



# The tipping point

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The foundation of modern healthcare marketing strategies



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Healthcare marketers face a constant swirl of competing strategies and tactical choices. Budget pressures, shifting priorities, and competing service lines — not to mention a tough economic environment — force marketers to make constant tradeoffs between brand building and patient acquisition efforts.

**No more tradeoffs.**





I've spent most of my career outside of healthcare where it's well known that only a small percentage of customers are ready to buy your product at any given moment. If we wait until someone is actively shopping to become a customer, it is too late.

I find this same principle to be true in healthcare, where consumers spend most of their lives healthy and only a small fraction of their lives sick or needing care.

Yet a majority of our marketing resources are focused on supporting short-term business objectives. This approach positions our marketing discipline entirely too narrow and leaves true marketing ROI measurement ineffective."

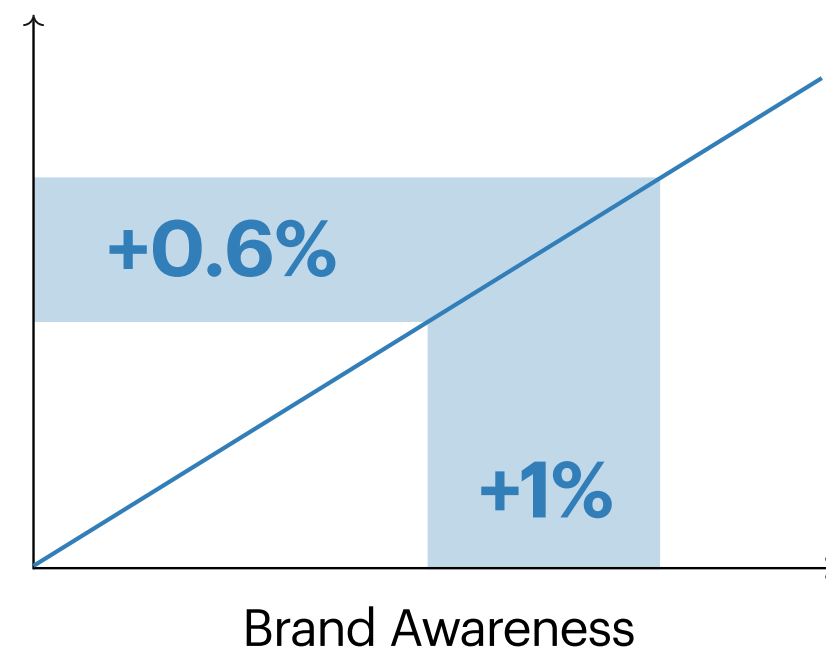
— **Chief Marketing Officer of a \$3.5B system in northeast US**

# Other industries already connect the dots between brand strength, short-term sales, and long-term sales.

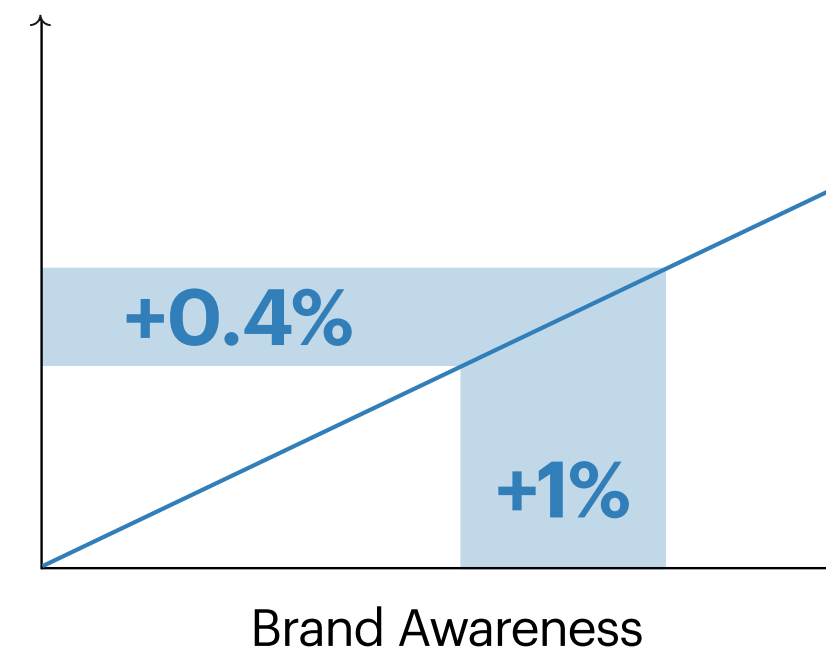
## The impact of upper and mid-funnel brand investment on overall sales

