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



## **Goal Setting:**

1. How many of you have goals today? For you? For your team? For your department? What are they tied to? Performance of the organization? Financials? Patient outcomes? Other measures? How many are tied to market share performance year over year? Community awareness? New patient registrations? Employment applications? Volunteer applications? Call center volumes?

2. How many participate in the organization's strategic planning activities? What are your strategic goals? Can you name them? Would you say they are more focused today on population health objectives? Do they involve organizations outside your employer? What percentage of the goals are tied to service line performance? (Like ED volumes, Cardiology, Inpatient days, etc.)

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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.)?

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2. Thinking about population health goals, like caring for the needs of the community we serve...do your messages focus solely on your hospital's capabilities, or do you partner with others to create blended messaging that really focuses on the consumer and their needs v. the we can help you if you are sick approach. Use this space to describe how and with whom you might have to partner to create messages that resonate with the well, or mostly well population to capture the larger audiences.

3. Now, contrast this to typical service line thinking. Can service lines message to population health? How? Who is doing it today? Why is this harder? Is it? If you were going to take one service line to practice this thinking with, use the space following to outline what you have to consider. What does your target need to hear? What will grab their attention? Why does your approach seem more effective? Is your organization ready to approach their work this way?