



## **LearnScape Overview**

### **Health Care Marketing**

#### **LearnScape Details**

This collection of LearnScapes will provide students with a realistic, immersive environment, in which to apply marketing concepts learned in the courseware. Adding to the robust nature of these scenarios, Toolwire will apply their immersive technology and instructional design to create an environment in which the Student can wholly take on the role of a marketing consultant who works with the staff of a large Health Care system. The student will make decisions and see the impact of their participation in real time. Students will benefit from LearnScape features including: photorealistic virtual locations, video interactions, interactive documentation, checkpoint diagnostics, remediation, and natural assessment.

Each LearnScape will have a natural assessments mapped to the specific learning outcomes from the courseware. This assessment will be integrated naturally into the flow of the LearnScape storyline. All student responses and submissions will be stored and compiled into a single Microsoft Word file. The file will be downloaded to the student's desktop, allowing student to submit the file to their instructor for grading.

#### **General LearnScape Storyline**

Recently Bright Road Health Care System has experienced a downward trend in its number of patients. Consultants have been contracted by the Board to mystery shop their services and understand the patients' experience. The general storyline will be that of a health care marketing consultant hired to work with different areas of the Health Care System to make marketing recommendations in the areas of differentiation, positioning, customer retention, and market responsiveness. To support this general storyline, these LearnScapes will create an immersive world with photorealistic health care and office settings, complete with various floors, facilities, and supporting characters -- both in the Health Care System and the student's own consulting firm -- with whom the student will interact. The student will need to gain information from these characters, along with other resources, to analyze the Health Care System's marketing needs and strategy and make recommendations.

#### **LearnScape Overviews:**

##### **Staying Relevant**

##### **LearnScape 1 – Overview**

Many of Bright Road Health Care System's facilities are located in areas that are currently serving many Gen Y patients, and will be serving increasing numbers of Gen Z patients within the next 5 years. This means the Health Care System's online resources are, and will increasingly be, the primary source of health care information for the community, and the main promotion outlet for the Health Care System. In this LearnScape, the student will meet with the CEO of Bright Road to discuss her concerns about the



relevancy of their online resources. The student will work with the Marketing Director of Bright road to learn about their current online resources and utilization information. Then, the student will review Bright Road Health Care System's website and Facebook page. Website evaluation elements include appearance, content, usability, functionality, and search engine optimization. Facebook evaluation elements include cover photo, profile picture, page title, likes, people talking about this, about and engagement. Using this information, the student will then make recommendations to the CEO about how to improve online presence.

## **LearnScape 1 – Assessment**

The analysis and recommendations will be submitted to the instructor for grading.

## **Learning Outcomes Addressed**

- Describe the differences between the two basic forms of advertising: product and institutional.
- Use technology and information resources to research issues in health services strategic marketing
- Write clearly and concisely about health services strategic marketing using proper writing mechanics

## **Content Resource:**

*Essentials of Healthcare Marketing*, Chapter 12: Advertising

## **LearnScape 1 Characters**

### *Blake Hines, CEO of Bright Road Health Care System*

*Blake is a woman in her mid-50s. She's been the CEO of Bright Road Health Care Systems for 3 years. Her most recent position before joining the Health Care System was that of the CEO of a large Pharmaceutical company. Blake is warm and caring, but expects results. She wants to expand the Health Care System into new markets, while maintaining patient loyalty.*

### *Amit Patel, Marketing Director of Bright Road Health Care System*

*Amit is a quirky, creative, and intelligent young man. In his early 30s, Amit has been the Marketing Director at Bright Road for about 3 years. Prior to joining the team, Amit founded a startup marketing firm with his friends from graduate school. Amit was the research specialist, and his friends were the creative component. The firm was extremely successful, but Amit wanted to spend more time with his family so he sold his partnership and came to work for Bright Road where he could work normal hours and enjoy a work/life balance.*



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## Tanya Morales, Senior IT Manager at Beacon and Associates Consulting

*Tanya, the Student's mentor, is a friendly, outgoing middle aged Hispanic woman who has been with Beacon and Associates for more than 5 years, but she has been in the IT industry for more than 20 years. She began her career as an entry level IT staff member at a nonprofit agency, where she was quickly promoted due to her technical knowledge, organizational skills, and leadership abilities. Tanya is a true "geek"; technology fascinates her, and she always has the latest and greatest electronic gadgets. The student will look to Tanya for innovative ideas about technology and web presence.*

## **Patient Engagement**

### **LearnScape 2 – Overview**

The Marketing Director for Bright Road Healthcare is looking at ways to improve their Personal Health Record. A Personal Health Record not only engages patients in their own wellness, but is a method of retaining loyal patients. In this LearnScape, the student will work with Bright Road staff members to gather information about their patient demographics, and then analyze the functionality and utility of the Health Care System's Personal Health Record, a resource provided to their patients. Using this information, the student will make recommendations on how to improve the functionality and utility of the Personal Health Record. At the end of the LearnScape, the student will meet with the Marketing Director to present recommendations.

