

---

---

---

---

---

---

---



*Today's Reality*



5

---

---

---


---

---

---

---

---



**This Presentation**

- **Marketing What No One Wants to Buy**
  - What are we "selling"
  - What is the current situation / trends
  - What is the motivation or resistance at 1<sup>st</sup> purchase v. re-purchase
  - Applications & Lessons

6

Stackpole & Associates, Inc.

---

---

---

---

---

---

---

---

1018 Beacon Street, Brookline, MA 024456 Phone: 617-739-5900 Toll Free 800-844-9934 <http://www.StackpoleAssociates.com>

# Whitewater Marketing



**Current Situation / Trends?**



---

---

---

---

---

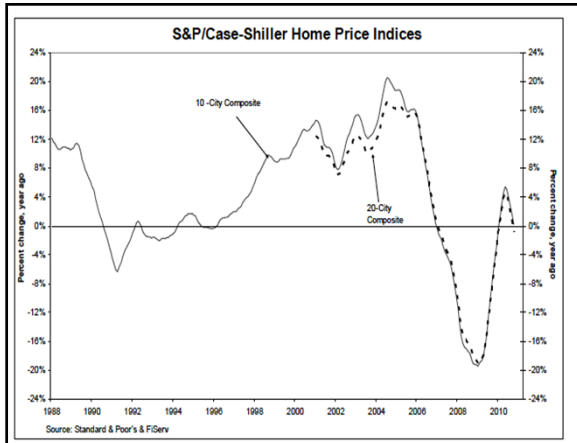
---

---

---

---

---




---

---

---

---

---

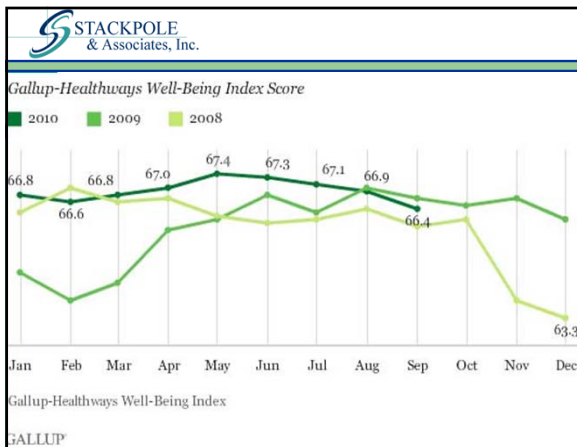
---

---

---

---

---




---

---

---

---

---

---

---

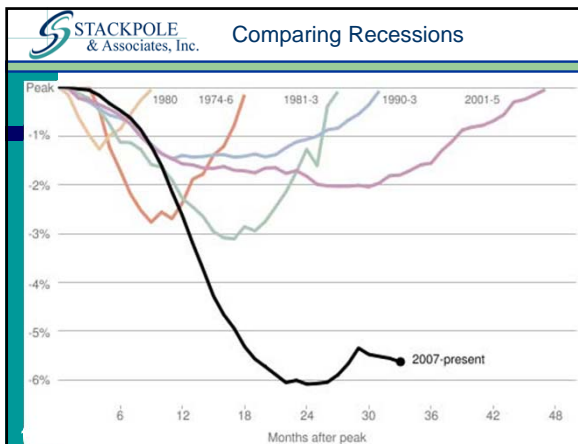
---

---

---

1018 Beacon Street, Brookline, MA 024456 Phone: 617-739-5900 Toll Free 800-844-9934 <http://www.StackpoleAssociates.com>

# Whitewater Marketing




---

---

---

---

---

---

---

---

---

---

Stackpole & Associates, Inc.

## Quiz

- Nursing Center Occupancy in 2010 is
  - Increased
  - Decreased
  - No Change from 2009

11 Stackpole & Associates, Inc.

---

---

---

---

---

---

---

---

---

---

Stackpole & Associates, Inc.

## The Supply Side

- Nursing home occupancy rates declined from 85.5 percent in 2004 to 82.9 percent in 2010 showing excess capacity.
  - Long term residency of "young cohorts" increasing to 14%
  - Despite the above, SNF patients are older & sicker
  - ADL dependency increasing

12 Stackpole & Associates, Inc.

---

---

---

---

---

---

---

---

---

---

1018 Beacon Street, Brookline, MA 024456 Phone: 617-739-5900 Toll Free 800-844-9934 <http://www.StackpoleAssociates.com>

# Whitewater Marketing

**STACKPOLE & Associates, Inc.**

## The Supply Side

Of the 1.4 million residents in nursing homes:

- 64 % Medicaid,
- 22 % out of pocket / private payers, and
- 14 % Medicare

– The percent of residents paid for by Medicare has increased by about **16 percent since 2004** with a reduction in the percent paid by Medicaid.

