

**Company X**

**Marketing Plan**

FY 2005

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## **MISSION**

Company X, Inc. exists to provide cost-effective quality-oriented healthcare to the residents, businesses, and industries of the southeastern United States, adhering to the Core Values of their founders.

## **VISION**

To support COMPANY X in fulfilling its mission by spreading the word through the community of our capabilities, our mission and our values.

## **MARKETING OBJECTIVE**

We will attract the appropriate patient/client mix in the required numbers to all of our centers during FY 2005 so that Company X, Inc. meets and surpasses its annual marketing goals.

## **PRODUCT LINES**

Our product lines are described below.

**Health care for individual patients**—Provide episodic medical services for people who need immediate care, but whose illness or injury is not life-threatening

**Industrial health**—Provides employers and their employees with programs that focus on the prevention, detection, and treatment of disorders related to the workplace

**Behavioral health**—Provides outpatient substance abuse assessment, treatment, and continuing care

## **MARKET DIFFERENTIATION**

Our strengths listed below encourage individuals and industries to choose us rather than our competition.

- We adhere to Company X Mission and Core Values.
- We provide compassionate, cost-effective medical care.
- Our services are easy to access.
  - o Hours extend beyond those of most local medical care providers
  - o Multiple locations
- We provide a broad spectrum of related services
  - o Health care
  - o Family practice
  - o Industrial health and wellness
  - o Substance abuse counseling

## **OUR MARKET**

We will market our services to individuals and industries in the target market area of Buncombe and Madison Counties with a total population of 231,205 (2002 estimate).

In 1998 visits to physicians' offices, hospital emergency departments and hospital outpatient departments in the United States numbered 378 patient visits per 100 individuals. Assuming this data holds true for Buncombe and Madison Counties, we can project a total of approximately 874,000 patient visits per year for these counties. Thus our goals for FY 2005 appear to be highly feasible.

## COMPETITION

Name & Location	Competitor's Description	Competitor's Strengths	Competitor's Weaknesses
Mission Hospitals' Emergency Departments Asheville, NC	Hospital-based emergency room. 24-hour services available at St. Joseph's & Memorial Mission Hospitals	ER board-certified physicians MICNs Open 24 hours	High cost Long waits Location
Occumed at Mission St. Joseph's Asheville, NC	Previously referred industrial patients to physicians. Now providing medical services directly to industry	Supported by MSJ financial resources Substantial recent media coverage Aligned with MSJ Outreach programs	In state of flux regarding mission Changing identity Now in competition with physicians
ProMed Minor Emergency Center Asheville, NC	Providers of occupational medicine and minor emergency medicine	Supported by Mountain Health Care Short waiting times Part of a Charlotte-based group Higher profit due to patient selection	Location See only select patients Quality of care Physician owned
Park Ridge Hospital Fletcher, NC	24-hour services available. Owned by Seventh Day Adventist Church	Patient care emphasized Educational programs provided Alternative medicine and therapies	Lack of competitive spirit Narrow scope
Pardee Urgent Care Fletcher, NC	Owned by Pardee Hospital. Full service (all payor classes)	Full-service patient care. Backed by hospital	Lack of competitive spirit. Previous attempt failed
Park Ridge Urgent Care Skyland, NC	Owned by Seventh Day Adventist Church. Full service (all payor classes)	Full-service patient care. Backed by hospital	Lack of competitive spirit. Previous attempt failed
Leslie Cargile, M.D. Swannanoa, NC	Provides family practice and urgent care	A "fixture" in Swannanoa for years. Caters to industry	History of erratic service, high staff turnover

## MARKETING HISTORY

Below are patient/client totals for the past six fiscal years for each product line.

<b>Product line</b>	<b>FY 1999</b>	<b>FY 2000</b>	<b>FY 2001</b>	<b>FY 2002</b>	<b>FY 2003</b>	<b>FY 2004</b>
Health care (Patient visits)	62,279	63,850	66,245	62,222	61,251	60,000*
Industrial health (Patient encounters)	155,673	149,800	164,309	201,435	161,487	70,000*
Behavioral health (Patient contacts)	22,132	22,500	16,237	18,125	22,046	50,000*
Totals	235,466	239,050	249,547	283,024	244,784	180,000*

\* Estimated

## **MARKETING GOALS—FY 2005**

Our marketing goals for FY 2005 are shown below.