### **Content Resources:**

*Essentials of Healthcare Marketing*, Chapter 3: The Environment of Marketing Strategy

<http://www.bcbs.com/healthcare-partners/personal-health-records/Consumer-Quick-Reference-Guide.pdf>

### **LearnScape 2 Characters**

#### Amit Patel, Marketing Director of Bright Road Health Care System

*Amit is a quirky, creative, and intelligent young man. In his early 30s, Amit has been the Marketing Director at Bright Road for about 3 years. Prior to joining the team, Amit founded a startup marketing firm with his friends from graduate school. Amit was the research specialist, and his friends were the creative component. The firm was extremely successful, but Amit wanted to spend more time with his family so he sold his partnership and came to work for Bright Road where he could work normal hours and enjoy a work/life balance.*

#### Joan Fairbanks, Physician at Bright Road Health Care System

*Joan is a physician in her early 40s who specializes in geriatric care. She's frustrated at the amount of elderly patients who visit the hospital, when their problems might better be solved by preventive measures and taking an active role in their own health. Elderly patients are not as likely to use online resources, so she will be the student's guide for how to get elderly patients more involved in preventive health and wellness.*



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## Branson Lowe, CEO of WellNow Medical Insurance (Mentor)

*Branson is a man in his mid-40s, who happens to be the student's uncle. He is a major supporter of preventive care, and the importance of a patient's role in his or her own health and wellness. In fact, WellNow was one of the first insurance companies to create an online patient health resource. The student will look to Branson as a mentor, for guidance on Personal Health Records.*

### **LearnScape – Assessment**

The analysis and recommendations will be submitted to the instructor for grading.

### **Learning Outcomes Addressed**

- Differentiate between a market-driven and non-market driven process.
- Describe the scope of strategic marketing and the impact the five environmental forces have on organizational strategy.
- Use technology and information resources to research issues in health services strategic marketing
- Write clearly and concisely about health services strategic marketing using proper writing mechanics

Resource: Essentials of Healthcare Marketing, Chapter 3: The Environment of Marketing Strategy

## **Recovery and Retention**

### **LearnScape – Overview**

The main Urgent Care Facility within the Health Care System has experienced a marked decrease in returning customers. In this LearnScape, the student evaluates the patient experience with the facility from appointment scheduling through the visit with the staff and physicians. The patient experience evaluation elements include clinical, process, and environmental elements. Based on this information, the student will recommend operational changes, if appropriate.

### **LearnScape – Assessment**

An organized analysis of the data and the recommendation will be sent to the instructor for grading.

### **Learning Outcomes Addressed**

- Describe the marketing research process and marketing segmentation strategies
- Describe the concept of relationship marketing and the distinction between satisfaction and loyalty
- Use technology and information resources to research issues in health services strategic marketing
- Write clearly and concisely about health services strategic marketing using proper writing mechanics



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## **Content Resource:**

*Essentials of Healthcare Marketing*, Chapter 7: Developing Customer Loyalty

## **LearnScape 3 Characters:**

### James Melbourne, Director of Urgent Care Facilities within the Bright Road Health Care System

James is a physician in his mid- to- late 30s. James, new to Bright Road, is normally very relaxed and open. But recently he's been very anxious about the customer survey results for the urgent care facilities. He's afraid he may lose his job if numbers don't improve, so he's very motivated to help the student gather any information and provide any feedback needed to improve results.

### Lisa Leon, Receptionist at Urgent Care

Lisa is in her late 20s, and has been a receptionist at various health care facilities, but she's fairly new to Bright Road's Urgent Care Facility, having been there for only 2 months. She's friendly, but is easily distracted and flustered when the phones lines are ringing and there are a lot of patients waiting.

### Therese Holt, Nurse Practitioner at Urgent Care

Therese is the main Nurse Practitioner at Urgent Care. In her early 40s, she has been with Bright Road for several years, working in the Emergency Room at the main hospital, and in various Physicians' offices. She is analytical process -oriented, and quite conscientious about providing the best care possible for her patient in a sometimes hectic environment.

