

# 5 Principles for building a thriving ASC through intelligent marketing

## 1 Understand the healthcare consumer



**\$1.4 million**  
is one patient's lifetime healthcare value<sup>1</sup>

Today's healthcare consumer has more choice than ever, and how you communicate matters. It's critical to **have a mobile-friendly website** and to include the basic information consumers expect to find:



## 2 Understand your market



### Competition is Fierce

ASCs face enormous competition, especially in the local market area: from other ASCs, larger healthcare institutions, and other medical centers that provide therapeutic care that may delay surgical interventions.

### Convenience is King

ASC marketing, as with most healthcare marketing, is a hyper-local concern. A majority of consumers are interested in convenience, which includes local access.



## 3 Bridge the language barrier



Setting clear objectives for your ASC is the best way to ensure success from your marketing efforts.

### Keep it simple

Getting on the same page with healthcare consumers is crucial to success. Learn to be a good translator: speak in language that consumers can understand, and listen to what patients are saying to and about you.

### Know where you're going and what you're actually capable of accomplishing

If you set fuzzy objectives, you're likely to reach fuzzy outcomes. Be clear on what you want to accomplish and put it in language that makes sense and allows you to measure your success.

## 4 Build a marketing mix for listening

### You've got two jobs

ASCs must balance two different kinds of messages: informational and persuasive. Healthcare consumers are looking for pure information, but they're also willing to be persuaded by claims they find credible.



There's no "perfect" channel mix for ASC marketing. Work to find a blend of channels that generates both results AND insights.

### Meet consumers where they are: online and offline

Offline channels like newspaper and radio are ideal for providing reach with a local color, and online channels like search can help you "listen" to what consumers deem important.



## 5 Partner with a marketing agency



Marketing agencies with ASC experience can help your surgical center become "familiar" in the market - a decided advantage over a "no-name" center.

### Don't go it alone

Marketing agencies that specialize in health services can be a significant resource to any ASC looking to establish itself in a market or looking to grow in a specific area.

### It's okay to build - and be - a brand

Brands command preference, but they take time and care to establish. A marketing agency can transform your surgical center into a thriving experience for patients that can also edge out competitors.

## Download



Want more information on these principles? Download the full White Paper at: [www.modernasc.com](http://www.modernasc.com)

<sup>1</sup> Are these three patient-loyalty myths holding your organization back? NRC Health, September 2018

