


Using Social Marketing to Prevent Healthcare-Associated Infections

Dr. Hugo Sax, University of Geneva Hospitals
Sponsored by Virox Technologies Inc. (www.virox.com)



Using Social Marketing to Prevent Healthcare-Associated Infections


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Hosted by Paul Webber
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www.webbertraining.com November 4, 2010

University of Newcastle upon Tyne, UK

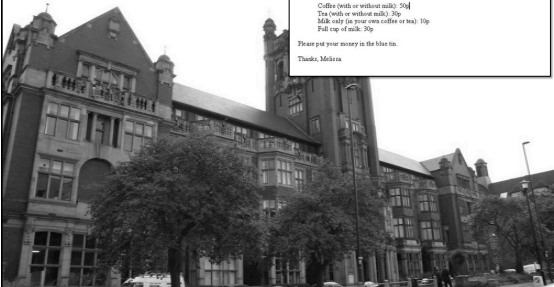
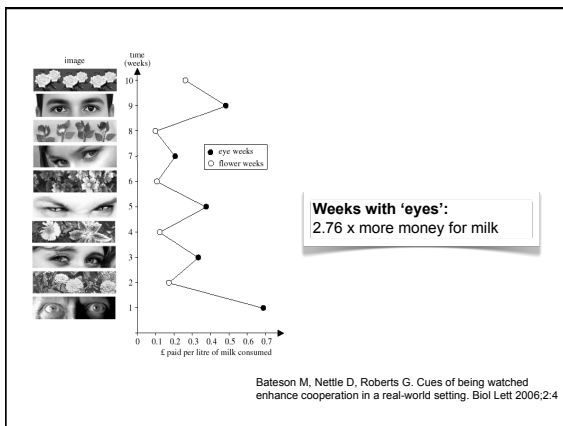


COFFEE CLUB

Price:

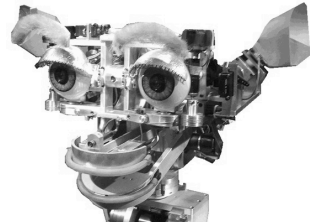
- Coffee (with or without milk): 50p
- Tea (with or without milk): 30p
- Milk only (in your own coffee or tea): 10p
- Full cup of milk: 30p

Please put your money in the blue tin.
Thanks, Marina

Burnham TC, Hare B. Engineering human cooperation: Does involuntary neural activation increase public goods contributions? *Hum Nat* 2007;18:88-108

+29%



W _ _ H

SH _ _ ER

S _ _ P

Zhong CB, Liljenquist K. *Science* 2006;313:1451

WASH W _ _ H WISH

SHOWER SH _ _ ER SHAKER

SOAP S _ _ P STEP

Zhong CB, Liljenquist K. *Science* 2006;313:1451

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Estimates

Number of **people** suffering from a healthcare-associated infection in hospitals worldwide at any moment in time. **1,400,000**

Estimated annual number of infections in Europe. **5,000,000**

Estimated annual number of attributed death in Europe. **50,000**

WHO guidelines for hand hygiene in healthcare. Geneva:World Health Organization;2009.

