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Language and persuasion in healthcare
campaigns

What I am going to talk about...

- How marketers communicate with their customers
 - To persuade them to change their behaviours
- This is about HOW they do it
- These techniques are transferable into the public arena
 - Hence the interest in Social Marketing

A definition of effective communication

Communication is the effect it has on the recipient's behaviour

If you are not having the right effect, change your communication

Marketers are trying to change their
customers' behaviour to make a
purchase

Frame of reference

- What is it like to be the customer?
- How do they think?
- What are their values, beliefs and motivations?

There are two key questions for marketers to understand

- What is important to the customer? (CRITERIA)
- Why is that thing important to them? (VALUES)

Once you know these two things, you can persuade them by giving them back their own values.

Life Insurance companies promote their product on VALUES not CRITERIA

Life Insurance Quotes & Info
We've helped thousands of people save money & learn more about **Life Insurance...**
Since 1999

www.quality-ins.com

FINANCING
Dental/Medical
YOU'RE COVERED!
BILLS

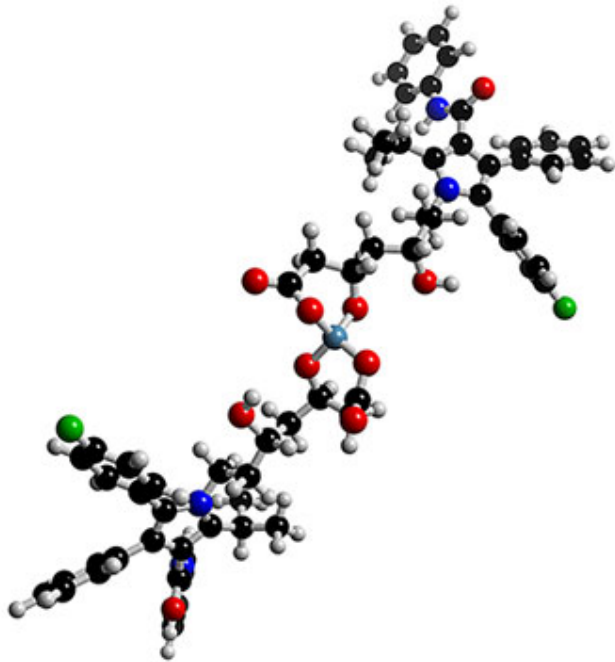
SAVE UP TO 70% ON LIFE INSURANCE

Criterion: "To have a policy that pays out if I die"



Value: "I want to look after my family"

