



The Power of Word of Mouth Marketing

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The Power of WOMM

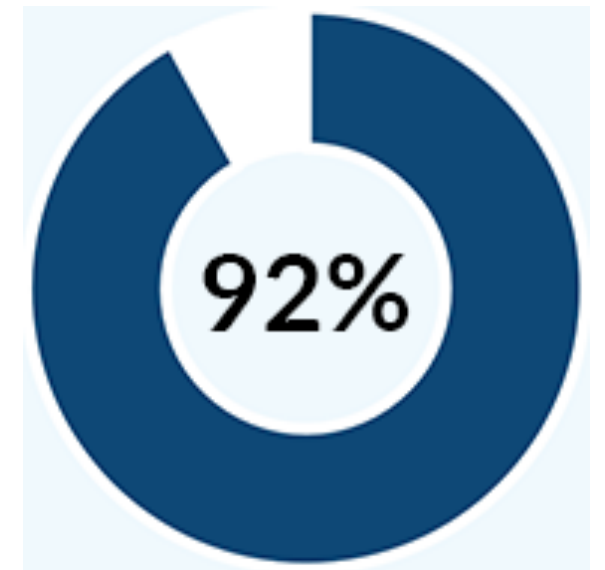
WHAT

- Person to person communication regarding a particular product or service
- Typically regarding post-purchase experience
- Based on level of satisfaction
- Informal, private party discussion not including the service provider or retailer

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WHY

- According to a 2012 Nielson study, 92% of people trust recommendations from their family and friends over other forms of advertising.



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WHY

- Grow your patient base without additional marketing expense
- Build your community, not a commodity

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Where to begin

- Create an outstanding culture
- Create an over-the-top experience for patients

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How

- Start with your employees
 - Set up conversation triggers
- Research your competition
- Create emotional experiences
- Engage and listen to your patients
- Ask patients if they'd recommend you

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WOM Log

My WOMM Log: Q2 (April, May, June)

Employee Name: _____

Return this form to your supervisor when complete. Turn in by 6/30/2020.

Supervisor signature: _____

2020 Q2 Strategic Topics

- RLMC's surgery expansion with Dr. Margo, Dr. Rudolph & Dr. Scott Johnson
- \$10,000 referral bonus to anyone who helps us find a physician that delivers babies
- Dr. Moyer (family practice) starts 4/6 with extended clinic hours M-W until 7:00p
- Dr. Reich (dermatologist) starts on 4/13



Date	Who did you share a RLMC story with?	How did you share our story? (face to face, Facebook share, etc.)	What story did you share?

Marketing Simulated WOMM

- How to communicate WOM topics
 - Internal Newsletters
 - WOM log sheets
 - CEO forums
 - Department Meetings
 - Communication board posters
 - Employee Rounding
 - Social Media

Increase Community Outreach/Engagement

- Health fairs
- Offer health/wellness classes in your organization
- Create FUN
- Find opportunities

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Questions?

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