13 Stackpole & Associates, Inc.

---

---

---

---

---

---

---

---

---

---

**STACKPOLE & Associates, Inc.**

## More Supply Side

- The number of for-profit nursing homes increased from 65.9 percent of all homes in 2004 to 67 percent in 2009, while the number of non-profit nursing homes and public homes declined slightly.
- Nursing home chains were 54 percent of the total homes in 2009, showing a 3 percent increase over 2004.
  - Increase FPs in CCRCs

14 Stackpole & Associates, Inc.

---

---

---

---

---

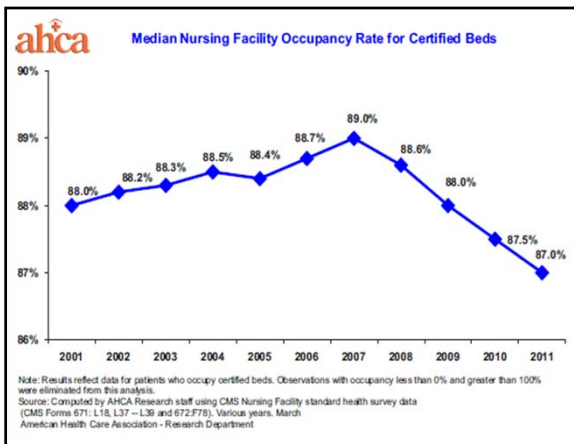
---

---

---

---

---




---

---

---

---

---

---

---

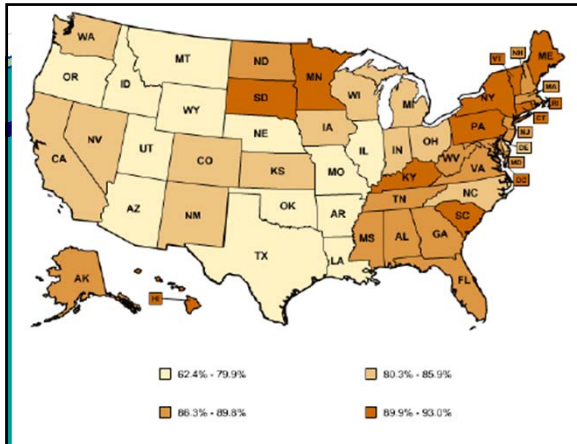
---

---

---

1018 Beacon Street, Brookline, MA 024456 Phone: 617-739-5900 Toll Free 800-844-9934 <http://www.StackpoleAssociates.com>

# Whitewater Marketing




---

---

---

---

---

---

---

---

STACKPOLE & Associates, Inc.

## Quiz

- The aged cohorts are
  - Increasing
  - Decreasing
  - Some going up, some going down
  - Staying about the same

17 Stackpole & Associates, Inc.

---

---

---

---

---

---

---

---

STACKPOLE & Associates, Inc.

