

Table 2: Moderator/Coach: Charlie Hull – Blessing Health System

Objectives: Setting goals that tie to population health vs. service line market share

Messaging: defining clear, desirable points of value and differentiation



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3. How does marketing contribute to these goals? Are your objectives linked to these strategic goals? Have you successfully aligned your team members with these? How might you do that?

Messaging:

1. How do you design messages today? Do you start with a list of target audience needs and wants, or are you supply driven, starting with an inventory of what you have...features, facts and photos (doctors, equipment, etc.)?