The same is true in healthcare



**More than powerful reductions in LDL-C
Powerful reductions in events**

Proof that LIPITOR helps both moderate-risk* and high-risk** patients

Event	Relative Risk Reduction
Nonfatal MI*	45%
Stroke*	48%

I  my daughter

**RESULTS TO TRUST.
BENEFITS TO LOVE.**

LIPITOR
atorvastatin calcium
tablets

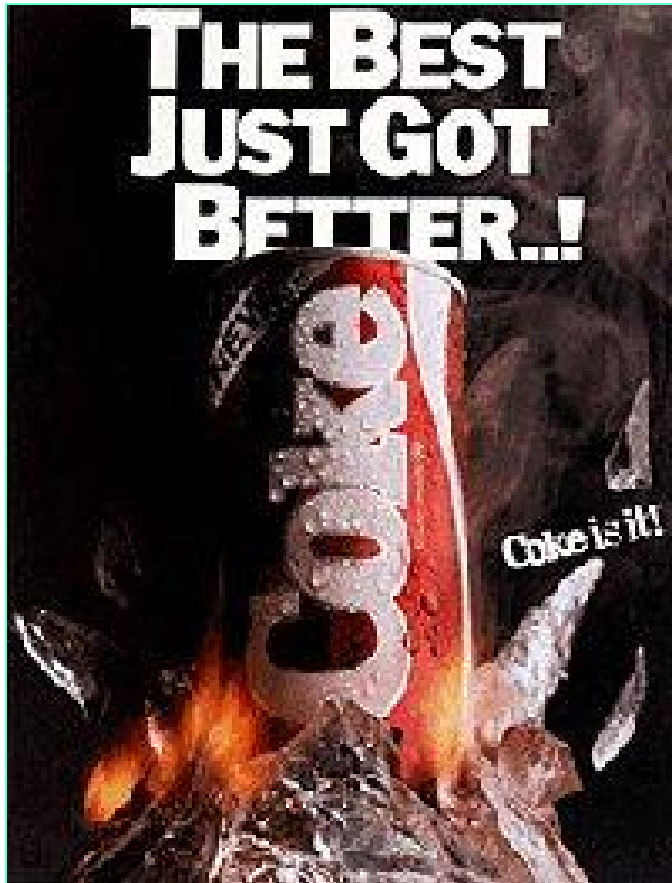
LIPITOR is indicated to reduce the risk of myocardial infarction, revascularization procedures, angina, and stroke in adult patients with multiple risk factors but without clinically evident CHD, to reduce the risk of myocardial infarction and stroke in patients with type 2 diabetes and without clinically evident CHD, hypercholesterolemia (heterozygous familial and nonfamilial) and mixed dyslipidemia, become pregnant or who are nursing; in patients with active liver disease or unexplained persistent elevations of serum transaminases; in women who are or may be pregnant or who are nursing; in patients with hypersensitivity to any component of this medication. There have been reports of myopathy/rhabdomyolysis in patients taking LIPITOR and other statins. With any statin, but patients to promptly report muscle pain, tenderness, or weakness. Discontinue drug if myopathy is suspected, if creatine phosphokinase (CPK) levels rise markedly, or if the patient has risk factors for rhabdomyolysis. Due to increased risk of myopathy seen with LIPITOR and other statins, physicians should carefully consider combined therapy with fibric acid derivatives, erythromycin, immunosuppressive drugs,azole antifungals, or niacin and carefully monitor patients for signs or symptoms of myopathy early during therapy and when titrating dose of either drug. It is recommended that liver function tests be performed prior to and 12 weeks following both the initiation of therapy and any elevation of dose, and periodically thereafter. If ALT or AST values >3 x ULN persist, dose reduction or withdrawal is recommended. In clinical trials, the most common adverse events were constipation, flatulence, dyspepsia, and abdominal pain.

Reference 1. Data on file, Hoechst Celanese, New York, NY. 2. Sacks PN, Sirtori CR, Profilo BE, et al. for the ASCOT Investigators. Prevention of coronary and stroke events with atorvastatin in hypertensive patients who have average or below average cholesterol levels: randomised controlled trial. Lancet 2002;361:1301-1308. 3. Cannon CP, Braunholtz KA, Braunholtz KA, et al. on behalf of the COMPELL Investigators. Combination treatment with atorvastatin in type 2 diabetes mellitus: randomised controlled trial. Lancet 2005;365:1077-1084. 4. Orlandi G, et al. on behalf of the COMPELL Investigators. Combination treatment with atorvastatin in type 2 diabetes mellitus: randomised controlled trial. Lancet 2005;365:1077-1084. 5. Orlandi G, et al. on behalf of the COMPELL Investigators. Combination treatment with atorvastatin in type 2 diabetes mellitus: randomised controlled trial. Lancet 2005;365:1077-1084. 6. Orlandi G, et al. on behalf of the COMPELL Investigators. Combination treatment with atorvastatin in type 2 diabetes mellitus: randomised controlled trial. Lancet 2005;365:1077-1084. 7. Orlandi G, et al. on behalf of the COMPELL Investigators. Combination treatment with atorvastatin in type 2 diabetes mellitus: randomised controlled trial. Lancet 2005;365:1077-1084. 8. Orlandi G, et al. on behalf of the COMPELL Investigators. Combination treatment with atorvastatin in type 2 diabetes mellitus: randomised controlled trial. Lancet 2005;365:1077-1084. 9. Orlandi G, et al. on behalf of the COMPELL Investigators. Combination treatment with atorvastatin in type 2 diabetes mellitus: randomised controlled trial. Lancet 2005;365:1077-1084. 10. Orlandi G, et al. on behalf of the COMPELL Investigators. Combination treatment with atorvastatin in type 2 diabetes mellitus: randomised controlled trial. Lancet 2005;365:1077-1084.

Please see brief summary of prescribing information on adjacent page.