## Demographics

*We are Here*

Year →  
Birth Year →

Source: Adapted from US Census Bureau, Current Population Reports

---

---

---

---

---


---

---

---

1018 Beacon Street, Brookline, MA 024456 Phone: 617-739-5900 Toll Free 800-844-9934 <http://www.StackpoleAssociates.com>

# Whitewater Marketing


**Conclusion**

- To Quote Randy Newman

**“It’s a Jungle Out There”**

19 Stackpole & Associates, Inc.

---

---

---


---

---

---

---

---


**Quiz**

- The reasons SNFs change PSPs are the same reasons why they keep their PSPs

A. True  
B. False

20 Stackpole & Associates, Inc.

---

---

---

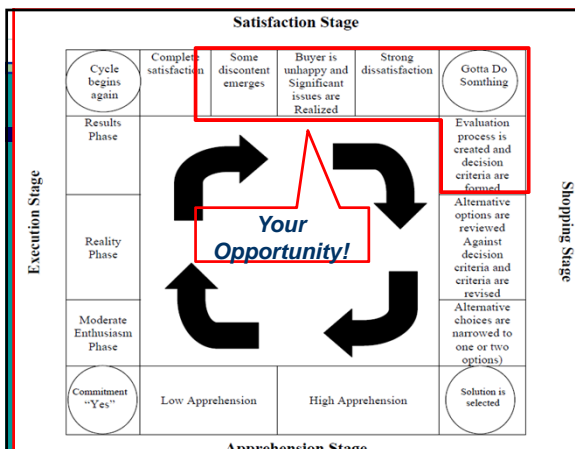
---

---

---

---

---




---

---

---

---

---


---

---

---

1018 Beacon Street, Brookline, MA 024456 Phone: 617-739-5900 Toll Free 800-844-9934 <http://www.StackpoleAssociates.com>

# Whitewater Marketing


**1<sup>st</sup> Purchase (Change) V. Re-Purchase (Loyalty)**

- 1<sup>st</sup> Purchase
  - Solution to current problem
- Perceived value drives loyalty (re-purchase)
- Value, satisfaction and importance
  - What is "Value"
  - Prospects & customers compare

22 Stackpole & Associates, Inc.

---

---

---

---

---


---

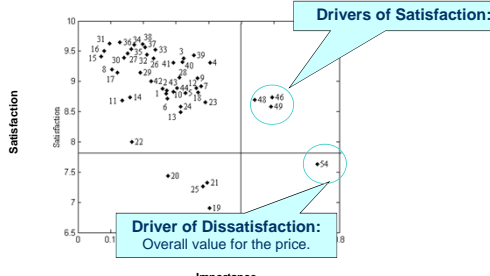
---

---

---

---


**Priority Areas: Re-Purchase**



Stackpole & Associates, Inc.

---

---

---

---

---


---

---

---

---

---


**Staying "Top of Mind"**

- IF you are an established Brand
  - Reinforce Value & Value Added
  - What have you done for me lately?
- IF you are a "new" Brand
  - Focus on what's distinct
    - The Un-Cola
  - Don't compete on Price
    - It's a Race to the Bottom
  - Testimonials & Referrals

24 Stackpole & Associates, Inc.

---

---

---

---

---

---

---

---


---

---

1018 Beacon Street, Brookline, MA 024456 Phone: 617-739-5900 Toll Free 800-844-9934 <http://www.StackpoleAssociates.com>



# Whitewater Marketing

 STACKPOLE & Associates, Inc.

---

## Staying “Top of Mind”

---

- **Push**
  - Email marketing
    - Send content that’s relevant & helpful
  - Events that benefit the SNF
  - Public health & wellness
    - Polypharmacy, falls prevention, etc.
- **Pull**
  - Google alerts
  - Social networking
    - Real AND virtual

25 Stackpole & Associates, Inc.

---

---

---


---

---

---

---

---

 STACKPOLE & Associates, Inc.

---

## Quiz

---

- You now your service is a commodity (i.e., ‘generic’) when customers:
  - A. Know the costs
  - B. Bargain over price
  - C. Understand how it works
  - D. All of the above

26 Stackpole & Associates, Inc.

---

---

---


---

---

---

---

---

 STACKPOLE & Associates, Inc.

---

## Differentiation

---

### How do you differentiate a commodity?

- Find a “value added” service
  - (Not the same old “Ho-Hum”!)
  - Transitions of Care - ACOs
- Help the SNF market
- Build **YOUR** brand
- Technology

27 Stackpole & Associates, Inc.

---

---

---

---

---


---

---

---

1018 Beacon Street, Brookline, MA 024456 Phone: 617-739-5900 Toll Free 800-844-9934 <http://www.StackpoleAssociates.com>

# Whitewater Marketing

 STACKPOLE & Associates, Inc.

---

## Quiz

---

- The most important component of effective sales is:
  - A. Experienced sales representatives
  - B. Sales Incentives
  - C. Sales reps who know what you want them to do
  - D. Effective sales database (CRM)

28 Stackpole & Associates, Inc.

---

---

---


---

---

---

---

---

 STACKPOLE & Associates, Inc.

---

## What We've Learned

---

- *Task Clarity is Critical to Sales Success*
  - *The sales team are clear about what they're supposed to be doing*
- *Role Alignment is Predictive of Success*
  - *Marketing, sales and the entire team (yes, operations too!) accepts responsibility for Sales, as well as Customer / Consumer / Employee loyalty!*

---

---

---


---

---

---

---

---

 STACKPOLE & Associates, Inc.