- **Health care—\$0 in patient revenue**
- **Industrial health—\$0 in industrial revenue**
- **Behavioral health—\$0 in gross revenue**
- **Increase consumer top-of-mind awareness from 50 percent (July 2001) to at least 75 percent (July 2005)**
- **Increase consumer total unaided awareness from 60 percent (July 2001) to at least 85 percent (July 2005)**
- **Increase business/industry top-of-mind awareness from 50 percent (April 2001) to at least 75 percent (April 2005)**
- **Increase business/industry total unaided awareness from 60 percent (April 2001) to at least 85 percent (April 2005)**

## **ACTION PLAN**

In this section of the marketing plan is the action plan for Company X.

## Company X Marketing Action Plan—FY 2005

#	Action	Budget	Person Responsible	Due Date	Resources Needed	% Comp.
1.	<b>Print advertising</b> <ul style="list-style-type: none"> <li>• Asheville Report (C of C newsletter)</li> <li>• Hotel guides</li> <li>• Misc. other print ads</li> <li>• Telephone directories</li> </ul>	\$2,760 \$1,000 \$2,000 \$20,000	Sam Jones	Ongoing	Media representatives	
2.	<b>Direct mail</b> <ul style="list-style-type: none"> <li>• Buncombe County consumers</li> <li>• Christmas cards to business &amp; industry</li> </ul>	\$15,000 (\$15,000 next fiscal year) \$500	Mary Smith	Ongoing  11/26/04	Frank's Graphics	
3.	<b>Electronic media</b> <ul style="list-style-type: none"> <li>• WCQS</li> <li>• WOXL</li> </ul>	Paid \$19,500 (\$6,500 next fiscal year)	Mary Smith	Ongoing 1/1/05		
4.	<b>Internet advertising</b> <ul style="list-style-type: none"> <li>• Website maintenance</li> <li>• BellSouth Yellow Pages click-through ad</li> </ul>	Pur. Services Incl. in #1	Sam Jones	Ongoing	John's Website Designer	
5.	<b>Direct distribution</b> <ul style="list-style-type: none"> <li>• Generic biz cards w/center contact info</li> <li>• Brochures, misc.</li> <li>• Mountain Information Centers</li> </ul>	Paid Paid \$3,240	Mary Smith	Ongoing	Mountain Info Centers	
6.	<b>Team sponsorships</b> <ul style="list-style-type: none"> <li>• School sports teams</li> <li>• League teams</li> </ul>	\$3,000	Sam Jones	Ongoing	Team reps	

**Company X Marketing Action Plan—FY 2005 (cont.)**

#	Action	Budget	Person Responsible	Due Date	Resources Needed	% Comp.
7.	<b>Community events</b> <ul style="list-style-type: none"> <li>• MLK Breakfast</li> <li>• C of C</li> <li>• YWCA magazine rack</li> <li>• Trade shows, etc.</li> </ul>	\$3,500	Sam Jones Mary Smith Sam Jones Mary Smith	Ongoing		
8.	<b>Public Relations</b> <ul style="list-style-type: none"> <li>• Open houses</li> <li>• Asheville Citizen-Times</li> <li>• WLOS-TV</li> <li>• WCQS Evening Rounds radio show</li> <li>• Radio talk shows</li> <li>• Various clients</li> </ul>	\$2,500	Mary Smith Sam Jones Sam Jones Sam Jones Sam Jones Mary Smith	Ongoing	Media reps	
9.	<b>Create marketing support materials</b> <ul style="list-style-type: none"> <li>• Design</li> <li>• Photography</li> <li>• Copy writing</li> <li>• Printing</li> <li>• Giveaway items</li> <li>• Trade show display (lightweight)</li> </ul>	\$5,000 \$1,000 \$1,000 \$5,000 \$2,500 \$2,500	Sam Jones	As needed	Photographers, printers	
	<b>Marketing expense total</b>	\$90,000				

## **TRACKING OUR EFFECTIVENESS**

We will measure and track the effectiveness of this marketing plan on a monthly basis using the following criteria:

- Actual number of patient visits/client contacts and patient/client revenue compared to marketing goals
- Marketing Action Plan goals completed
- Number of patient visits resulting from specific marketing techniques (as gathered from Patient Satisfaction Surveys)
- Cost of marketing per patient visit/client contacts
- Top-of-mind awareness and total unaided awareness (2005 consumer and business/industry surveys compared to 2001 surveys)