

## Medical Marketing

Every now and then, a healthcare organization creates a stellar piece of content, launches a particularly clever social media campaign, or proves that they just get their target audience in a way that makes fans of healthcare marketing just want to stand up and clap. Obviously, the healthcare industry may have once been considered a slow adopter to the world of inbound marketing, but it's safe to say that these five examples of true marketing brilliance are making up for lost time.

### 1) A positive hashtag campaign

In order to raise awareness of breast cancer and the need for early detection, one clinic started the "Yes, Mamm" campaign. Regardless of whether the hashtag was used to answer common breast cancer questions in a Twitter chat or to drive traffic to their website to encourage women to make an appointment at one of their screening locations, the campaign is a prime example of the power of hashtags to start a movement.

### 2) A dare!

A well designed dare may set a standard for what can happen when healthcare organizations engage with their following. With monthly "dares," quizzes, and prizes on the website, a healthcare provider may involve its followers to make one small healthy change per month and document it on social media. Not only does such interactive campaign lead to healthier habits, but it also fosters an interactive online community of brand loyalists.

### 3) A Facebook contest

A social media contest may ask participants to post their best picture, e.g. a "stachie," a phrase coined to mean a selfie with either a real or fake mustache. The purpose is to raise awareness of a particular health issue. In a clever way it takes advantage of social media hilarity and drives traffic to a medical center's website, which frequently offers other attractions for awareness, like a blog, a podcast, and an event calendar.

### 4) A support drive

Using an incredibly powerful slogan, for instance, „you may have cancer, but you also have us" may inspire the patients' confidence and show a personal approach to cancer treatment and present state-of-the-art facilities. By sharing inspirational videos on social media (as well as using more traditional marketing techniques, like television and radio) a treatment center embodies what it means to build trust with your target audience.

### 5) Infographics

Speaking of infographics, visual content is widely popular with digital marketing audiences, as exemplified by, e.g. helpful sugar content and flu myths infographics. Infographics are best used to simplify a potentially complicated or controversial topic, like children's sugar consumption. They tend to resonate with audiences who may not be interested in sitting down to read a full blog post on an important topic. Plus, infographics are highly shareable across all social media channels, making them a great attention-grabber to attract new patients.

**Ex. 1 Find the words or expressions in the text which mean the following:**

- 1) brilliant, extremely good: \_\_\_\_\_
- 2) to understand sb: \_\_\_\_\_
- 3) a sector that doesn't implement changes quickly: \_\_\_\_\_
- 4) without considering sth: \_\_\_\_\_
- 5) to promote sth: \_\_\_\_\_
- 6) buying from the same brand: \_\_\_\_\_
- 7) being funny: \_\_\_\_\_
- 8) faith in sth, believing in sth: \_\_\_\_\_
- 9) to give something as an example: \_\_\_\_\_
- 10) possible to be posted on social media: \_\_\_\_\_
- 11) sth that makes people interested: \_\_\_\_\_
- 12) often: \_\_\_\_\_

**Ex. 2 Match the expressions from the two columns into logical collocations:**

- |              |                      |
|--------------|----------------------|
| 1) every now | traffic to a website |
| 2) to launch | a standard           |
| 3) target    | content              |
| 4) inbound   | example of sth       |
| 5) to raise  | and then             |
| 6) to drive  | a phrase             |
| 7) a prime   | audience             |
| 8) to set    | marketing            |
| 9) to coin   | awareness of sth     |
| 10)visual    | a campaign           |

**Ex. 3 Provide English equivalents of these expressions:**

1) nadrobić coś	7) być ucieleśnieniem czegoś
2) wyzwanie	8) treści
3) wczesna diagnoza	9) przemawiać do kogoś
4) badanie przesiewowe	10)media społecznościowe
5) świadczeniobiorca	11)podejście do czegoś
6) z najwyższej półki	12)zdrowy nawyk

**Grammar corner...**

Some time ago you learned that you can use the so-called *wh-* words to add more strength to what you're saying. You can also use them otherwise, e.g. to make more complicated sentences that explain something or add additional information about something. The first case is called a DEFINING RELATIVE CLAUSE which means that it is a part of a definition (a good definition is made of a generalization and a specification). For example, *a defining relative clause is a sentence which explains the nature of something*. The most important thing about it is that you DON'T use a comma before *which* and you CAN replace it with *that*. The second case is called a NON-DEFINING RELATIVE CLAUSE. It only adds extra information, it is separated from the main sentence by *commas* and it's impossible to use *that* in it.

