



**Marketing Your
Uniqueness in Today's
Health Care Climate**

Today's Objectives

- Goal: To leave with a renewed sense of optimism and strategies for marketing the **Uniqueness of Public Health** in today's environment
- You will learn
 - How to differentiate Title X organizations from the mainstream
 - What is a USP and the importance of having one
 - What makes an effective USP
 - Getting your team on the bus

Not to worry...



What makes Family Planning organizations unique?

EXERCISE 1:

Why would you send your best friend or relative to us?

(10 minutes)



What can **ONLY YOU** do that is special?

Table captains
report back



A hand holding a white marker is writing the words 'UNIQUE SELLING PROPOSITION' on a blackboard. The letters 'U', 'S', and 'P' are highlighted in blue, orange, and green respectively. The rest of the letters are white.

UNIQUE
SELLING
PROPOSITION

Intersection of
what **You Do Well** &
what the
Consumer
Wants or Needs

Most Memorable USPs

We're number two. We try harder..

When it absolutely, positively has to be there overnight.

The milk chocolate melts in your mouth, not in your hand.

A diamond is forever.

Three Rules a USP Should Follow

Reality in Advertising, advertising executive [Rosser Reeves](#) on three rules that unique selling propositions should follow if they wish to be more than just creative branding:

1. Must make a proposition—Each advertisement must say: “Come to our clinic, **for this specific benefit**”
2. Must be one the competition cannot or does not offer
3. Must be strong enough to attract new patients.
Stand out for the right reasons, and is intended to

deliver what you offer for the benefit of the patient

What Have You Tried?



We can say this...

Paper Trail



Same Day
Insertion

ALL

Top of the Line

Contraception



Confidentiality

...Or, we can say it with more pizzazz, feeling

EXERCISE 2:

What were your Top 3
USPs? Which stands out?

(10 minutes)



Now...Pick One (1)

Shout it from
the Rooftop



Must Become Your Mantra

Say it every day
Show it in every place
Use in every meeting



Spread the Word



Your best ambassadors are those who work for you!

Get Everyone on the Same Bus



- USP should be part of every staff training or meeting
- Offer internal incentives for new clients or referrals – set team goals
 - Movie tickets, grocery gift cards
 - Contest with free lunch to the team
- Have FUN!

Shameless Plug for Webinar on May 23rd
Questions / Rapid Recall

Thank you!

**Be
bold,
brave &
brilliant.**

“Ignited” is what you’ll feel when you meet our collaborative team of experts who love to think, work, and solve your communications challenges.

To be ignited, you have to be passionate. To be passionate, you have to bring a sharp mind and an engaged heart, balancing smart strategy with genuine care for clients, colleagues, and partners.

Contact Michelle Ashby, CEO
716.374.0411 / 585.340.1119
michelle@tippingpointcomm.com
Offices in Buffalo & Rochester