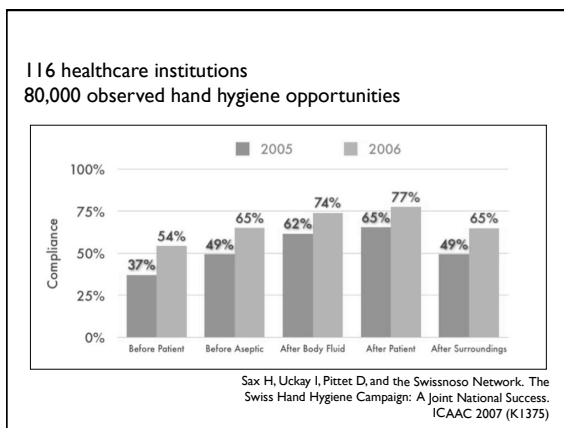
Switzerland

Annual number of infected **people** in Swiss acute care hospitals **75,000**

Associated annual costs **USD 250,000,000**

Attributable annual deaths **2000**

Sax H, et al. Arch Intern Med 2002;21:2437
Sax H, et al. Swissnos Bull 2005;12:1



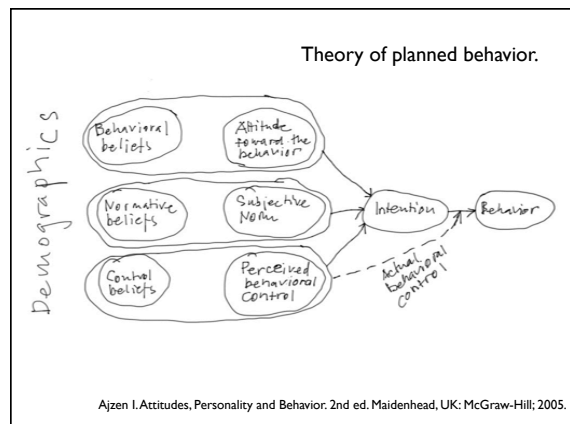
Survey among 1,030 healthcare workers about their beliefs regarding healthcare-associated infections and hand hygiene

Over a **third** of respondents estimate that:

- > 20% of patients suffer from healthcare-associated infections
- > 5% of these infections end deathly
- > infected patients have to stay 20 days longer
- > 70% of infections could be prevented by good hand hygiene

Sax H, Uckay I, Richet H, Allegranzi B, Pittet D. Infect Control Hosp Epidemiol 2007;28:1267-74.

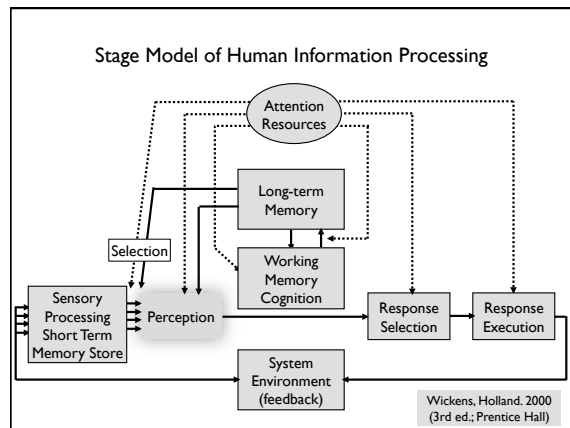
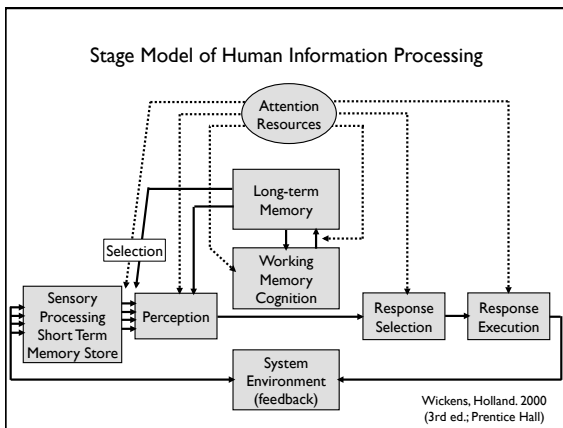
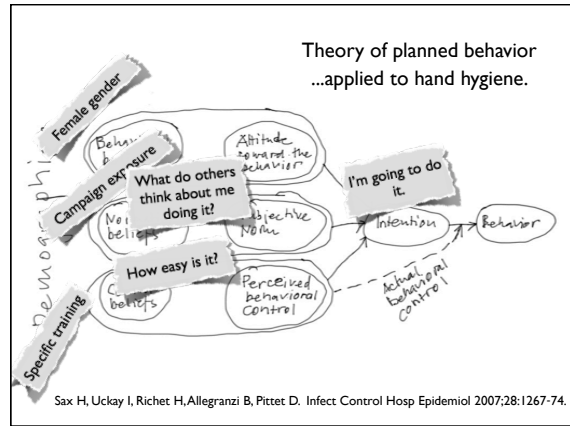
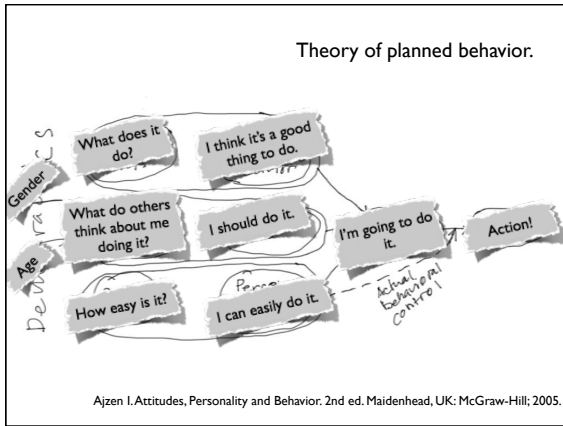
Knowledge ≠ behavior



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Tasting study of two major sweet soda drinks

Brand unknown: Images of two generic soda cans. Brand known: Images of Coca-Cola and Pepsi cans.

