

A novel approach to engaging the frontline

Embedding Marketing Expertise

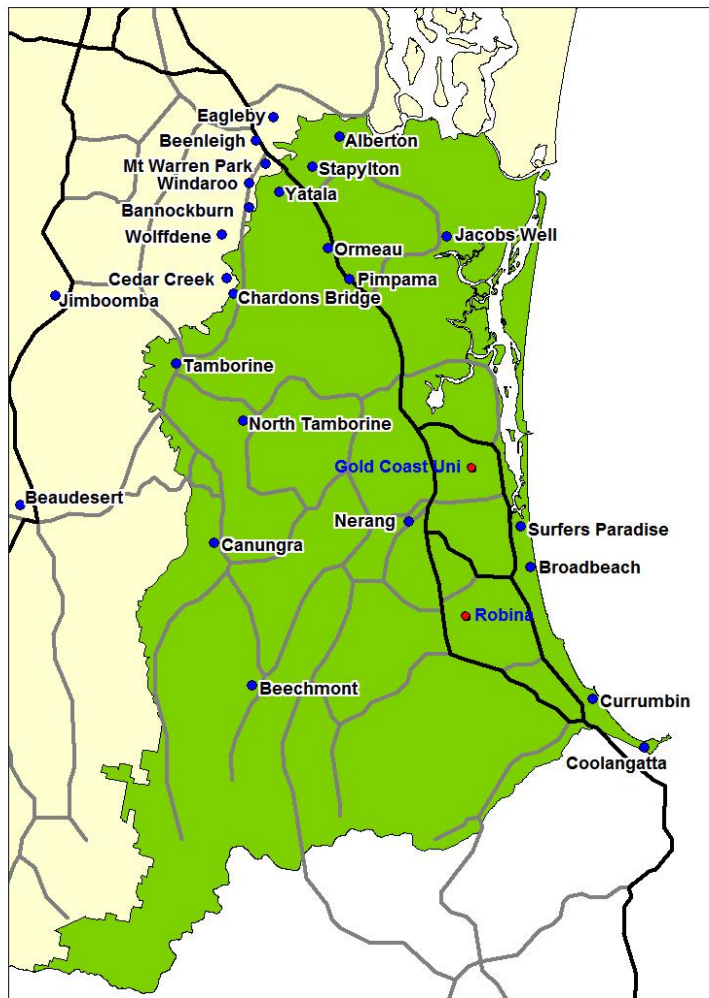
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Disclosures: Nil



Gold Coast Hospital and Health Service (Gold Coast Health)

Gold Coast Hospital and Health Service



Facilities/Services

- Gold Coast University Hospital
- Robina Hospital
- Varsity Lakes Day Hospital
- Community Health Centres
 - Sexual health
 - Child health
 - ATODS
- Oral Health Centres
- Offender Health
- Public Health Unit

Who are we ? What do we do ?

93.3% Nursing

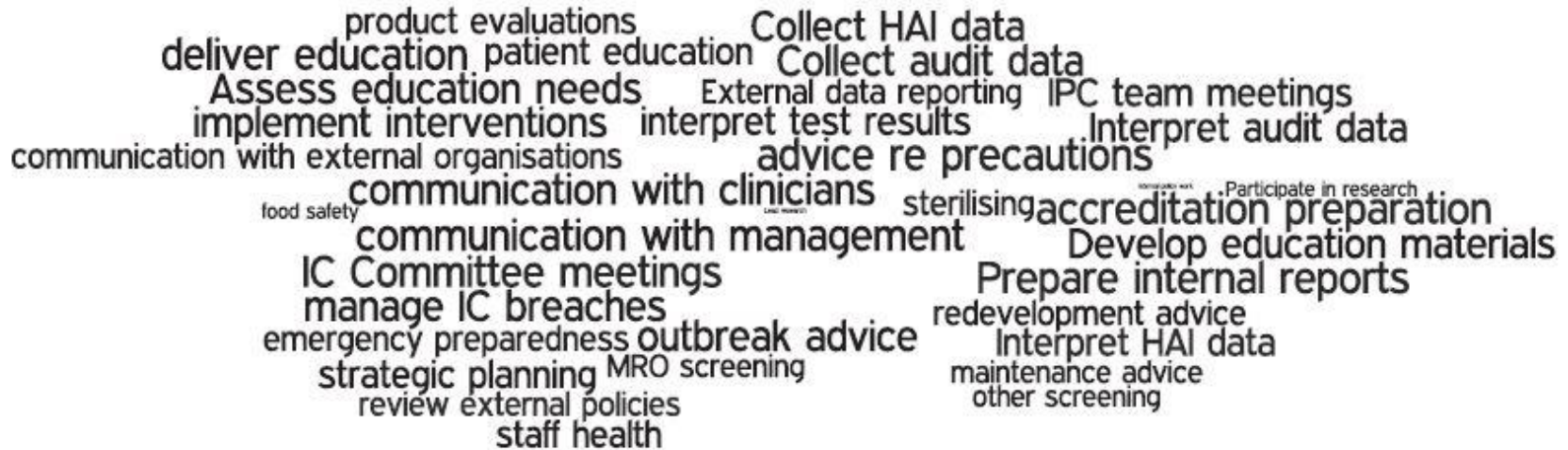


Fig. 1. Word Cloud of ICP activities. The size of the word is representative of the number of ICPs undertaking each activity.