**Ex. 4 Complete the sentences with one suitable word: *which, where, when, whose, why, that, whom*.**

- 1) A dietary supplement is a medical product \_\_\_\_\_ you can buy without getting a prescription from a doctor.
- 2) Dietary supplements, \_\_\_\_\_ aren't very well regulated, usually don't work.
- 3) That's the billionaire \_\_\_\_\_ donation saved our foundation from going bankrupt.
- 4) The fact that you're lazy is the reason \_\_\_\_\_ you didn't get promoted.
- 5) The company decided to give its workers a Christmas bonus, \_\_\_\_\_ was very nice of them.
- 6) My husband, \_\_\_\_\_ you've already met, is a great lawyer.

<b>GLOSSARY</b>	
<b>stellar</b>	nieziemski
<b>to get sb</b>	rozumieć kogoś
<b>a slow adopter</b>	oporny na zmiany
<b>regardless of sth</b>	bez względu na coś
<b>to foster sth</b>	promować coś
<b>brand loyalty</b>	lojalność wobec marki
<b>hilarity</b>	komizm
<b>confidence</b>	zaufanie
<b>to exemplify sth</b>	stanowić przykład czegoś
<b>sharable</b>	łatwy do udostępnienia
<b>an attention grabber</b>	coś, co przykuwa uwagę
<b>frequently</b>	często
<b>every now and then</b>	od czasu do czasu
<b>to launch a campaign</b>	rozpocząć kampanię
<b>target audience</b>	grupa docelowa
<b>inbound marketing</b>	marketing przychodzący
<b>to raise awareness of sth</b>	zwiększyć świadomość czegoś
<b>to drive traffic to a website</b>	generować ruch na stronie
<b>a prime example of sth</b>	najlepszy przykład czegoś
<b>to set a standard</b>	wyznaczać standard
<b>to coin a phrase</b>	stworzyć wyrażenie, ukuć zwrot
<b>visual content</b>	treści wizualne
<b>to make up for sth</b>	nadrobić coś
<b>a dare</b>	wyzwanie
<b>early diagnosis</b>	wczesna diagnoza
<b>screening</b>	badanie przesiewowe
<b>healthcare provider</b>	świadczeniodawca
<b>state-of-the-art</b>	z najwyższej półki

<b>to embody sth</b>	być ucieleśnieniem czegoś
<b>to resonate with sb</b>	przemawiać do kogoś
<b>social media</b>	media społecznościowe
<b>an approach to sth</b>	podejście do czegoś
<b>a healthy habit</b>	zdrowy nawyk
<b>a stachie</b>	selfie z wąsami
<b>to make an appointment</b>	umówić wizytę

**ANSWER KEY:**

*Ex. 1*

- 1) stellar
- 2) to get sb
- 3) a slow adopter
- 4) regardless of sth
- 5) to foster sth
- 6) brand loyalty
- 7) hilarity
- 8) confidence
- 9) to exemplify sth
- 10) sharable
- 11) an attention grabber
- 12) frequently

*Ex. 2*

- 1) every now and then
- 2) to launch a campaign
- 3) target audience
- 4) inbound marketing
- 5) to raise awareness of sth
- 6) to drive traffic to a website
- 7) a prime example of sth
- 8) to set a standard
- 9) to coin a phrase
- 10) visual content

*Ex. 3*

- 1) to make up for sth
- 2) a dare
- 3) early detection
- 4) screening
- 5) a healthcare provider
- 6) state-of-the-art
- 7) to embody sth
- 8) content
- 9) to resonate with sb
- 10) social media
- 11) an approach to sth
- 12) a healthy habit

*Ex. 4*

- 1) which / that
- 2) which
- 3) whose
- 4) why / that
- 5) which
- 6) whom