SCBTMR 2015
A Primer in Radiology Marketing

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I have no conflicts of interest to report
Marketing

The process of communicating the value of a product or service
Marketing

• Marketing is not a bad word

• Some things are out of our control
  – regulations, pre-certifications, etc.

• Radiologists are ALWAYSs marketing – whether you like it or not
Marketing

• Big picture – what do you want to accomplish
• Must have a marketing plan
• MUST know your customer
  – Not always your instinct or perception - data
• Dr’s doctor?
Marketing - Fundamentals

The 5 P’s

• Product
• Price
• Placement
• Promotion
• People
Marketing – 5 P’s

Product
• X-ray, MR, CT
• Is that all?
  – Service -
Marketing – 5 P’s

Product

• X-ray, MR, CT
• Is that all?
  – Service –
  – Expertise – equipment purchase
Marketing – 5 P’s

Product

• X-ray, MR, CT
• Is that all?
  – Service – committees, administration
  – Expertise – equipment purchase
  – New frontier – utilization, decrease hospital stays, patient satisfaction
Marketing - Fundamentals

Price

• A fun topic?
• What is the impact of price?
Marketing - Fundamentals

Placement

• What and where is your product in the market?
Promotion

• Something done to increase awareness of your product to increase its sales or popularity
Marketing - Fundamentals

Promotion

- Something done to increase awareness of your product to increase its sales or popularity
- What does that mean?
Marketing - Fundamentals

Promotion

• Something done to increase awareness of your product to increase its sales or popularity
• What does that mean?
• The ility’s
  – Availability, Affability, Ability
Marketing - Fundamentals

Promotion

- Something done to increase awareness of your product to increase its sales or popularity
- What does that mean?
- The ility’s
  - Availability, Affability, Ability
- Creating a market
Marketing - Fundamentals

People

• Do I need to mention??
• Surprise! - It is not all about YOU!
Marketing - Fundamentals

The 5 P’s

• Product
• Price
• Placement
• Promotion
• People
Marketing

• Radiologists are ALWAYSs marketing
  – Whether you like it or not!
  – Markets are always changing
    • Any pneumoencephalopathy experts in audience?

• Differentiation

• Branding
Marketing

- Differentiation – mostly what we have been discussing
  - the process of distinguishing a product or service from others, to make it more attractive to a particular target market

3 T MR versus competitor’s 1.5 T
Open MR
BMW, Mercedes, Chevrolet, Saturn, Oldsmobile, Edsel
Branding

• Creating a name, symbol or design that identifies and differentiates your product from others
  – Google
  – Girl Scout Cookies
Branding
Marketing

Differentiation – Branding
First to market impact

Madison Avenue
Xerox
Coke
Marketing - Mistakes

Not knowing your customer
Selling to the wrong people
Price may not be the driver
Offering what you cannot deliver
Not smiling
Marketing

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