## **How Are We Doing?**

### **LearnScape - Overview**

In this LearnScape, the student will apply the concepts learned throughout the training.

It's time for a marketing audit! The Health Care System wants to see how responsive they are to market needs and preferences, and if their marketing strategies are showing a good return on investment. The student has been brought in as an objective party to perform this audit. During this LearnScape, the student will choose the right people to be in the interviews and choose the best questions to ask from the following categories:

- Market and market segments
- The organization
- Competitors
- Products and services
- Price
- Promotion
- Channels of distribution

Once the information is gathered, the student will identify the top 3 strengths and the top 3 weaknesses of the organization. Then, the student will make prioritized recommendations to turn the weaknesses into strengths.



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## **Content Resource:**

*Essentials of Healthcare Marketing*, Chapter 5: Marketing Research

## **LearnScape – Assessment**

A list of questions and answers, the prioritized areas, and the recommendations will be sent to the instructor for grading.

## **Learning Outcomes Addressed**

- Describe the marketing research process and market segmentation strategies.
- Describe the concept of relationship marketing and the distinction between satisfaction and loyalty.
- Describe the range of product and service variations.
- Use technology and information resources to research issues in health services strategic marketing.
- Write clearly and concisely about health services strategic marketing using proper writing mechanics.

## **LearnScape 4 Characters:**

### *Blake Hines, CEO of Bright Road Health Care System*

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### *Kimberly O'Neill, Chief Financial Officer of Bright Road Health Care System*

*Kimberly is an African American woman in her late 50s. She joined one of the organizations that now form Bright Road as an internal auditor. Due to her drive and her seemingly innate analytical skills, she was quickly promoted to Vice President of Finance for the health care system. Kimberly is an important part of the team, not only for her great experience, but because she is able to present financial information in a manner in which people without a financial background can clearly understand.*



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*Quinn Smith, Chairman of the Board of Bright Road Health Care System*

*Quinn is in his 50s. In his capacity, Quinn takes on the responsibility for corporate governance, capital formation, setting the company's operating strategy, and guiding it to profitability. Quinn is mostly interested in the marketing audit results, so may be checking in with the student from time to time to see how the audit is progressing.*



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## VLs - Offices

### Student's Office



This is the student's office at the Consulting Firm. The student will correspond via phone and email from office and use it for formal mentorship meetings.

### Chairman of the Health Care Board's Office



The student will sometimes meet with the Chairman of Bright Road's board in his office.

CEO's Office (Example – it will be a similar setup, but with different furnishings and photos on the wall)



The student will meet with the CEO in her office.





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Marketing Director's Office (Example – the office will be similar, but will have different furnishings, and more creative media on the walls/desk)



The student will meet with the Marketing director in his office.

CFO's Office (Example – it will be a similar setup, reverse layout from others, and with different furnishings and decorations. Perhaps diplomas on the wall)



The student will meet with the CFO in her office.

## **VL – Meeting Rooms**

Conference Room at the Health Care System Main Headquarters



When meeting with the Board of Directors, the student will use the conference room at Bright Road headquarters.



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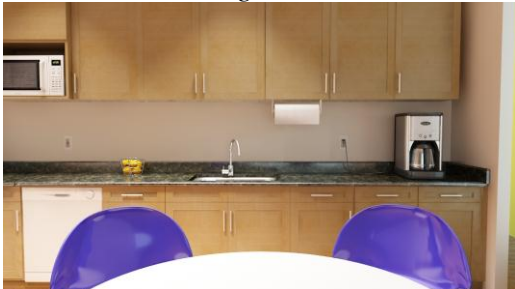
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## Coffee Shop



*The student will meet with their mentor for coffee to discuss the project.*

## Break Room at Urgent Care



*The student will have conversations with the Urgent Care receptionist, and sometimes the Nurse Practitioner, in the break room.*

## Urgent Care Waiting Area (Example – we'd like this to look outdated, needing to look more inviting and comfortable)



*The student will enter the Urgent Care waiting room and be able to pick out areas for improvement.*



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## *Urgent Care Exam Room - Meet with NP of Urgent Care*



*The student will sometimes speak with the Urgent Care Nurse Practitioner in the exam room*  
*Urgent Care Reception Desk (Example – Receptionist sits behind desk)*



*The student will interact with the Urgent Care receptionist at the receptionist desk.*