www.LIPITOR.com

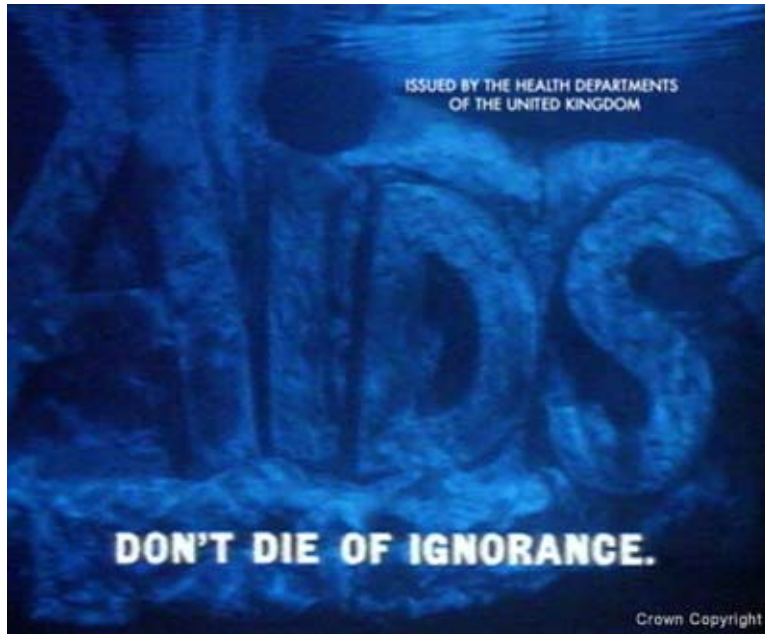
Even the best companies forget to think like their customers



Some examples of thinking like 'customers'



Some examples of thinking like 'customers'



Words mean what you want them to mean

Your patients will make up their own meaning from the words you use, for example:

“Risk”

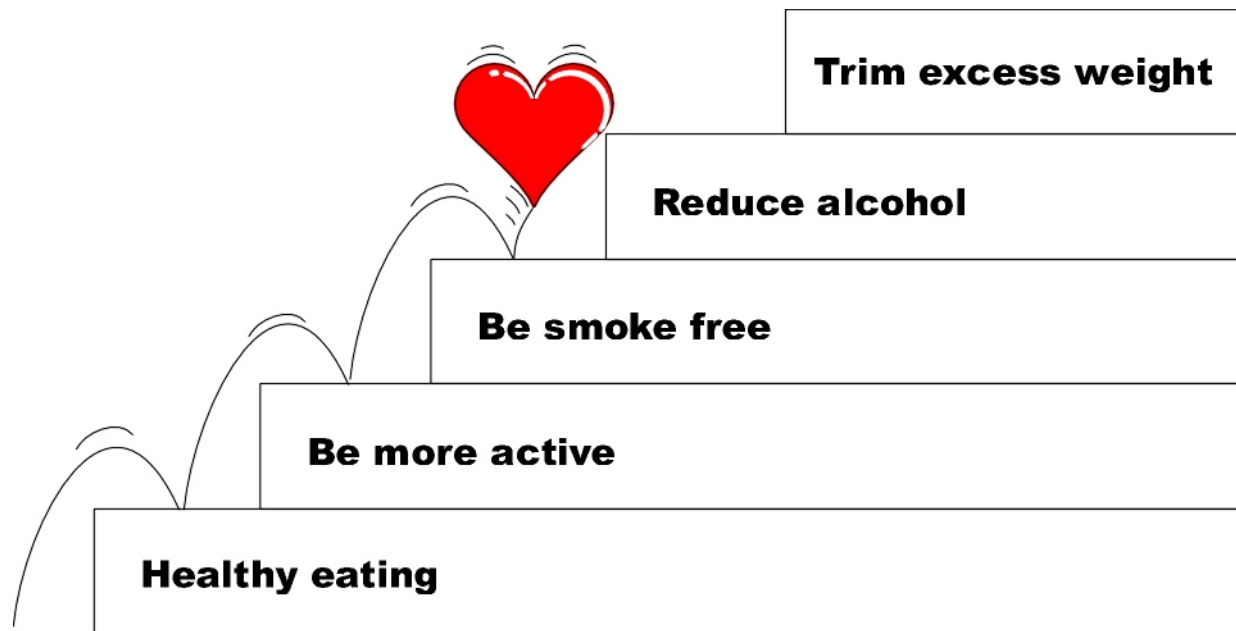
“Healthy”

“Too much”

“Moderate”



An example of implied Frame of Reference



Some examples of frame of reference in healthcare advertising



1 medium glass of orange juice



7 strawberries



Just Eat More
(fruit & veg)



3 heaped
tablespoons of cooked
kidney beans

An example of being unable to shift perceptual positions

Patient information

Guidance on the use of routine antenatal anti-D prophylaxis for RhD-negative women

Why does RhD status matter?