Hall et al, 2015. Healthcare Infection, Volume 20, Issue 1, March 2015, Pages 29-35. Roles, responsibilities and scope of practice: describing the 'state of play' for infection control professionals in Australia and New Zealand.

<https://doi.org/10.1071/HI14037>

What do we do?

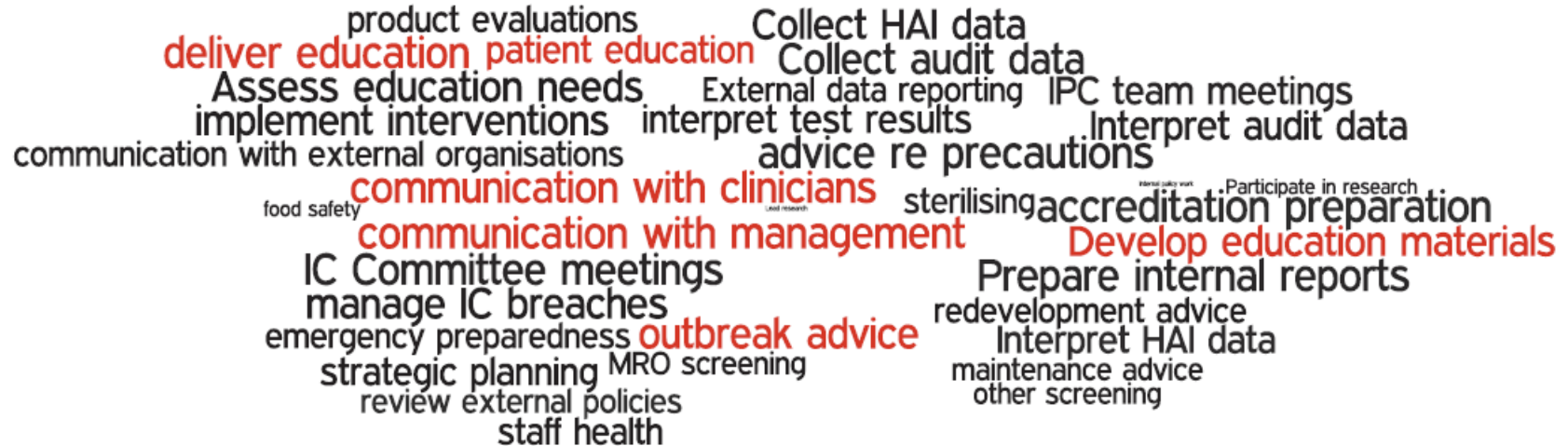


Fig. 1. Word Cloud of ICP activities. The size of the word is representative of the number of ICPs undertaking each activity.

Success!!

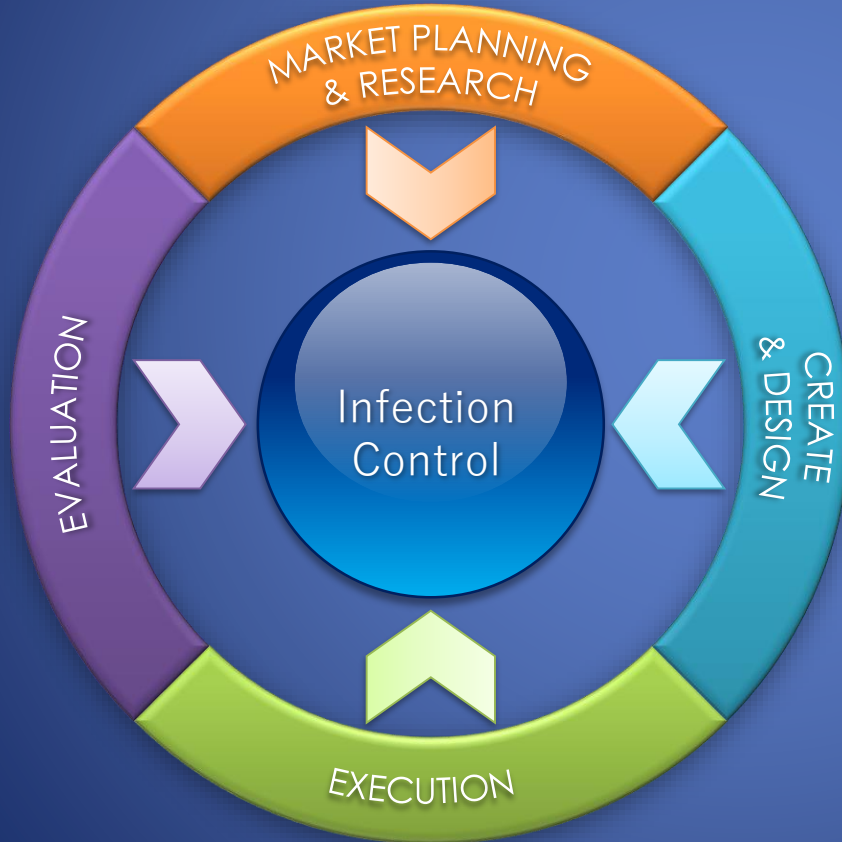
Success is dependent on the degree to which healthcare workers (HCWs) are aware of the requirements and engage with the program.

