

Thought leadership marketing: a strategy for B2B healthcare organisation

Atul Kini R

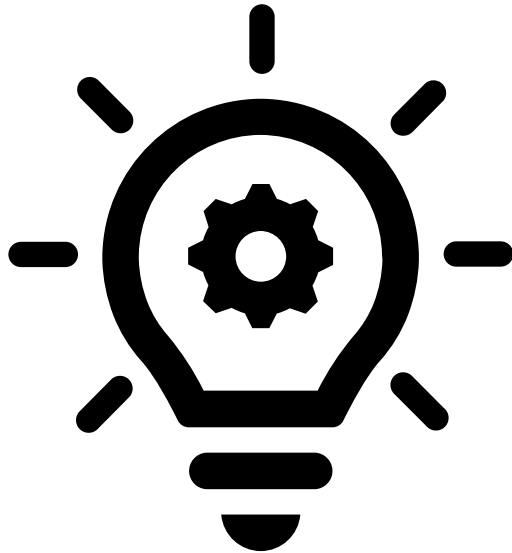
HM 23- 0725



CONTENTS

1. Definition
 2. Objectives
 3. Rationale
 4. Methodology
 5. Results
 6. Conclusion
 7. Lessons Learnt
 8. Bibliography
-

Thought Leadership Marketing



Defined as the art of positioning a company as a leader in its field through best-in-class content. By publishing articles, videos, research, or any other form of original content regularly, potential clients and members of the industry may begin associating the company's brand with insight and authority.



Rationale

1. Marketing mix variables cannot be easily applied to healthcare businesses. Thus, an out of the box approach is needed.
2. B2B business decisions are comparatively more stringent than B2C decisions and go through multiple rounds of scrutiny.
3. Businesses with niche or innovative ideas need to engage in Thought Leadership Marketing.
4. A proper framework is required for the success of thought leadership marketing.

Objectives

1. To assess the present level of knowledge about the brand DayToDay Health among top managerial staffs of leading hospitals in India.
 2. To explore the different channels of engagement that should be used to engage with top management of leading hospitals in India.
-

Methodology

Study Design: Cross-sectional, Descriptive

Data Collection: Primary as well secondary data

Study instrument: Questionnaire

Primary Data: Surveying the top management of the hospitals

Sampling: Purposive sampling

Sample size: 28

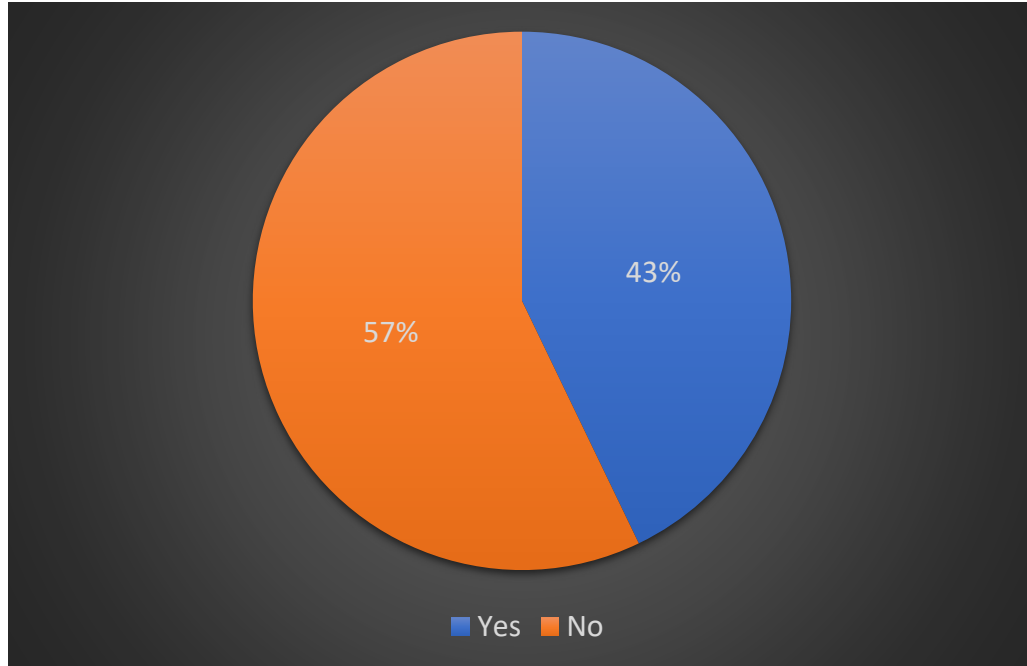
Questionnaire

The questionnaire contained 3 different types of questions :

1. Questions pertaining to respondents' view on digitalization and technology in healthcare
2. Questions on respondents' perception of the brand DayToDay Health
3. Questions specific to the company's thought leadership efforts.