Brain scans showing Bilateral Hippocampus and DLPFC.

Conclusions: "...Our results suggest that the VMPFC and hippocampus/DLPFC/midbrain might function independently to bias preferences based on sensory and cultural information, respectively."

McClure et al. Neural correlates of behavioral preference for culturally familiar drinks. Neuron 2004;44:379-387

'Classical' approaches to ascertain good quality care

Education: Illustration of a person presenting at a whiteboard.

Policy: Illustration of a person with a ball.

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Marketing 101

Wants & Needs

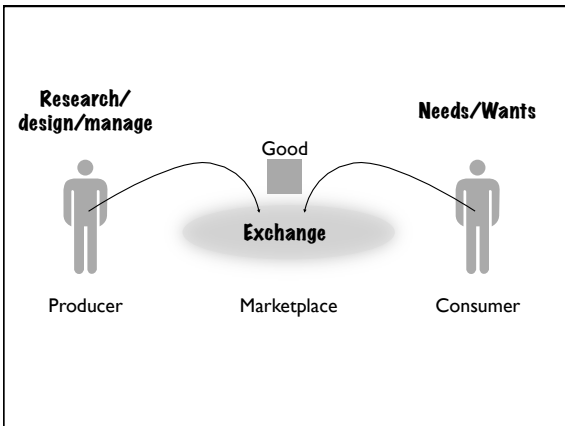
People have needs they want to satisfy.

to eat, sleep, etc. *physical needs*

to be accepted/recognized *social needs*

to grow/learn *individual needs*

More K, Pareek N. Marketing - the basics. 2006, 2nd ed., Routledge, Abingdon.



Marketing definition of the American Marketing Association

"Marketing is the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large."

<http://www.marketingpower.com/>

Marketing strategies

Strategy	What it means
Product	Produce a high value product
Selling	Selling an existing product to a client
Marketing	Build a strategy around the customer's needs and wants
Societal marketing	Marketing in the perspective of the benefice of the society at large
Social marketing	Marketing of non-commercial issues, mostly health-related

Is marketing a science?

Social sciences Mathematics Sociology

Psychology Economics

Neuroscience Anthropology

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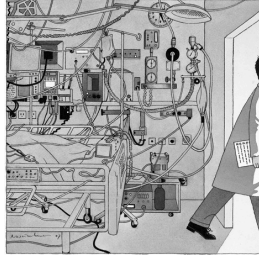
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Fundamental Marketing Principles

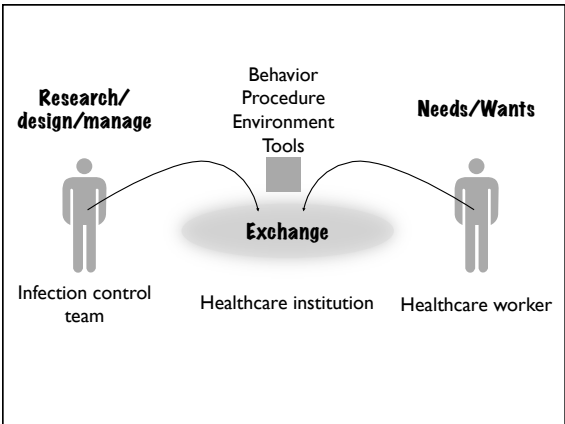
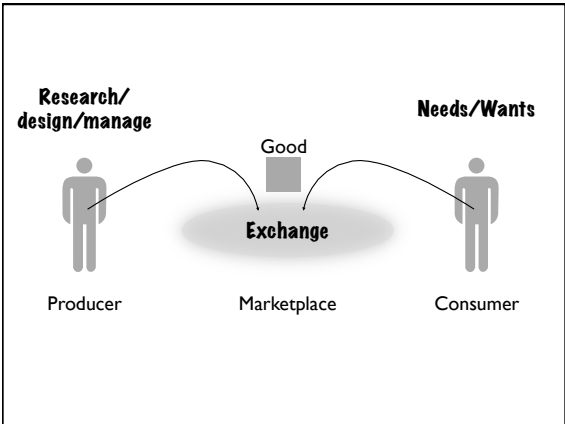
1. Audience focus
2. Exchange of values
3. Marketing research
4. Segmentation
5. Targeting
6. Competitive analysis
7. Product positioning
8. The marketing mix