### Upper funnel

Long-term sales

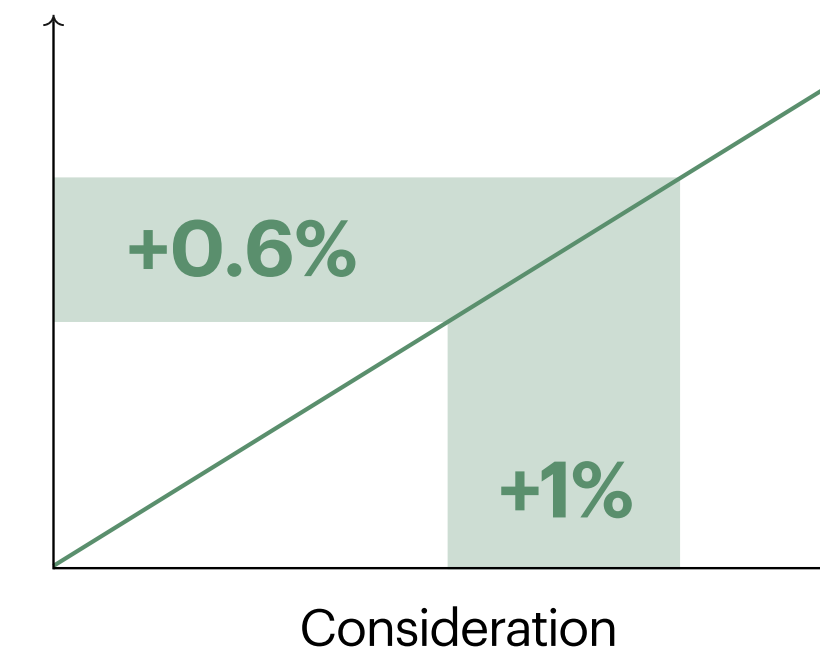


Short-term sales

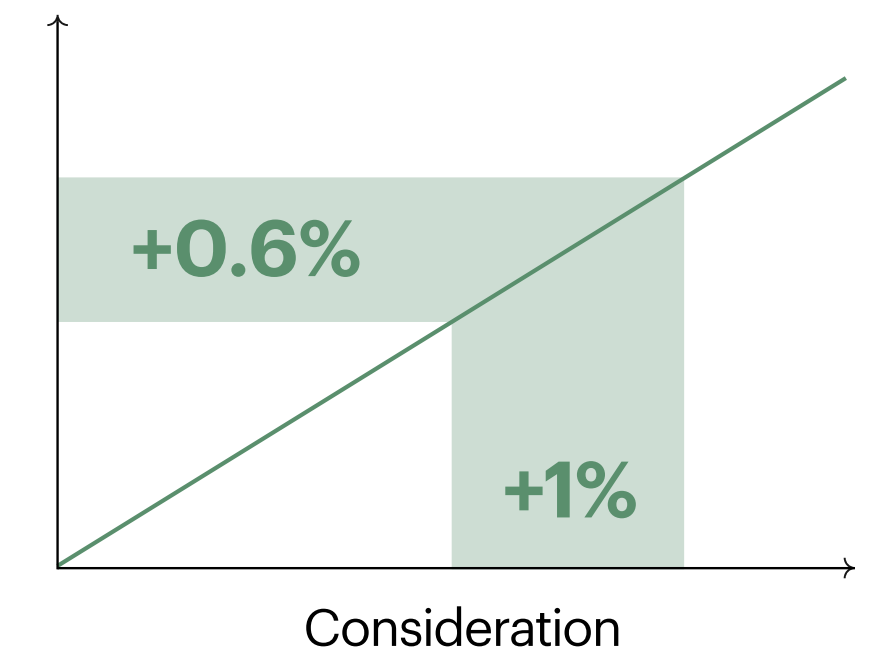


### Mid-funnel

Long-term sales



Short-term sales



**Insight:** Brand marketing doesn't just drive long-term growth — it amplifies short-term performance as well.

Source: Google-commissioned Nielsen, UK, DE, FR, MMM Meta analysis across 20 CPG and non-CPG brands that measured TV, YouTube, and Social Media channels, 2020–2022.

