

MLC EXPERT CONSULTING

Want to Better Connect with Clinical Customers?

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Product and Service Marketers know they must describe their offerings in terms of differentiating unique features, as well as defining expected benefits to gain mind share of their target audience.

Take that a step further for your clinical customer by detailing emotional benefits consistent with your company's brand framework; these benefits will be relative to instances/use cases that paint a picture and build a narrative, convincing your target customer to try your brand.

In other words, you must answer your customer's question

“What's in it for me?”

(WIIFM) in realistic, believable terms.

Some key marketing considerations to deliver effective clinical WIIFMs include

1. Understand your clinical customer deeply to identify emotional benefits that are most important and under served
 - > Get direct, specific feedback on the jobs, outcomes, and tasks they are doing (or want to do but can't) with competitive products, as well as their frustrations and workarounds.
 - > **Tip:** Very rarely can sales feedback substitute for direct voice of the customer - sales reps are often far too close to company biases and will filter customer feedback based on recent customer encounters, even if subconsciously.

Some key marketing considerations to deliver effective clinical WIIFMs (continued)

2.

Review your brand voice to directly tie each emotional benefit you are crafting to the company's customer framework

> For example, if you promise improvement in patient/clinician lives, easy customer experience, innovative technology solutions, or immediate economic value, then clearly bridge your benefit statements to your company's brand voice.

> **Tip:** Get more specific with the next level down in messaging hierarchy; tie to known desired outcomes, the "WIIFMs," such as

1/ completing a successful surgery quickly

2/ short hospital length of stay

3/ well-healed incisions

Your messaging statements must identify the unique product features that deliver desired outcomes and answer the customer's WIIFM specifically.

Example

Let's assume "providing innovative products so patients can live well" is an already approved statement under this brand's promise. Let's further assume we've discovered 3 WIIFMs (quick surgery, short recovery, well-healed incisions) in a fictitious example of an endoscopic stapler. Now we create a new, more detailed benefit statement laddering to the above:

"the finely tapered, rotating stapler head allows deeper abdominal access, especially around tortuous anatomy, for a quick, consistent, and secure staple line with proven two-times-faster patient healing."

Some key marketing considerations to deliver effective clinical WIIFMs (continued)

3.

Evaluate your new brand messaging with customers to confirm you hit the mark

- > In our experience, we almost always go back to the drawing board to add specific words/ideas or missed emotional benefits from our first-round of testing.
- > **Tip:** Market Research can answer important questions to finalize messaging before going through legal/regulatory reviews and creating resource-heavy marketing collateral.

Some research topics include:

- How well do the benefit statements tie together in one clear narrative?
- What words/phrases, if any, are confusing?
- How easily can the participant explain the message? Is the length too long for memorability? How could it be improved?
- Is it believable? Unique?
- Would the messaging encourage them to try/adopt?
- How would they edit/alter to improve it?

For the clinical customer, it's critical to raise brand messaging from a feature & benefit focus to emotional benefit statements consistent with your company's brand framework. If you can convincingly answer the clinician's question, "What's in it for me?" in realistic, believable terms, your offerings will stand out from competitors and reinforce your unique market position.