Mah MW, Deshpande S, Rothschild ML.
 Social marketing: a behavior change technology for infection control.
 Am J Infect Control 2006;34:452-7

Audience focus



Exchange of values

Marketing research

& Design

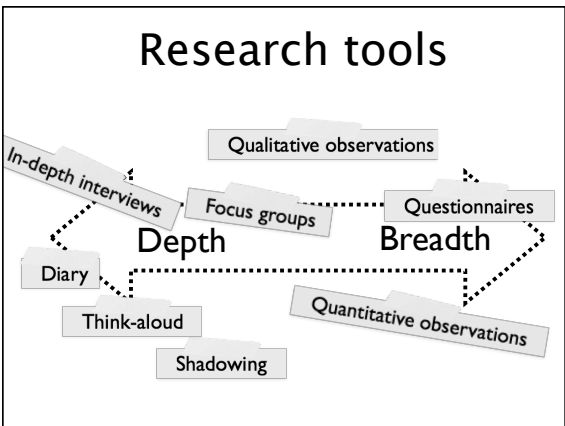
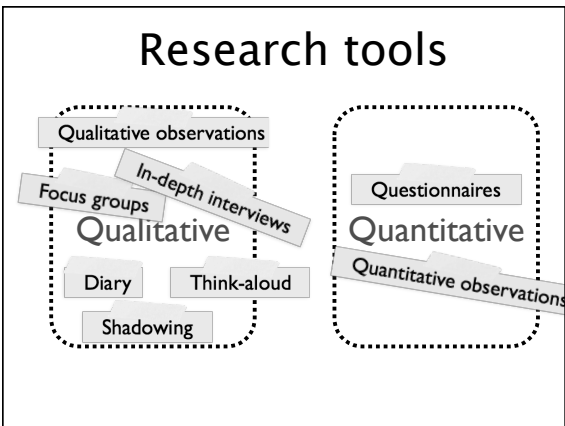
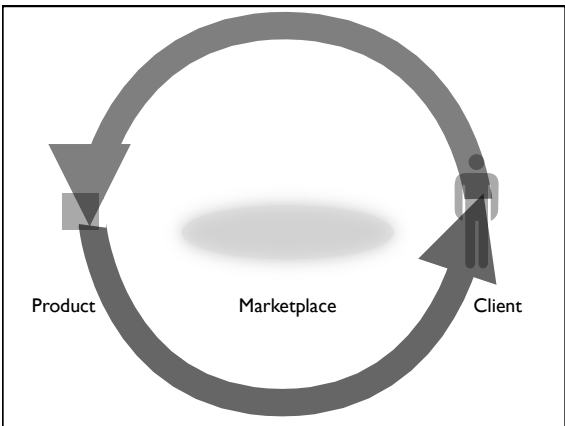
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Definition of consumer research

"The study of individuals, groups, or organizations and the processes they use to select, secure, use, and dispose of products, services, experiences, or ideas to satisfy needs and the impacts that these processes have on the consumer and society."

American Marketing Association



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Simulation

Prototyping

Story board

Diaries

Collaboration needed to find the best fitting/wanted design

Researcher Consumer/Healthcare worker

Sees from the outside Sees from the inside

Market segmentation

Groups with same relationship to the 'product'

Fundamental Marketing Principles

1. Audience focus
2. Exchange of values
3. Marketing research
4. Segmentation
5. Targeting
6. Competitive analysis
7. Product positioning
8. The marketing mix

Mah MW, Deshpande S, Rothschild ML. Social marketing: a behavior change technology for infection control. Am J Infect Control 2006;34:452-7

5 Ps of the Market Mix

Product What is it like?

Price What does it cost?

Promotion How do we describe it?

Place In what context does it appear?

People Who is involved?