Do we have marketing skills?

- Learning on the job – years of experience
 - < 5 years experience – 31%
 - Solo practitioner – 53%
- Tertiary Qualifications relating to the field.
 - Certificate Infection Control – 57%
 - Masters Infection Control – 0.3%
- ACIPC foundations course (commenced 2016)
 - “Communicating Results” “Communication during an outbreak”
“Social media tools for healthcare workers and consumers” “change management” “Awareness programs”
- What knowledge do we need?
 - Research, Adult learning, communication channels, marketing principles, digital design

Successful marketing program

Marketing Cycle



Marketing Specialist

- Market research
- Market strategy
- Advertising and promotion
- Branding
- Public relations

Marketing Designer

- Conceptualise, design and implement creative graphics
- Ensure style guidelines align with project objectives
- Develop and design advertisements
- Coordinate print and design materials
- Assist with website design

Gold Coast Health Communication Channels

Communication
Brief

"InSite"
newsletter

Daily News
Digest

GC Health
Intranet

Screensaver,
internal
poster

Digital signage

Brochure,
reports &
publications

Social Media

Staff forums

Pulse TV

Our approach

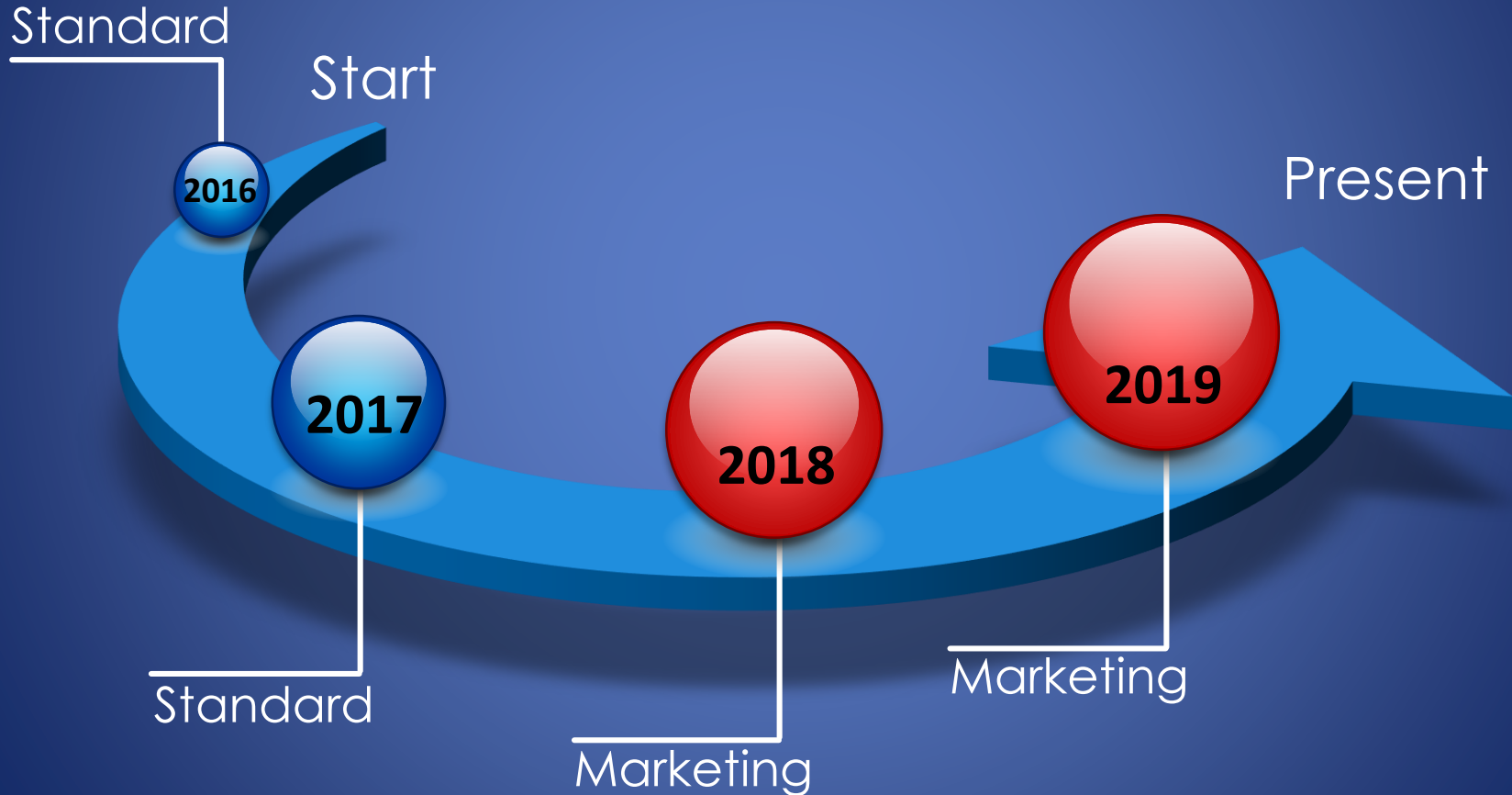
In 2018, a part time marketing specialist was embedded within the IC department.