---

## A Few Definitions - For Clarity!

---

- Sales – a definition
  - Behaviors which persuade and influence customers and consumers to select yours vs. others'
  - Securing commitment

Revised 2007 Ethical Influence 03.10.29 30

---

---

---

---

---


---

---

---

1018 Beacon Street, Brookline, MA 024456 Phone: 617-739-5900 Toll Free 800-844-9934 <http://www.StackpoleAssociates.com>

# Whitewater Marketing

 STACKPOLE & Associates, Inc.

---

## A Few Definitions - For Clarity!

- Marketing – a definition
  - Management of the interface between the provider and the customer / consumer
  - Creating / maintaining preference

leahsa2003ethicalinfluence.03.10.29 **31**

---

---

---

---

---

---

---

---

 STACKPOLE & Associates, Inc.

---

## Clear about Sales & Marketing

- *Marketers are seldom good sales persons*
  - *They're too realistic!*
  - *Who never gives up?*
- *Good marketers are sometimes good sales persons*
  - *Schizophrenia is fun!*
- *Good sales persons may never be good marketers*
  - *Do you want the report on time, or the volume?*
- *Don't agonize.. These are the choices*

---

---

---


---

---

---

---

---

 STACKPOLE & Associates, Inc.

---

## Conclusions

- *Your customers are hurting*
- *The don't expect it from you*
  - *Surprise them!*
- *In the Service Life Cycle. Catch 'em when they're unhappy*
  - *Stay in front of them – Push & Pull*

---

---

---

---

---

---

---

---

1018 Beacon Street, Brookline, MA 024456 Phone: 617-739-5900 Toll Free 800-844-9934 <http://www.StackpoleAssociates.com>

# Whitewater Marketing

 STACKPOLE & Associates, Inc.

Cheap subliminal suggestion → 

Presentation Available at:  
**www. StackpoleAssociates.com**  
**1-800-844-9934**

---

---

---


---

---

---

---

---

 STACKPOLE & Associates, Inc.

## Bibliography

Albrecht K. and Zemke, R. (1985). *Service America*. New York: Warner Books, Inc.

Bruner II, G.C., James, K.E., and Hansel, P.J. (2001) *Marketing Scales Handbook: A compilation of multi-item measures*, volume iii. Chicago: American Marketing Association

Chase, R & Dasu, S. *Want to perfect your company's services?: Use behavioral science*. Harvard Business Review June, 2001.

Cialdini, R. (1993). *Influence: The psychology of persuasion*. New York: Quill

Johnson, M & Gustafsson, A (2000). *Improving customer satisfaction, loyalty and profit: An integrated measurement and management system*. San Francisco: Jossey-Bass

Reichheld, F (1996) *The Loyalty Effect: The hidden forces behind growth, profits, and lasting value*. Boston: Harvard University Press

35 Stackpole & Associates, Inc.

---

---

---


---

---

---

---

---

 STACKPOLE & Associates, Inc.

## Bibliography

Hillestad, S & Berkowitz, E. *Health Care Marketing Plans: from strategy to action*. Gaithersburg: Aspen. 1999

Parasuraman, Zeithaml and Berry. "A conceptual model of service quality and its implications for future research." *Journal of Marketing*. 1985 Fall:41-50.

Patterson, P. & Spreng, R. "Modeling the relationship between perceived value, satisfaction and repurchase intentions in a business-to-business, services context: an empirical examination." *International Journal of Service Industry Management*. Vol. 8 No. 5, 1997: 414-434.

Reichheld, F. *The Loyalty Effect: the hidden force behind growth, profits, and lasting value*. Boston: Harvard University Press. 1991

Stackpole, I. & Ziemba, E. *Make Your Marketing P-P-P-Perfect*. Care Management Matters, April 2008

Stackpole, I. & Ziemba, E. *It's Not What Your Say – It's What People Hear!*. Care Management Matters, June, 2008

Ziemba, E. *Email Campaigns that Work*. Care Management Matters, April, 2009

36 36

---

---

---

---

---

---

---

---

1018 Beacon Street, Brookline, MA 024456 Phone: 617-739-5900 Toll Free 800-844-9934 <http://www.StackpoleAssociates.com>