

Marketing RD Services in the 21st Century: Where Are We Today and Where Are We Going?

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Topics Covered Today

- **Historical review**
- **Current trends and new issues**
- **Crucial competencies**
- **Personal marketing strategies**
- **Plan your future now**

Trends and Issues

- Changing face of the population
- Retirement_____ of the baby boomers
- Mass customization
- Reinvention of religion
- Yearning for high-touch products and services
- Increasing globalization of business

- ☞ Microblogging
- ☞ Social Network Fatigue
- ☞ Wii fitness
- ☞ Electronic medical records

- χ Patients as customers
- χ Concierge medicine
- χ Healthcare professional shortage
- χ Return to wellness

- \$ Recession-proof eating – trading down
- \$ Schizophrenic food options
- \$ SourceSmart and Eco Branding
- \$ Allergy-friendly foods
- \$ Inflammation fighters

Competencies and Strategies

Crucial Competencies

- Persuasive communicator
- Can-do attitude
- Business minded
- Flexible
- Enterprising
- Team player

Details Drive Your Image

- Telecommunications
- Business cards
- Well known in professional circles
- Social networking

Marketing Mainstays

- Portfolio
- Business cards
- Stationary
- Web site
- Fax cover sheets
- Response systems

Personal Marketing

- Give presentations
- Cross departments
- Write
- Seek advisors
- Media exposure

Seek Purposeful Visibility

Media targets

- Heart
- Health
- Pocketbook

Protect Our Profession

- Charge professional fees
- Barter for value
- Free with a bill of value

Your Competitive Edge?

- Niche marketing
- Value added services

Don't get trapped in past!

- Research trends
- Evaluate your strengths and weaknesses
- Update skills
- Plan your future
- Enjoy the ride