Outline

• Background
• Social Marketing Concepts
• Application of Social Marketing Concepts to Waived Testing Practices
Background
Waived Testing - Facts

- Under CLIA, waived tests
  - Are simple, low-risk procedures
  - Have no routine regulatory oversight
- 111,000 waived testing sites
- CMS, CDC studies identified quality gaps in waived testing practices
- To address these quality concerns, CLIAC recommended development of Good Laboratory Practices for Waived Testing
- Effective marketing of these recommended practices is critical
Social Marketing Concepts
Social Marketing

- Social marketing is the application of commercial marketing concepts to public health programs and includes
  - Analysis
  - Planning
  - Implementation
  - Evaluation
- Designed to influence voluntary behavior of target audiences in order to improve their personal welfare and that of their society. (Andreasen, 1995)
Social Marketing

• Customer driven
  - Target audience provides key input
  - Marketers must understand the audience
Key Concepts

• Seek to influence, not to coerce
• Promote voluntary change
• Target a specific audience
• Understand behavior
Social Marketing

- Social marketing IS NOT
  - Expert driven
  - Advertising
  - For involuntary behavior
  - For profit
Social Marketing – Marketing Mix

• The five “P’s”
  ❖ Product
  ❖ Price
  ❖ Place
  ❖ Promotion
  ❖ Policy
Steps in Social Marketing

• Initial Planning
• Formative Research
• Program Development
• Implementation
• Assessment/Evaluation
Planning and Formative Research

• Planning
  - Establish goals and objectives
  - Identify potential target audiences and target behavior

• Formative research
  - Gather information from the target audience concerning
    - Needs
    - Goals
    - Knowledge
    - Attitudes
    - Behaviors
    - Perceived risk of adopting Practices
  - Determine best placement and appropriate message
  - Identify factors that influence behavior
Program Development

• Strategy Development
  - Refine target audience
  - Determine behavioral objectives
  - Design Intervention
  - Develop marketing mix, i.e. refine the five “P’s”

• Product Development
  - Maximize benefits of adopting Practices
  - Reduce costs and barriers associated with adoption of Practices
Implementation

- Coordinating marketing efforts
- Sustaining message
- Training and motivating
- Distributing materials
- Disseminating information
- Refining product/program
Assessment/Evaluation

• Process and outcome evaluation
• Linked to behavioral objectives
  ❖ Did you reach the target audience?
  ❖ Program impact?
  ❖ Revisions necessary?
Application of Social Marketing Concepts to Waived Testing Practices
Planning and Formative Research

• Information available through CMS/CDC studies
  - Profile of testing personnel
  - Testing practices
  - Waived facility types
  - Quality gaps

• Data not available
  - Characteristics of target audiences
    - Knowledge
    - Beliefs
    - Attitudes
    - Perceived barriers
Target Audience

• Since POLs represent 46% of waived testing sites, marketing for these sites may have the most impact.
• Physicians are usually the laboratory directors, decision makers.
• Nurses most often
  • Perform waived testing
  • Provide training for testing personnel
• Physicians and nurses could potentially be primary and secondary target audience.
Target Behavior

- Short-term targeted behaviors are
  - Knowledge of how testing practices affect test results
  - Awareness of the Practices as a resource
- Long-term targeted behaviors are
  - Voluntary adoption of the Practices
  - Belief among waived testing sites that the recommended Practices are the accepted standard of practice
**Products**

- *Physical* product is the Practices in their entirety
  - The Practices can be segmented for
    - Each testing phase
    - Different types of personnel
      - Directors
      - Testing personnel

- *Perceived* product may be the benefits of adopting the Practices (but needs to be defined by the target audience) and may include
  - More assurance that test results are accurate
  - Enhanced patient safety
  - Patient trust in the healthcare provider’s test results
  - Possible reduction of liability/risk to the waived testing site
Price

• Expenses associated with adopting the Practices include
  ✷ Purchase of QC materials
  ✷ Personnel time
  ✷ Barriers to adopting the Practices (need to be defined by target audience)

• Price may be offset by the perceived benefit of
  ✷ Providing higher quality testing
  ✷ Improving patient safety
• The workplace/testing site may be best for disseminating information on the Practices

• Additionally, the Practices should be promoted through places defined by the target audience (to achieve buy-in), which could include
  - Professional publications
  - Meetings
  - Web sites
  - Workshops
Promotion

- Multiple channels (identified by target audience) should be used to promote adoption of the Practices and could include
  - Professional journals
  - Professional meetings
  - Web sites
  - Workshops
  - Peer outreach
  - Posters
  - Brochures specific for personnel types and responsibility level
  - Other?
• Partnering with professional organizations will enhance the ability to reach and impact the targeted audience

• Potential partners include
  - Physician organizations
  - Nursing groups
  - Laboratory organizations
  - Industry
  - Distributors
  - Others?

• Need to Identify the most effective type of communicator for each audience segment (determined by target audience)
• Definition of waived tests (simple, low-risk) may be a barrier to adopting the Practices
  ❖ Waived tests may be perceived as being error-free with little need for
    o Personnel training
    o Quality control
    o Quality assurance
  ❖ Need to identify mechanisms for changing this perception
Evaluation

- Each phase of the marketing process needs measurable mechanisms for evaluation

- Possible phases include
  - Additional research
  - Product/message development
  - Product revision
  - Long-term maintenance/sustenance of product

- Evaluation should be based on
  - Audience feedback
  - Partner input
  - Staff assessment
  - Others, to be determined
Impact/Outcome Evaluation

• Measures to be considered
  ❖ Knowledge of how testing practices influence testing
  ❖ Awareness of Practices
  ❖ Adoption of some or all of the Practices
  ❖ Change in testing practices
  ❖ Other?

• Data gathering methods may include
  ❖ On-going surveys by CMS
  ❖ Input from partner organizations
  ❖ Other?
Comments and Discussion