- Goals
 - Comprehensive Marketing plan
 - Increase quality/ quantity of messaging
 - Decrease IC clinician workload
 - Improve clinician engagement with the IC program
 - Increase potential to improve clinical outcomes

Marketing Staff Influenza Vaccination Program

Staff Influenza Vaccination Program Analysis

2016 | 2017 | 2018 | 2019



Staff Influenza Vaccination Promotional Strategy

2016



2017



2018



2019

1 x Communications Brief
4 x Daily News Digest
1 x Intranet Spotlight (ad)
1 x Screensaver

1 x Communications Brief
4 x Daily News Digest
1 x Intranet Spotlight (ad)
1 x Screensaver
1 x Insite (newsletter)

2 x Communications Brief
13 x Daily News Digest
1 x Intranet Spotlight (ad)
1 x Screensaver
1 x Insite (newsletter)
1 x Digital Screen
5 x Reports/publications

2 x Communications Brief
10 x Daily News Digest
1 x Intranet Spotlight (ad)
1 x Screensaver
1 x Insite (newsletter)
1 x Digital Screen
6 x Reports/publications
3 x Social Media
1 x Intranet feature article

4

Communication
Channels used

5

Communication
Channels used

7

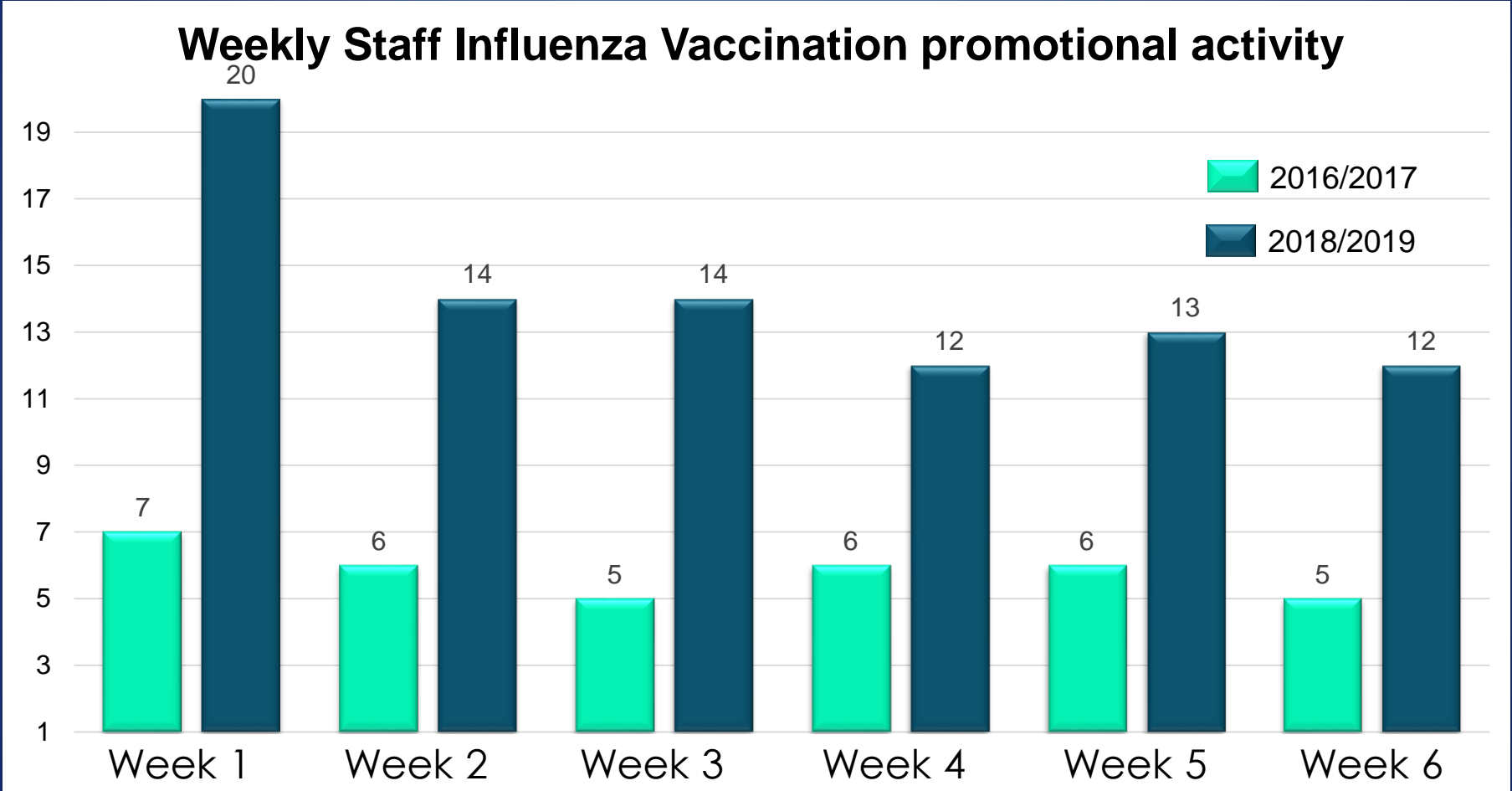
Communication
Channels used

9

Communication
Channels used

Promotional activity ↑ **230%**
Communication Channels ↑ **70%**

Staff Influenza Vaccination Promotional Strategy



Staff Influenza Vaccination Promotional Strategy

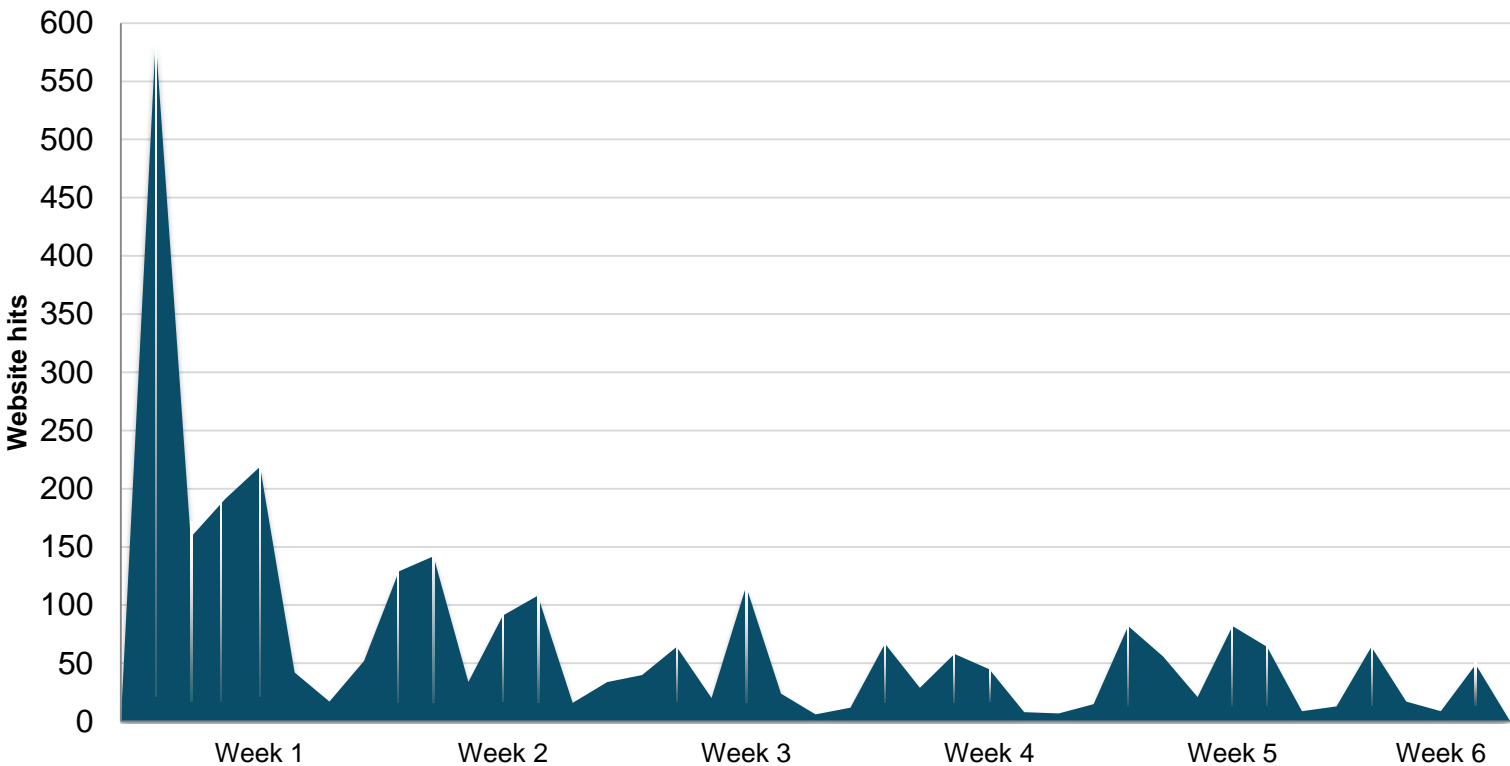


Promotions
+
Website rebuild
=
**160% increase
Website traffic**



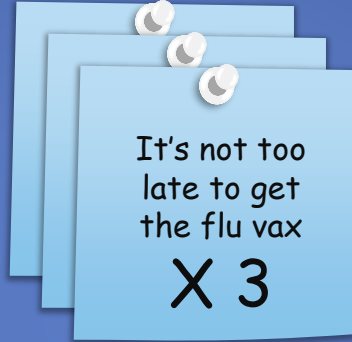
Staff Influenza Vaccination Promotional Strategy