# The tipping point

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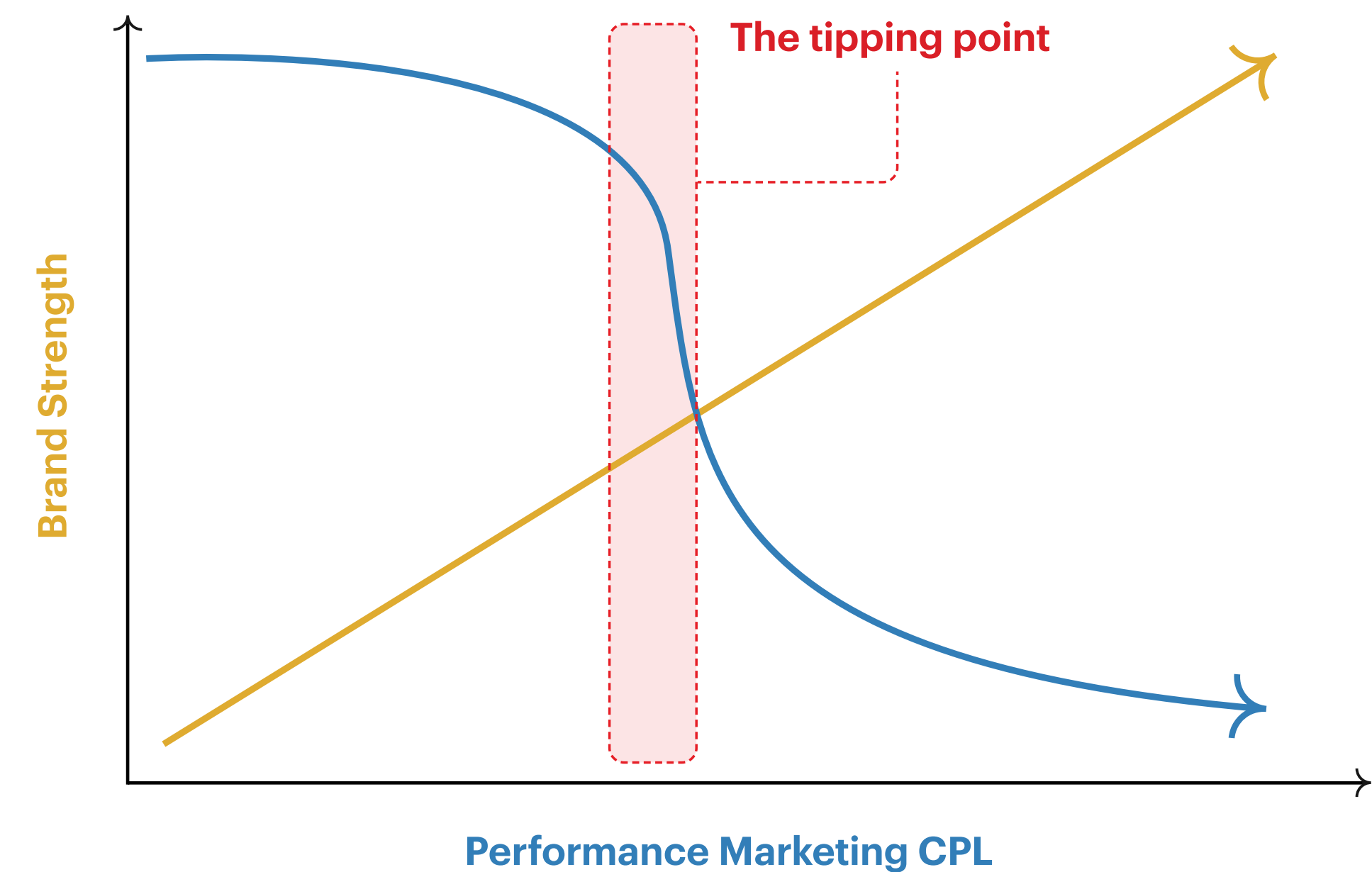
In our research, we've found that there's a direct correlation between composite brand strength (usually awareness and/or preference) and media cost per lead (CPL). As brand strength increases, CPL decreases.