The 'new' 4 Ps, called SIVA

Product → Solution

Price → Value

Place → Access

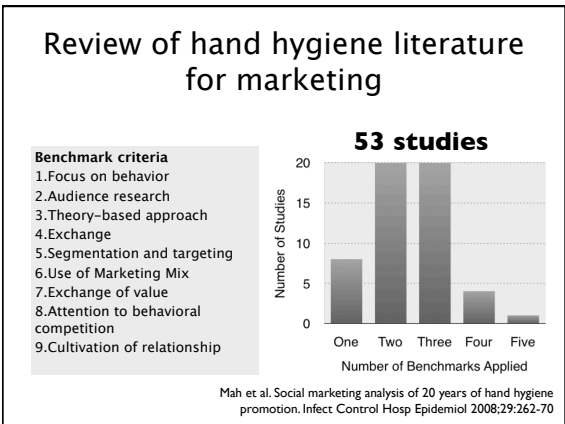
Promotion → Information

Chekitan D, Schultz DE. In the mix: A customer-focused approach can bring the current marketing mix into the 21st century. Marketing Management 2005;14(1).

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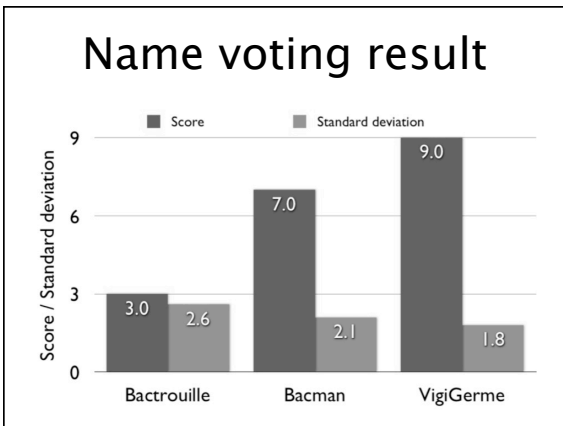
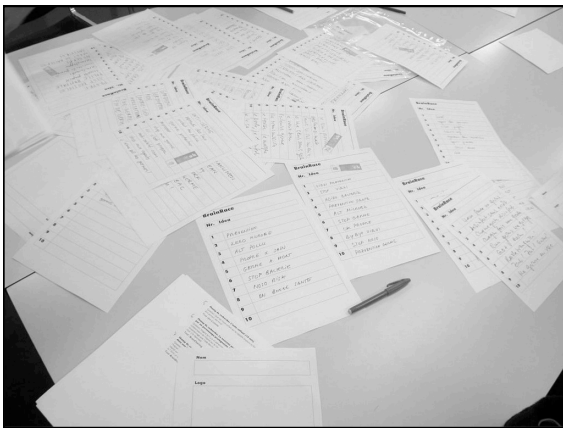
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Some examples



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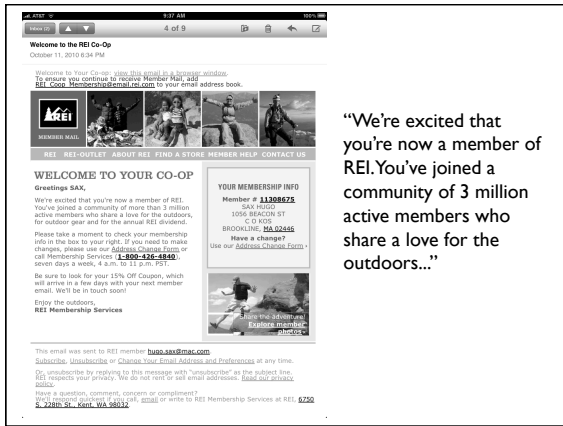


New marketing ways

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"We're excited that you're now a member of REI. You've joined a community of 3 million active members who share a love for the outdoors..."



A new way of marketing hand hygiene

Dance art meets quality of care



www.vigigerme.org



THE NEXT FEW TELECLASSES	
09 Nov. 10	(British Teleclass) Why are Noroviruses Such Successful Pathogens in Healthcare Settings? Speaker: Dr. Christine Moe, Emory University
18 Nov. 10	Infection Prevention Strategies in the Home Care Setting Speaker: Mary McGoldrick, Home Health Systems Inc.
02 Dec. 10	Validation of Special Ventilation Systems in Healthcare Facilities Speaker: Andrew Streifel, University of Minnesota
09 Dec. 10	Do Decolonization Strategies Work for MRSA? Dr. Andrew Streifel, Sunnybrook Health Sciences Centre, Toronto
16 Dec. 10	Clostridium difficile: The Sinister Spore Saga Speaker: Dr. Michelle Alfa, Diagnostic Services Manitoba

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