Website Activity 2018/2019



Staff Influenza Vaccination Promotional Strategy

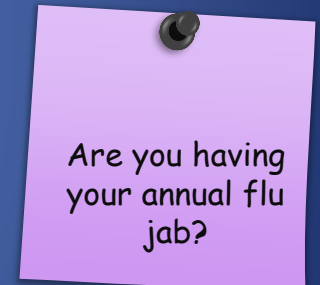
2016



2017



Staff Influenza Vaccination Promotional Strategy 2018



Staff Influenza Vaccination Promotional Strategy 2019

Free staff flu clinics start next week

Be ready for flu season - get vaccinated

Make sure you're protected this flu season

No time for the flu? Time to act now and get your flu shot

No time for the flu? Time for a flu vax

Haven't had your flu shot yet? The best time to act is now

Walk-in flu clinics now available

WINTER is COMING

Winter is coming - be ready for flu season

Walk-in flu clinics have commenced this week

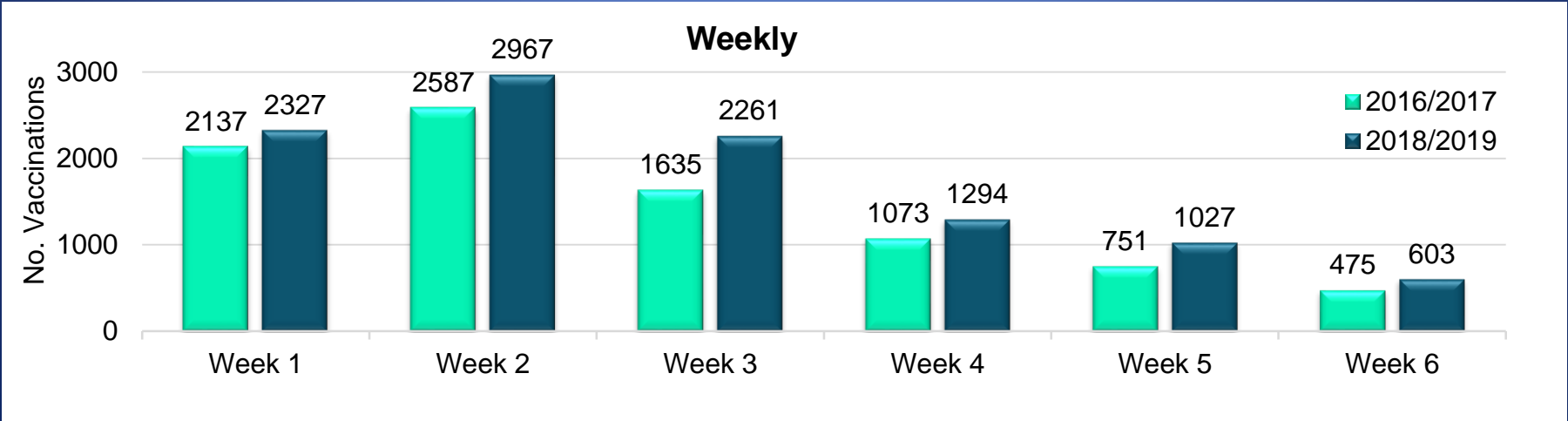
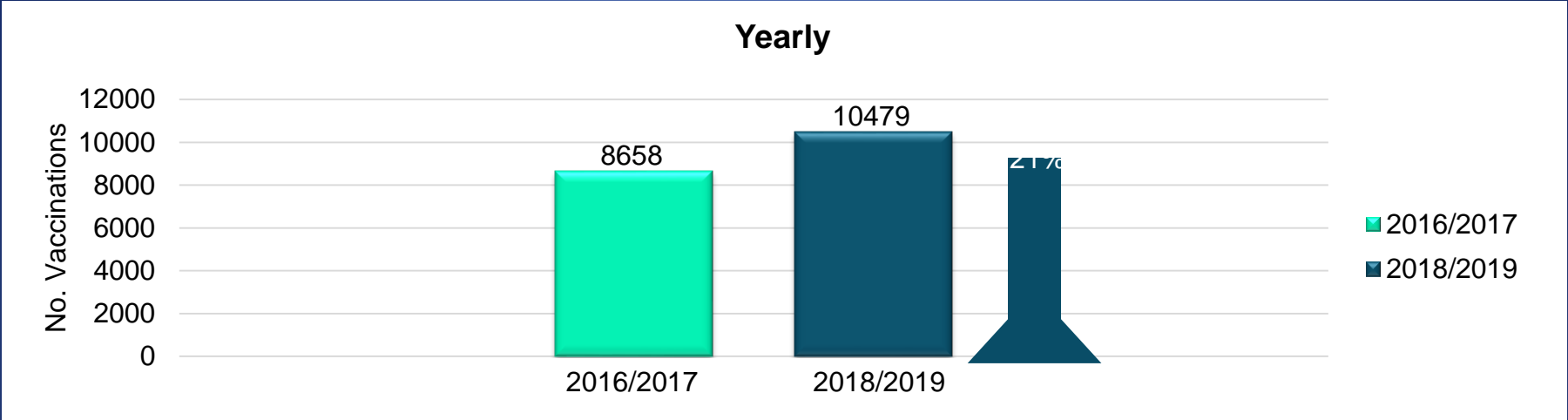
Flu vax clinic ends Friday

