

## **Strategic Planning and Marketing**

**Faculty:** Eric Berkowitz, PhD

### **Responding to the Needs of Your Marketplace**

- What is really going on in the health care marketplace?
- How patients make choices among organizations and physicians make decisions about referrals
- Marketing Applications: Physician Recruitment, Launching New Programs and Services, Referral Patterns, and Patient Loyalty
- Organizational Positioning
- Identifying trends and forecasts for new opportunities

### **Strategic Planning to Capture Market Share**

- The role of the marketplace in building strategic plans
- Ways to determine what's needed and what's wanted
- Responding to local market demands, while staying aware of needs of the entire organization
- Finding your organization's differential advantage in the marketplace
- Strategies for market research, advertising and pricing
- Controlling the flow of patients
- Gaining bargaining power in contract negotiations