The correlation isn't linear — there's a tipping point. When a brand eclipses a certain preference threshold, performance marketing CPL decreases exponentially.

At this point, brand and performance marketing are no longer pitted against each other. They are an ecosystem, linked.

When we begin to monitor the impact of our brand efforts on performance marketing, and vice versa, we begin planning campaigns in an entirely novel way.

Let's look at how we might put this into action.



# The tipping point in action

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By clearly demonstrating the correlation between brand strength and performance marketing for the first time, healthcare organizations can:

## 01

### **Build smarter marketing mix models for new campaigns**

Comparing current market share to market potential aligns our approach to not only the client's goals but their media spend as well. This creates intentional criteria for prioritizing paid, earned, and owned channels as well as traditional and digital media.

## 02

### **Measure the impact of your brand marketing on the bottom line**

All marketing is meant to provide ROI impact. This potentially leads to a corresponding performance marketing spend reduction as a result of the dollar efficiency.

## 03

### **Build a better diagnostic of marketing performance**

Together, we can work toward the long-term goal of an aggregate brand equity KPI. Through advanced attribution modeling, we can differentiate between channels that are purely transactional and those that contribute to long-term patient loyalty, allowing for smarter budget allocation and campaign optimizations.

# Here's how it works

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## Example 1:

Launching a lung screening campaign in southern California.

Brand preference is HIGH (58% measured by NRC\*), market CPL is LOW (<\$300).

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**Recommendation:** 100% performance marketing spend using client brand/persona template. Revisit quarterly to ensure the channel mix is optimized.

## Example 2:

Launching a hip replacement campaign in Houston.

Brand preference is LOW (15% measured by NRC), market CPL is HIGH (>\$650).

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**Recommendation:** 50% traditional media/sponsorships, 50% performance marketing. Revisit quarterly until brand preference eclipses 40%, then shift dollars towards performance marketing.

## Example 3:

Standardizing brand strength and performance KPIs over the course of a year to develop a causal linkage to financial metrics.

We demonstrate that a 5% improvement in brand strength across the client's primary market equates to a 1% growth in annual system revenue (\$23M impact).

## Example 4:

Analyzing an existing campaign in the Southern Florida market.

Cost per lead is LOW (<\$300) and has remained steady, but brand strength metrics are trending down.

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**Recommendation:** Analyze performance marketing campaign to determine if:

- Ads are negatively impacting client brand
- Content or messaging needs to be updated
- There are new competitors in market.

Leverage a "reverse funnel" approach with more heavily client branded assets that are consistent across the entire market.

\*NRC = National Research Corporation



A first-person perspective of someone walking on a stone path. The path is made of large, flat, grey stones. The person is wearing yellow boots with black laces and black socks. The path is surrounded by green grass and some dry, brown grass. The person's legs are visible, wearing black pants.

# Brandformance: the path forward

Brand and performance are never mutually exclusive. Even when marketing investments skew heavily toward building brand equity, we still apply the scientific rigor that makes performance marketing great. For example, if we run billboards and ads in particular areas, we can be quantitatively rigorous in terms of measuring whether or not there's an uplift in service line performance for particular locations.

When brand marketing and performance marketing come together in a holistic approach, it's efficient and cost-effective. The challenge for marketing and finance, working together, is to create a deeper understanding of how brand work connects to business results. The better you demonstrate that top of the funnel initiatives like brand awareness and affinity connect to middle and bottom of the funnel performance metrics, the more credibility you will have.

Nass I. [What Is Brandformance, And How Does It Propel Brands? Forbes.com](#). July 31, 2024.



If you're tired of  
making tradeoffs,  
let's talk  
about where your  
tipping point is.

Contact us