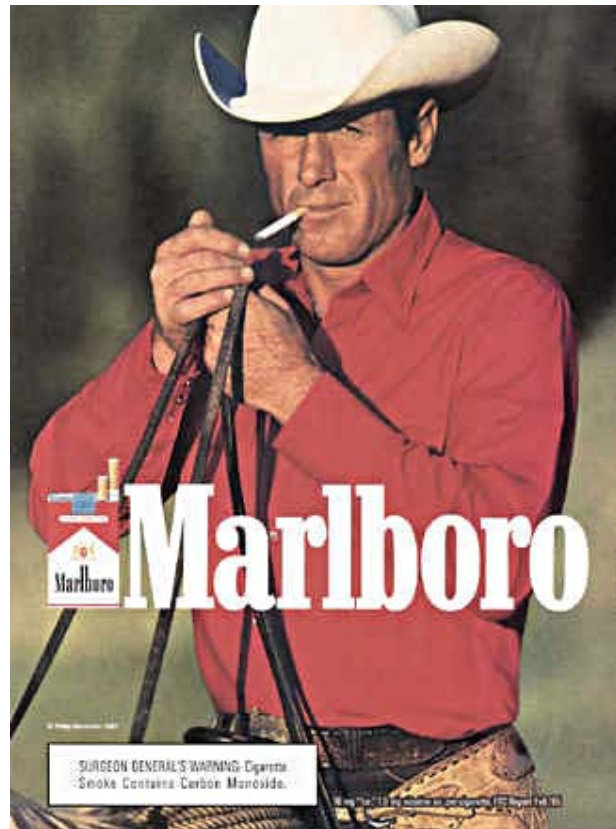
RhD status matters if a woman who is RhD negative becomes pregnant with a baby who is RhD positive. This can only happen if the baby's father is RhD positive – but not all children who have an RhD-positive father will be RhD-positive, because the father may have both RhD-positive and RhD-negative genes.

and only detectable by laboratory tests. But it can be more serious and cause the baby to be stillborn, severely disabled or to die after birth as a result of anaemia (lack of iron in the blood) and jaundice.

The lessons

- Shift your perceptual position
- Get into the mind of your patients
- Use their words not yours
- Parrot phrase, not paraphrase

One of the world's most unsuccessful adverts



YOU'RE NEVER ALONE
WITH A STRAND

THE CIGARETTE
OF THE MOMENT

MILLEFIE TIPPED
3/2 for twenty
11/7 for ten

THE moment you handle the jacket you know. This is a different cigarette. Flip top pack. Sleek. Squat. Modern. No loose bits in the pocket. New Strand.

THE moment you draw you know. Easy on throat. So smooth. So cool. Rich Virginia tobacco and mild tip. New Strand.

THE moment you offer them you know. They're wanted. They're expected. They're absolutely right. New Strand.

MADE BY W.D. & H.O. WILLS



A great
example of
thinking like
your patient



“My husband was swallowed up by multiple sclerosis. But our support package has given us back the real Gavin”

Karen, 48, Oldham

MS has had a huge impact on our family. We've been through some tough times and getting the right personalised support package hasn't been easy. But no-one with MS should settle for less.

If you or someone you love has MS, find out more about the support that you are entitled to. Call the MS Society helpline on 0808 800 8000 or visit www.mssociety.org.uk

MS

Multiple Sclerosis Society

MS Society. Putting the pieces together.

The hardest lesson if you are trying to persuade someone...

- What you think does not matter
- Think like your customer
- If your patient thinks you see things the way they do, it is easier to persuade them
- Your patients think they are acting rationally from their perspective

Motivational Direction: Towards / Away from

Towards

- I want to get fit
- I want to live longer
- I want to provide for my wife
- I want to enjoy the grandchildren
- 40% of population



Away from

- I don't want to die
- I don't want to leave my wife on her own
- I don't want to miss the grandchildren growing up
- 40% of population

