

# WINNING INTERNAL SUPPORT FOR BETTER HEALTH IT MARKETING

Presented by Moshe Engelberg, PhD, MPH  
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Customer-centric marketing is a good thing. The more internal company support you have the better. But it can be challenging to get your internal stakeholders behind you when they're so focused on getting to market and increasing sales as fast as possible. This presentation focused on how to overcome those business challenges and win greater company support by:

- Thinking with a customer-focused mindset about winning greater internal support
- Applying that mindset with the CustomerFirst™ Virtuous Circle
- Learning tools and techniques that help you succeed in your quest

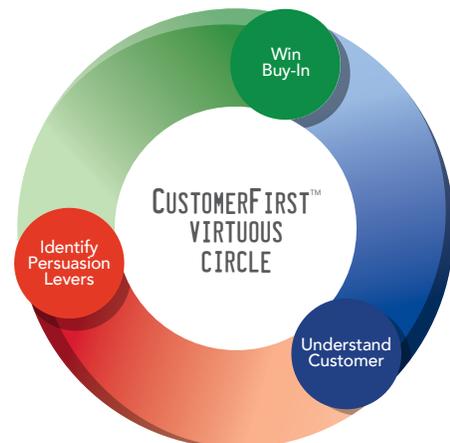
After discussing the value of winning greater company support for customer-centric marketing, Engelberg presented the CustomerFirst™ mindset: a) **Avoiding myopic product-centric thinking** that happens when you get too enamored of your products, platforms, and software; and b) **Putting the customer at the core** of not just everything marketing – but product development and creating the right business model as well. The key pivot Engelberg encouraged, was to treat internal stakeholders as “customers,” in order to win support for doing customer-centric marketing externally.

How do you apply the mindset with the CustomerFirst™ Virtuous Circle and its three main components?

1. Deeply understanding the customer: Engelberg demonstrated a set of diagnostic questions that marketers can productively use to deeply understand internal stakeholders, such as assessing their near-term and longer-term needs, their desires and pain points, and what they consider to be success metrics.

2. Identifying what will persuade them to take the desired action: He then showed three kinds of tools and techniques to identify what will persuade internal stakeholders to provide real support for customer-centric marketing.

- **Think vs. Know** helps to identify and get past their assumptions and better see the value of being more customer-centric.
- **Zero-Based Thinking** enables teams to totally wipe the slate clean, and ask fresh, provocative questions that can win support for customer-centric marketing.
- **Two Paths to Persuasion**: Take the “direct path” to rationally win support with information, logic, and data. And take the “indirect path” to win support by getting the behavior you want to happen, and letting knowledge and attitude change follow.



3. Executing so you get the buy-in or result you want: Engelberg showcased ResearchWorks' very simple and powerful [Think/Feel/Do framework](#) to establish goals for exactly what thoughts, feelings, and action you want your persuasion efforts to generate. He also showed how to sequence your Think/Feel/Do objectives into a mini-campaign to win you the support you need from your internal stakeholders.

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## About ResearchWorks

### Who we are

ResearchWorks is a strategic consulting firm with deep roots in custom research. For 25 years, we've been helping companies in the business of health to conquer obstacles, gain confidence, and achieve success in the marketplace.

We love our clients. They include med device companies like Philips, Dräger, and Beckman Coulter; life science and healthcare IT firms such as Thermo Fisher Scientific, UPMC Enterprises, and PointRight; and providers and payers like Kaiser Permanente, Highmark, and CMS. Our experience runs deep.

Bottom line – we help clients save more lives and make more money.

### How we help

We do custom research, develop grounded strategy, and create persuasive messaging so you avoid mistakes, know what to do and why, and get your products and marketing right the first time.

- Innovation: Know which ideas to invest in and which to avoid
- Products: Develop better products customers really want
- Marketing: Create marketing that builds desire and gets more customers to buy
- Sales: Accelerate sales of existing products with improved messaging
- Culture: Build a culture that puts customers first so you keep growing stronger

What's our magic? We use our intellectual firepower, behavioral science roots, and industry experience to translate advanced research into winning strategies and validated decision paths for better products and more effective marketing. Our creative team then provides you with proven tools to build your brand, shape your products and services, and go to market with powerful messaging.

### We guarantee success

We are so confident we will help you succeed that we provide a money-back guarantee on every project.

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