Marketing, Branding, Development Panel

Overview and Key Terms

The ACA has significantly changed FQHC market position in attracting and retaining patients. Whereas FQHCs once had an inelastic market of patients who had minimal choice of providers, we are now in direct competition with sophisticated health systems and for-profit ventures. Due to powerful differentiators based on decades of experience, offerings tailored to care for complex populations, cultural competencies and attractive pricing structure, FQUCs are well-positioned to serve the needs of our communities. Come learn how to leverage these competitive advantages through identity awareness and strategic branding/marketing to benefit both your community as well as your FQHC’s fiscal health.

**MARKETING:** The [management](http://www.businessdictionary.com/definition/management.html) [process](http://www.businessdictionary.com/definition/process.html) through which [goods and services](http://www.businessdictionary.com/definition/goods-and-services.html) move from [concept](http://www.businessdictionary.com/definition/concept.html) to the customer. It includes the [coordination](http://www.businessdictionary.com/definition/coordination.html) of four [elements](http://www.businessdictionary.com/definition/element.html) [called](http://www.businessdictionary.com/definition/call.html) the [4 P's of marketing](http://www.businessdictionary.com/definition/four-P-s-of-marketing.html):

(1) identification, [selection](http://www.businessdictionary.com/definition/selection.html) and [development](http://www.businessdictionary.com/definition/development.html) of a **product**,

(2) determination of its **price**,

(3) selection of a [distribution channel](http://www.businessdictionary.com/definition/distribution-channel.html) to [reach](http://www.businessdictionary.com/definition/cumulative-audience-Cume.html) the [customer's](http://www.businessdictionary.com/definition/customer.html) **place**, and

(4) development and implementation of a [**promotional strategy**](http://www.businessdictionary.com/definition/promotional-strategy.html).

**MARKET POSITION:** A ranking of a [brand](http://www.businessdictionary.com/definition/brand.html), [product](http://www.businessdictionary.com/definition/product.html), or [company](http://www.businessdictionary.com/definition/company.html), in [terms](http://www.businessdictionary.com/definition/term.html) of its [sales volume](http://www.businessdictionary.com/definition/sales-volume.html) relative to the sales volume of its [competitors](http://www.businessdictionary.com/definition/competitor.html) in the same [market](http://www.businessdictionary.com/definition/market.html) or [industry](http://www.businessdictionary.com/definition/industry.html).

**BRANDING:** The [process](http://www.businessdictionary.com/definition/process.html) involved in creating a unique name and [image](http://www.businessdictionary.com/definition/image.html) for a [product](http://www.businessdictionary.com/definition/product.html) in the [consumers](http://www.businessdictionary.com/definition/consumer.html)' mind, mainly through [advertising campaigns](http://www.businessdictionary.com/definition/advertising-campaign.html) with a [consistent](http://www.businessdictionary.com/definition/consistent.html) theme. Branding [aims](http://www.businessdictionary.com/definition/aim.html) to [establish](http://www.businessdictionary.com/definition/establish.html) a [significant](http://www.businessdictionary.com/definition/significant.html) and differentiated presence in the [market](http://www.businessdictionary.com/definition/market.html) that attracts and retains loyal [customers](http://www.businessdictionary.com/definition/customer.html).

**BRAND AWARENESS:** Extent to which a [brand](http://www.businessdictionary.com/definition/brand.html) is recognized by potential [customers](http://www.businessdictionary.com/definition/customer.html), and is correctly [associated](http://www.businessdictionary.com/definition/associated.html) with a particular product. Expressed usually as a percentage of [target market](http://www.businessdictionary.com/definition/target-market.html), brand awareness is the [primary](http://www.businessdictionary.com/definition/primary.html) [goal](http://www.businessdictionary.com/definition/goal.html) of [advertising](http://www.businessdictionary.com/definition/advertiser.html) in the early [months](http://www.businessdictionary.com/definition/month.html) or years of a [product's](http://www.businessdictionary.com/definition/product.html) introduction.

**BRAND IDENTITY:** The visible [elements](http://www.businessdictionary.com/definition/element.html) of a [brand](http://www.businessdictionary.com/definition/brand.html) (such as [colors](http://www.businessdictionary.com/definition/color.html), [design](http://www.businessdictionary.com/definition/design.html), [logotype](http://www.businessdictionary.com/definition/logo.html), name, [symbol](http://www.businessdictionary.com/definition/symbol.html)) that together identify and distinguish the brand in the [consumers](http://www.businessdictionary.com/definition/consumer.html)' mind.

**COMPETITIVE ADVANTAGE:** A superiority gained by an [organization](http://www.businessdictionary.com/definition/organization.html) when it can [provide](http://www.businessdictionary.com/definition/provide.html) the same [value](http://www.businessdictionary.com/definition/value.html) as its [competitors](http://www.businessdictionary.com/definition/competitor.html) but at a lower price, or can [charge](http://www.businessdictionary.com/definition/charge.html) higher [prices](http://www.businessdictionary.com/definition/price.html) by [providing](http://www.businessdictionary.com/definition/provider.html) greater value through [differentiation](http://www.businessdictionary.com/definition/differentiation.html). Competitive advantage [results](http://www.businessdictionary.com/definition/result.html) from matching [core competencies](http://www.businessdictionary.com/definition/core-competencies.html) to the [opportunities](http://www.businessdictionary.com/definition/opportunity.html).

**DIFFERENTIATORS:** Unique [features](http://www.businessdictionary.com/definition/feature.html) and/or [benefits](http://www.businessdictionary.com/definition/benefit.html) of a product, or aspects of a brand, that set it apart from [competing](http://www.businessdictionary.com/definition/competing.html) [products](http://www.businessdictionary.com/definition/product.html) or [brands](http://www.businessdictionary.com/definition/brand.html).