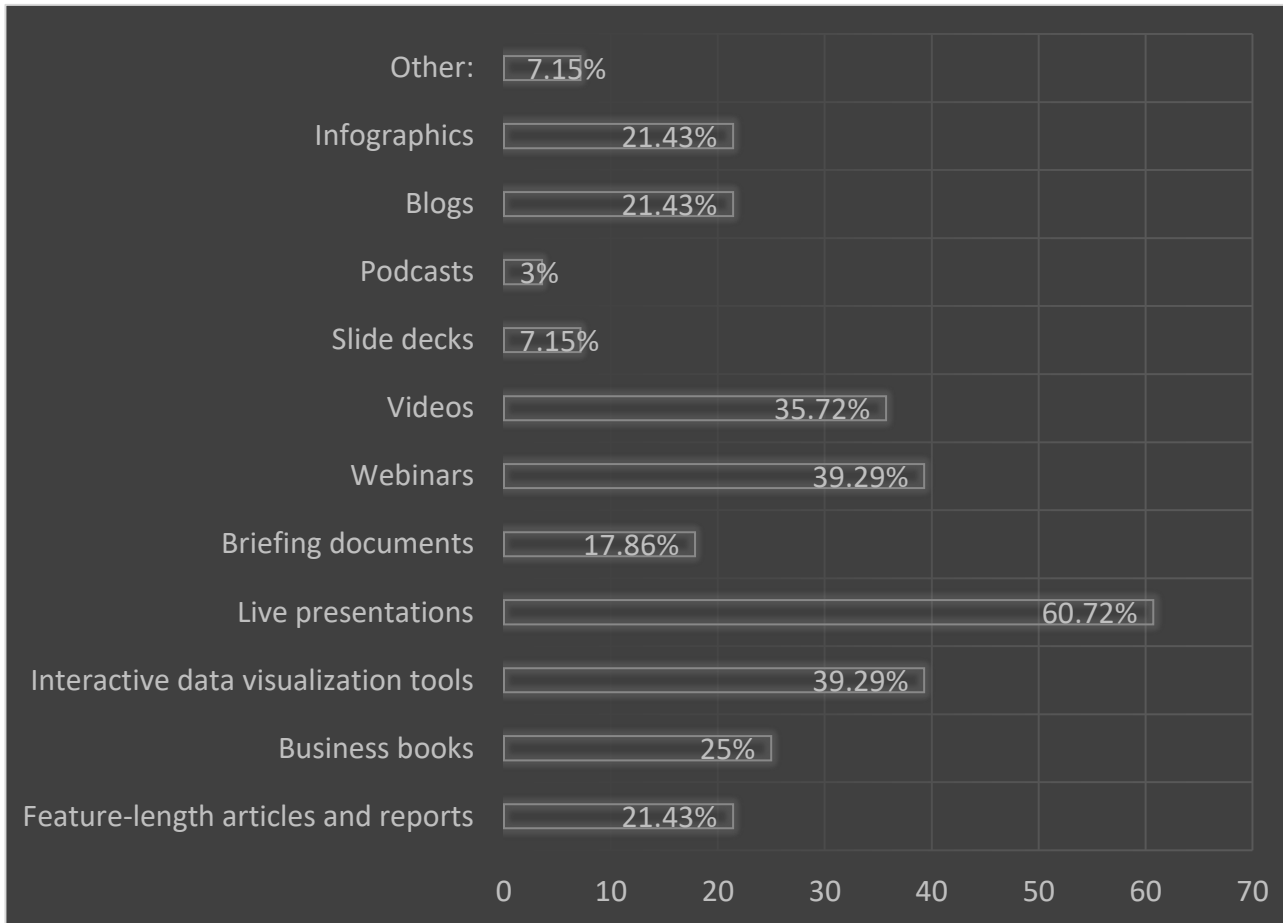
Results



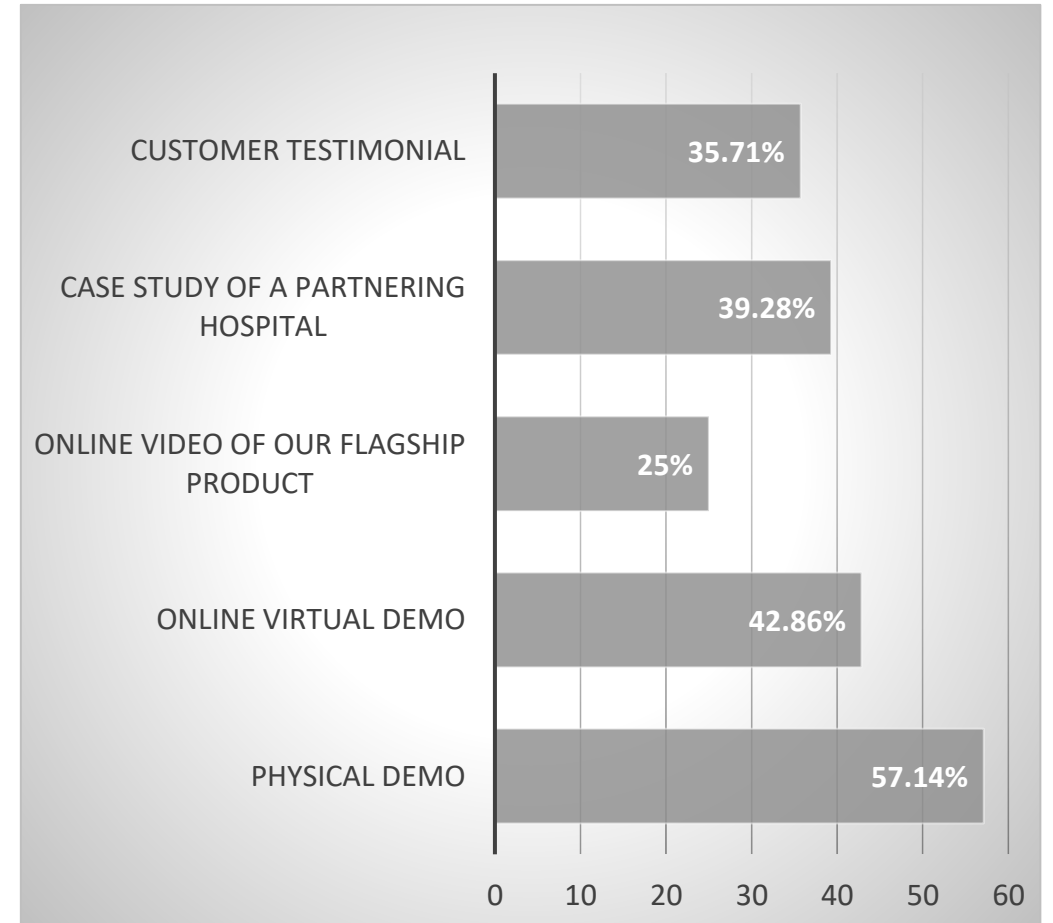
53% of Respondents had heard about the brand named DayToDay

Response	Count	Percent age
Publish Reports	7	58.33%
Live Presentation	5	41.66%
Blogs	6	50%
Webnairs	6	50%
Podcasts	4	33.33%
Case Studies	5	41.66%
Publish White Papers	2	16.66%
LinkedIn live webcasts	2	16.66%
Publish articles in peer-reviewed Journals	2	16.66%

