

Marketing Influences on Public Health - Healthcare Communications Strategy



Elizabetta Deblasio

Department of Population and Quantitative Health Sciences,
Case Western Reserve University



DEPARTMENT OF POPULATION AND
QUANTITATIVE HEALTH SCIENCES



PHM Publicis
Health Media



Background

The MPH practicum occurred with the Publicis Health Summer internship program. Publicis Health is a worldwide leader in healthcare communications. "The power of one purpose, to create a world where people are equipped and motivated to take control of their health." I dove into how healthcare communications can impact consumers and patients.

Population

The primary target audience at hand is dependent on the campaign. The two populations I worked with most were patients in need of Immunological Interventions and young-adults susceptible to HPV.

Learning Objectives

The learning objectives:

1. Evaluate: Leverage learnings Syndicated Reports to sharpen our hypothesis around unique patient opportunities and barriers for People of color & Generational skews.
2. Analyze: Information/media consumption considerations, both channel and messaging.
3. Apply: To inform strategic opportunities for the consumer function, including potential messaging optimization.

Important Links

Link to practicum site including video:
<https://sites.google.com/case.edu/cwru-deblasio-practicum/home>

Link to Intern Blog Experience ft on PHM's website:
<https://publicishealth.com/intern-resources-blog/interning-at-25-my-unconventional-entry-into-healthcare-communications>

Activities

My daily activities consisted of attending team meetings, shadowing different job positions on the team and working on the internal immunology team and the intern team's main project.

Weekly intern meetings were held on Wednesday where we discussed healthcare communications and were exposed to multiple levels of how positions to deliver successful marketing campaigns.

Our final intern project was presented in Philadelphia, where we presented our campaign to a client.

Deliverables

1. "HPV- Free" Campaign
 - a. See the "#BeFreeF*ckHPV stickers from my groups campaign.
2. Campaign Measurement Plan
3. Generational Audience Summary
4. Competitor Analysis

Lessons Learned

I learned many lessons over the course of these 9 weeks. I got to experience the life of a working professional in Chicago, IL. I learned that health communications is a large field that can be utilized to aid in public health messaging.

Public Health Implications

- Clear communication is necessary in delivering opportunities to health.
- The level of attention-to-detail at high level communication is critical to ensure success.
- Gaining information on targeted populations helps tremendously when providing products for consumers.

Acknowledgements

I would like to thank Laurie Mellon, Lori DePace, my incredible intern program coordinators, Amanda Ludwig and Regina O'Rear, my very knowledgeable preceptors, and my PHM Immunology Team.