

# Marketing for demand management

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# Background

- Rising Urgent Care demand
- Evidence of poor choices being made by the public and professionals alike, with more choices becoming available
- Poor, confused and ineffective professional and public communications, default to AED/999
- Concern regarding winter pressures

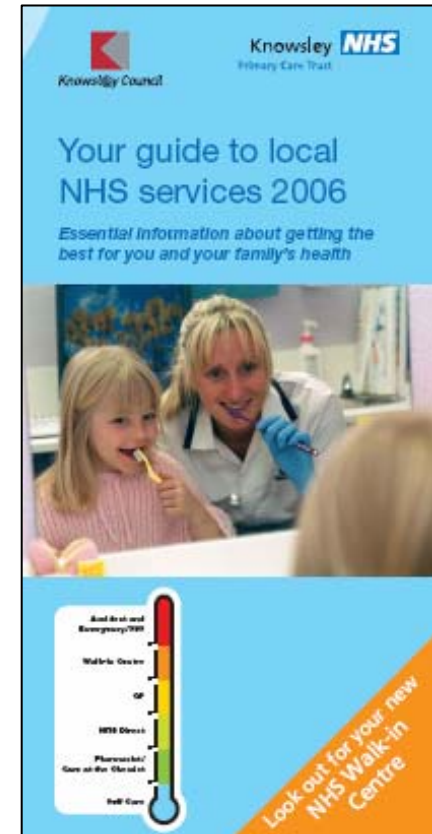
# Early brand development - Knowsley

- Need for a simple, consistent and readily identifiable 'brand'
- Thermometer concept was born
- Your Guide to Services 2006
- Very strong evaluation:
  - Communication useful: 97%
  - 'How to get right treatment useful': 87%
  - 'Keep to refer to': 94%

"Thermometer great idea"

"Perfectly designed and easy to understand"

Base: 1362 respondents



# Brand Evolution - Knowsley

- Winter campaign 2006/07
- Knowsley Walk-in Centre, Care at the Chemist

## Your guide to local NHS services 2006

Essential information about getting the best for you and your family's health

Look out for your new NHS Walk-in Centre

## Your guide to local NHS services 2006

Pick up a copy today from your GP surgery or library

<h3>Self Care</h3> <p>A well stocked medicine cabinet will help you treat many everyday illnesses at home.</p> <p>When illness or accidents can happen at any time it is worth having a prepared medicine cabinet. It will help you to deal with minor ailments and injuries. Once you have your list of medicines you can order some extra when you are at home in your medicine cabinet.</p>	<h3>Pharmacist</h3> <p>Pharmacists are the most accessible professionals for advice on medicines. They can offer advice on medicines, including how to use them, side effects, and when to stop taking them. They can also advise on over-the-counter medicines and when to see a GP.</p> <p><b>Get FREE NHS Care at the Chemist</b></p> <p>When you get your medicines in consultation with your pharmacist, you can get your medicines for free. This is a great way to save money on your medicines. You can get your medicines for free at the pharmacy (free of charge).</p>	<h3>NHS Direct</h3> <p>NHS Direct is a 24-hour advice service. You can call 0845 46 46 47 for advice on a wide range of health problems. You can also get advice on how to use your medicines. You can also get advice on when to see a GP.</p> <p><b>Call on a night or at weekends. For private 24-hour advice call 0845 46 46 47</b></p>	<h3>Your GP Surgery</h3> <p>Your GP surgery is the best place to go for advice on a wide range of health problems. You can get advice on how to use your medicines. You can also get advice on when to see a GP.</p> <p><b>Open 7 days a week</b></p>	<h3>Knowsley NHS Walk-in Centre, Huyton</h3> <p>The NHS Walk-in Centre is a place where you can get advice on a wide range of health problems. You can get advice on how to use your medicines. You can also get advice on when to see a GP.</p> <p><b>Open 7 days a week</b></p>	<h3>Accident and Emergency / 999</h3> <p>Accident and Emergency is a place where you can get advice on a wide range of health problems. You can get advice on how to use your medicines. You can also get advice on when to see a GP.</p> <p><b>Open 24 hours</b></p>
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## Knowsley NHS Walk-in Centre Huyton

### Treatment without the appointment

For common illnesses and minor injuries

Your new NHS Walk-in Centre is open 7 days a week.

7am 'til 10pm Monday to Saturday and 9am 'til 10pm on Sunday and bank holidays.

Westmerland Road, Huyton.

### How to stay well this Winter

KEEP YOUR SANITARY HABITS IN CHECK THIS WINTER

Knowsley NHS Walk-in Centre, Huyton

Also available at 127 South, St Helens, Cornton & Liverpool City

**Accident and Emergency / 999**

- 24-hour advice and health information from experienced nurses and professional staff
- 0845 46 47 - WWW.NHSDIRECT.NHS.UK

**Your GP Surgery**

- General medical advice and treatment
- Referral to a specialist or a hospital
- Prescriptions
- Immunisations / tests
- Assessment - sometimes by text and queries to use the phone

**NHS Care at the Chemist**

- Advice on medicines and how to take them
- Advice on coughs, colds, aches & pains
- Medicines can be free if you don't normally pay for your medicines

**Self Care**

A well stocked medicine cabinet will help you treat many everyday illnesses at home.