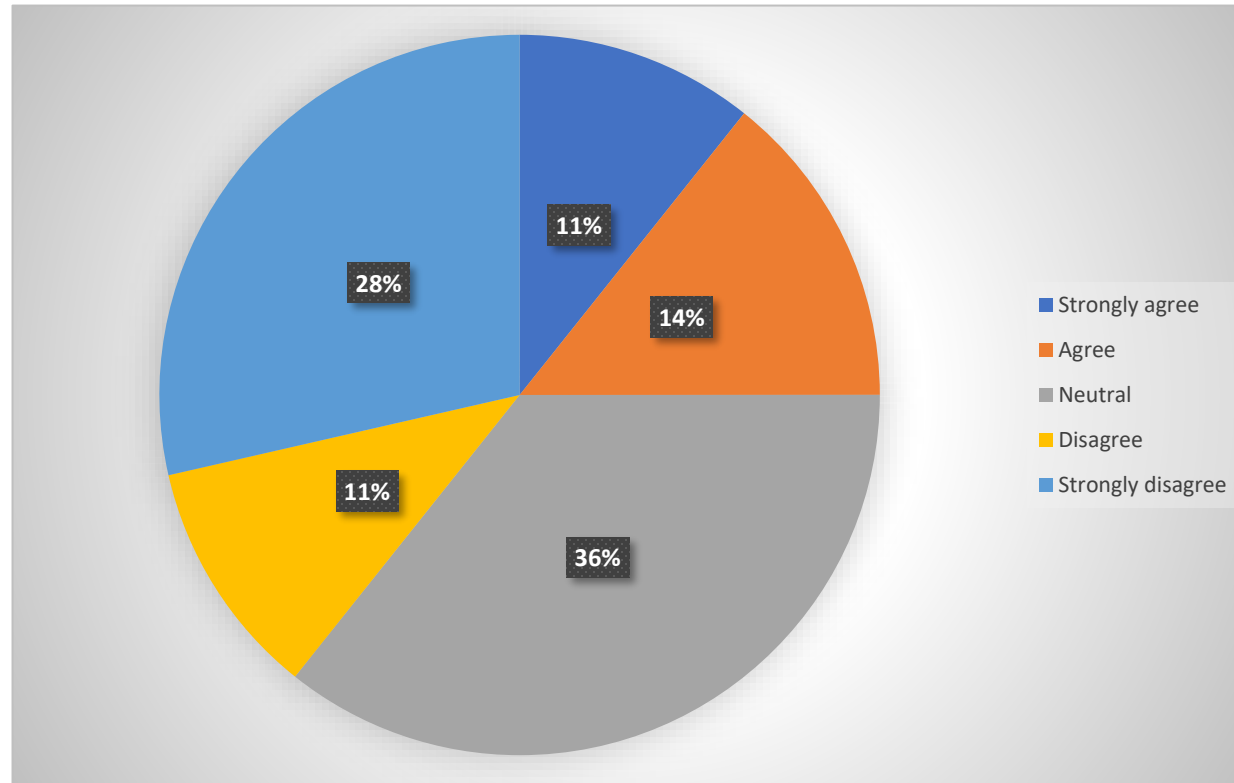
When 57% respondents who had heard about the brand DayToDay were asked for their insights on how the brand can position itself as a thought leader



Responses while asked what the best way is to engage with top management officials of their organization. A staggering 60% selected Live presentations.



When respondents were asked their preferred channel to know about our services. 57.14% respondents preferred physical demos.



When respondents were asked for their view about the statement “Modern medical care is based on interactions between a doctor and patient and human-to-human touch and care. Digital transformation of a hospital goes against this concept.”



CONCLUSION

- Evident that multiple tools should be used to gain the trust of the people, out of which respondents chose publishing reports, webinars and blogs as the top 3 tools.
- Direct salesperson interaction and email were the most preferred way chosen by hospital managers for a firm to contact the top leadership. It also showed the reliance on physical and online demonstrations the decision makers have while decision making.
- The study legitimizes moving forward with a well-defined framework with defined roles and timeline.



Lessons Learnt

1. While the study showed the relevance of TLM, Interestingly it also showed how much corporates rely on face-to-face interactions. Hence, both should complement each other.
2. The two pillars of TLM are novelty and trust. Novelty is at the heart of the DayToDay Health's product/service. Trust requires data gathering and analysis, publishing research papers and presenting them.
3. Data has evidently shown the importance of LinkedIn in B2B businesses.
4. The study reiterates the importance of word of mouth publicity in the sphere of healthcare.

Bibliography

1. Alhaddi H. The Relationship between Thought Leadership and Innovation: A Look at Strategy: Semantic Scholar. Journal of Business Administration and Education; 2014. <https://www.semanticscholar.org/paper/The-Relationship-between-Thought-Leadership-and-A-Alhaddi/185e7c27d6e0ee11fe659afe36e7e9aa24d555d6>
2. Halderen Mvan, Kettler-Paddock K, Badings C. How to differentiate your company and stand out from the crowd: thought leadership. Adformatie Groep B.V; 2013. http://www.leading-thoughts.com/wp-content/uploads/2013/06/Ebook_ThoughtLeadership_DEF.pdf
3. Crié D, Chebat J-C. Health marketing: Toward an integrative perspective. Journal of Business Research; 2012. <https://fardapaper.ir/mohavaha/uploads/2018/08/Fardapaper-Health-marketing-Toward-an-integrative-perspective.pdf>
4. Barry JM, Gironda JT. Operationalizing thought leadership for online B2B marketing. Industrial Marketing Management. Elsevier; 2017. <https://www.sciencedirect.com/science/article/abs/pii/S0019850117301189?via=ihub>

Thank you