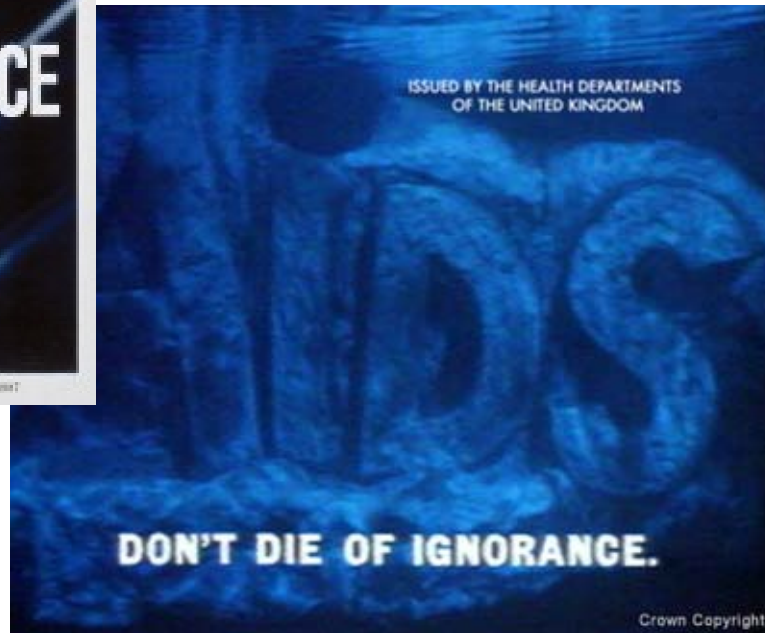
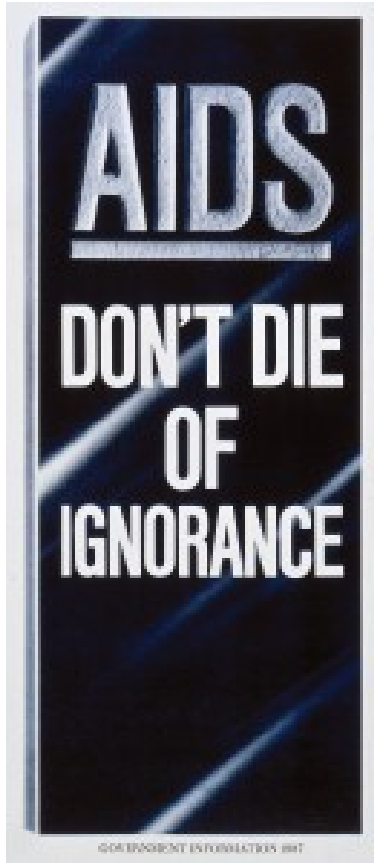
Towards / Away from behavioural profile
gives us a signal as to how people get
motivated to making decisions

- Signposts motivational direction
- Revealed through language
- Drives decision-making: Why people make decisions

Motivational direction in healthcare campaigns



The AIDS Campaign in Evolution



Don't think of an Elephant

It is hard for our
subconscious to eliminate
the negative

Especially if it has
sensory reinforcement

- Most people have a strong visual preference
- Next comes audio



Don't tell people what they should not think - they cannot eliminate the negative



NHS

**STOP SMOKING
START LIVING**

Make the break. Live life without smoking.

SMOKEFREE

LOCAL NHS STOP-SMOKING SERVICES
For one-to-one or group-based advice, just text
GIVEUP plus your postcode to **88068**
NHS Smoking Helpline
Text 1111 every day
0800 169 0 169
Textphone
0800 169 0 171
For free advice, help and support.
For online help and support and
the chance to 'Ask an Expert'
WWW.NHS.UK/GOSMOKEFREE

50% RECYCLED
When you have finished with
this booklet please recycle it.
This booklet is printed
on 50% recycled paper.
Produced by the Department of Health & Communities
Order No. 8500A Smokefree Guide, December 2007, D011 28491.1.

Your local GP or pharmacist
**FOR PRODUCTS TO REDUCE
NICOTINE CRAVINGS**
NHS Pregnancy Smoking Helpline
12pm-5pm every day
0800 169 9 169
NHS Action Tobacco Helpline
1pm-5pm Tuesdays
0800 169 0 881 URDU
0800 169 0 882 PUNJABI
0800 169 0 883 HINDI
0800 169 0 884 GUJARATI
0800 169 0 885 BENGALI

The lessons:

- Goals must be stated in the positive to help with visualising
 - Don't think of an ELEPHANT
 - Stop SMOKING
 - Don't think of FOOD
- Help people to visualise their future state

The rule of SOCIAL PROOF is a powerful influence on our decisions

“When we are trying to decide which course of action to take, we tend to be influenced by what people who we perceive to be similar us, did or are doing in similar situations.”

Social proof in action



Examples of using social proof



Social Proof can support / justify 'naughty' behaviours



QuickTime™ and a
TIFF (Uncompressed) decompressor
are needed to see this picture.

Using Social Proof to effect behavioural change

- “Lots of people just like you are doing it”
- “You will be one of many...it is popular”
- “Come on in, you will be with friends”

So in Summary, we know what works

- Appealing to what people want to achieve
- Showing them it is easy to get it
- Stating the positive aspects of what they want
- Use their words not yours
- Think like your patients
- Put your views to one side
- Using social proof