### Knowsley NHS Primary Care Trust

SNIFF - SNIFF -

Knowsley NHS Primary Care Trust

## Feel Familiar?

**FACT: ANTIBIOTICS DON'T WORK AGAINST VIRUSES.**

Viruses cause colds, flu and most coughs and sore throats.

Taking them when they're not needed helps superbugs to grow - making antibiotics less effective for when you and your family really do need them.

Go straight to your pharmacist for advice and treatment.

Ask for the NHS CARE AT THE CHEMIST scheme

# Brand Evolution

- Need to refine and extend the messages being given
- Recognise and respond to different community needs
- Expand to cover a wider footprint
- Explore the use of different media
- Need for a marketing partner to take things forward

# Objectives

- Improve public information
- Show that a range of NHS services are available.
- Help people choose the most appropriate service and get the best treatment.
- Reduce pressure on emergency services
  
- Approach urgent care as a whole system
- Catalyse & develop joint working
- Provide a platform for future development – towards a Social Marketing approach – customer focus

# Brand Evolution – 2007/08



[www.nhsdirect.nhs.uk](http://www.nhsdirect.nhs.uk)



# Choose well



# Promotional material



**Hangover. Grazed knee. Sore throat. Cough.**

For wear and tear, minor trips, and everything between, choose self-care.

**Choose well.**  
www.nhsdirect.nhs.uk

**NHS**  
Your local NHS



Jason Smalley

**Grazed knee. Sore throat. Ticky cough. Scratch.**

For wear and tear, minor trips, and everything between, choose self-care.

**Choose well.**  
www.nhsdirect.nhs.uk

**Unwell? Unsure? Need help? At a loss?**

For absolutely any questions about health, choose NHS Direct.

**Choose well.**  
www.nhsdirect.nhs.uk

**Upset tummy. Runny nose. Painful cough. Sore head.**

For common colds, windy scratches, and everything between, choose a pharmacist.

**Choose well.**  
www.nhsdirect.nhs.uk

**Being sick. Ear pain. Sore belly. Back ache.**

For ear infections, sore throats, and everything between, choose a GP.

**Choose well.**  
www.nhsdirect.nhs.uk

**Cuts. Strains. Itches. Sprains.**

For icy aches, skin complaints, and everything between, choose an NHS walk-in centre.

**Choose well.**  
www.nhsdirect.nhs.uk

**Can't breathe. Chest pain. Blood loss. Black outs.**

For symptoms of serious illnesses, and major accidents, choose A&E or 999.

**Choose well.**  
www.nhsdirect.nhs.uk

**Choking. Chest pain. Blacking out. Blood loss.**

For symptoms of serious illnesses, and major accidents, choose A&E or 999.

**Choose well.**  
www.nhsdirect.nhs.uk

**NHS**  
Your local NHS

## Public & Media relations

- Launch event, follow-up and reactive press work
- BBC Street doctor
- Regional television
- Radio and press

## Stakeholder Engagement

- Clinical – at all levels
- Hospital Trusts
- Ambulance Service

# Evaluation

## Qualitative

- Telephone follow up with service users
- Recognition and retention of brand identity

## Quantitative

- Demand for urgent care service elements
- Comparative performance and outcomes

## Headlines

- The campaign made an impact
- It was well remembered and believed to be very appropriate for the NHS to conduct
- The public did change their opinion on what services to use
- Generally members of the public were clearer on the role of the different NHS services
- **Overall more would downscale the service they chose**

Moreover, when it really mattered they did know when to use A&E/999 (e.g. chest pain)

## Headlines

- E.g. Willingness to self-care increased, reducing pressure on services for common ailments
  - Diarrhoea/Vomiting - from 39% to 51%
  - Cough/Sore Throat – from 53% to 71%
  - Hangover – from 61% to 74%
  - Headache – from 78% to 84%
- Strong support for the campaign from the public
  - 93% felt that “it is a good idea”
  - 93% agree “it makes certain we use the NHS in the best way possible”
  - 85% said that “it gives me new information”

## WINTER 2008/09

- Re-ran across Greater Merseyside
- Brand guidelines
- Made available to all North West PCTs – 16 / 18 to date
- Scotland, North East, Midlands, North Wales, Welsh Assembly, Yorkshire, Leicestershire...

## Going Further - Strategic Direction

- Go beyond promotional approach
- Body of evidence for Social Marketing plus WCC, TCS etc policy
- Customer insight & segmentation
- Behavioural focus
- Customer at the centre of service specification, development, promotion, evaluation
- What service is needed, where, when, how - how do people use services - and why...
- Fundamental pillar of urgent care strategy
- Address quantitative evaluation issues...

## Suggested way forward

- North West co-ordinated approach
- 24 PCTs plus NWS, NHS Direct, NHS NW
- Mass media – advertising and editorial, print and broadcast
- Clear primary target groups shared
- Room for local targeting within this approach
- Appoint band 8 lead
- Knowsley lead – joint working
- Approved social marketing suppliers to NHS NW established
- £12.5k per PCT = £300k – economies of scale, consistency, greater impact
- ...plus local focus for local issues...



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