Using Social Marketing to Prevent Healthcare-Associated Infections

Dr. Hugo Sax, University of Geneva Hospitals

Sponsored by Virox Technologies Inc. (www.virox.com)

University of Newcastle upon Tyne, UK


+29%

Bateson M, Nettle D, Roberts G. Cues of being watched enhance cooperation in a real-world setting. Biol Lett 2006;2:4

W __ H
SH __ ER
S __ P

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.
- Estimated annual number of infections in Europe.
- Estimated annual number of attributed death in Europe.


Switzerland

- Annual number of infected people in Swiss acute care hospitals.
- Associated annual costs.
- Attributable annual deaths.


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


Knowledge ≠ behavior

Theory of planned behavior.

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Theory of planned behavior... applied to hand hygiene.

Theory of planned behavior.

Stage Model of Human Information Processing

Stage Model of Human Information Processing

Tasting study of two major sweet soda drinks

‘Classical’ approaches to ascertain good quality care

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


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Marketing 101


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

<table>
<thead>
<tr>
<th>Strategy</th>
<th>What it means</th>
</tr>
</thead>
<tbody>
<tr>
<td>Product</td>
<td>Produce a high value product</td>
</tr>
<tr>
<td>Selling</td>
<td>Selling an existing product to a client</td>
</tr>
<tr>
<td>Marketing</td>
<td>Build a strategy around the customer’s needs and wants</td>
</tr>
<tr>
<td>Societal marketing</td>
<td>Marketing in the perspective of the benefit of the society at large</td>
</tr>
<tr>
<td>Social marketing</td>
<td>Marketing of non-commercial issues, mostly health-related</td>
</tr>
</tbody>
</table>

Is marketing a science?

Social sciences  Mathematics  Sociology
Psychology  Economics  Neuroscience  Anthropology

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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;34:453-7

Audience focus

Exchange of values

Research/design/manager

Needs/Wants

Producer
Marketplace
Consumer

Infection control team
Healthcare institution
Healthcare worker

Marketing research

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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

Market Research

Pre-marketing
Prototype testing

Post-marketing

Barriers

Facilitators

Existing beliefs

Wants and needs

Competitors

Research tools

Qualitative observations

Questionnaires

Think-aloud

Focus groups

Shadowing

In-depth interviews

Qualitative observations

Diary

Research tools

Research tools

Qualitative observations

Questionnaires

In-depth interviews

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Shadowing

Research tools

Research tools

Qualitative observations

In-depth interviews

Focus groups

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Diary

Think-aloud

Shadowing

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Collaboration needed to find the best fitting/wanted design

Researcher
Consumer/Healthcare worker

“Co-creation”

Sees from the outside
Sees from the inside

Market segmentation
Groups with same relationship to the ‘product’

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Social marketing—a behavior change technology for infection control.
Am J Infect Control 2006;34:452-7

5 Ps of the Market Mix

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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Some examples

Review of hand hygiene literature for marketing

Benchmark criteria
1. Focus on behavior
2. Audience research
3. Theory-based approach
4. Exchange
5. Segmentation and targeting
6. Use of Marketing Mix
7. Exchange of value
8. Attention to behavioral competition
9. Cultivation of relationship

Mah et al. Social marketing analysis of 20 years of hand hygiene promotion. Infect Control Hosp Epidemiol 2008;29:362-70

53 studies

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Guerrilla marketing

A new way of marketing hand hygiene
Dance art meets quality of care

Thank you!

hugo.sax@hcuge.ch

Guerrilla Marketing

http://blog.guerrillacomm.com/

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The Next Few Teleclasses

<table>
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<tr>
<th>Date</th>
<th>Teleclass</th>
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</thead>
<tbody>
<tr>
<td>09 Nov</td>
<td>(British Teleclass) Why are Nonviruses Such Successful Pathogens in Healthcare Settings? Speaker: Dr. Christine Cox, Emory University</td>
</tr>
<tr>
<td>16 Nov</td>
<td>Infection Prevention Strategies in the Home Care Setting Speaker: Mary McGoldrick, Home Health Systems Inc.</td>
</tr>
<tr>
<td>02 Dec</td>
<td>Validation of Special Ventilation Systems in Healthcare Facilities Speaker: Andrew Stebel, University of Minnesota</td>
</tr>
<tr>
<td>09 Dec</td>
<td>Do Decolonization Strategies Work for MRSA? Speaker: Andrew Stebel, Sunnybrook Health Sciences Centre, Toronto</td>
</tr>
<tr>
<td>16 Dec</td>
<td>Clostridium difficile: The Sinister Spore Saga Speaker: Dr. Michelle Alta, Diagnostic Services Manitoba</td>
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