Flu vax clinic ends today

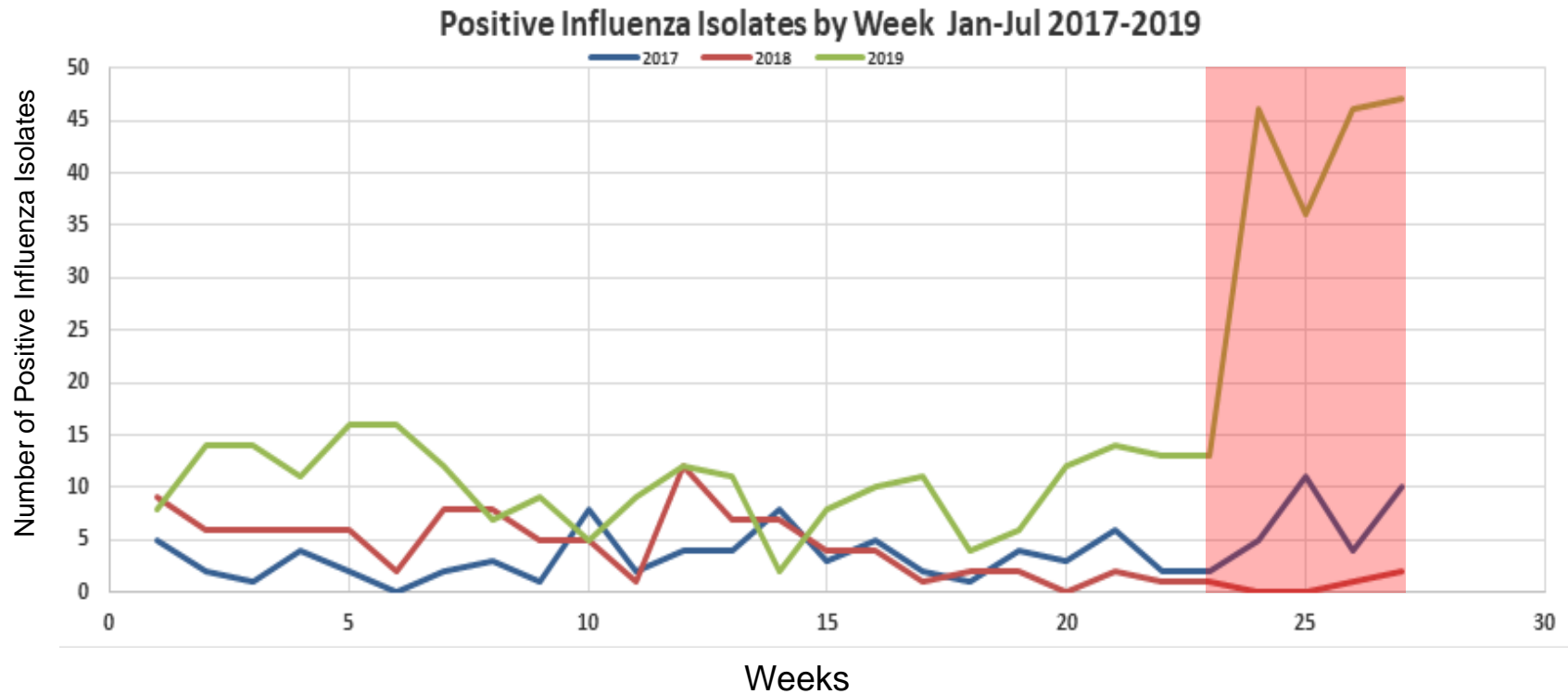
Website activity
218%



Staff Influenza Vaccination Program Results



Additional Benefits Influenza Activity

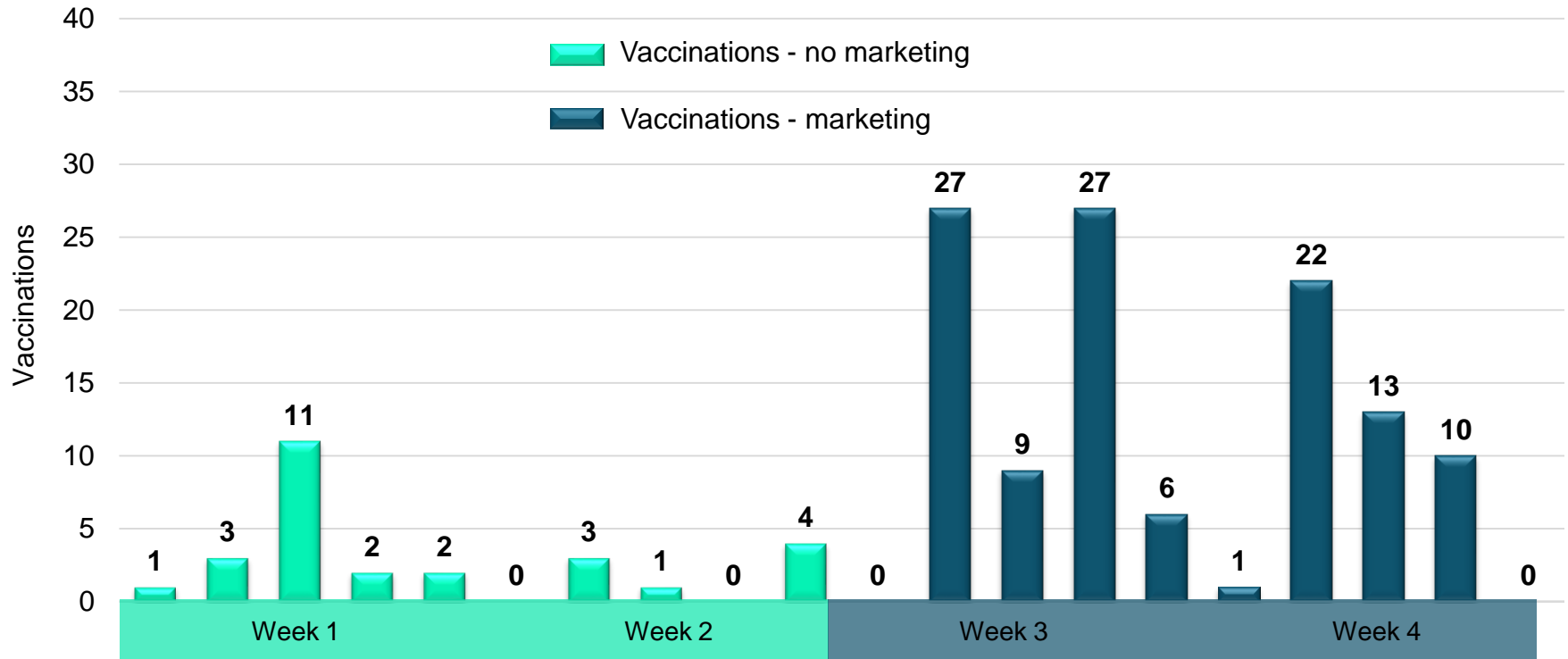


Additional Benefits Influenza Activity



Results

Daily vaccinations post program



FIGHT THE FLU 5 WAYS



Infection Control

**International Infection
Prevention Week** 14 - 20 October

**Infection
Control
Brain Strain**

Test your Infection Control knowledge



Conclusion

Using our Staff Influenza Vaccination program as an example, we have demonstrated that...

Embedding a marketing and communication specialist in the infection control team can enhance the outcomes of an existing program.