



Background

The vision of the Royal District Nursing Service (RDNS) is simple and clear: To be the provider of choice for home and community nursing and healthcare services. As the largest and oldest provider of home nursing and healthcare services in Australia, RDNS is a not-for-profit organisation grounded in the principles of care and compassion.

Dedicated to delivering comprehensive, professional nursing and healthcare to people in their homes, workplaces and elsewhere, RDNS is committed to improving and maintaining the quality of life and independence of their clients by providing tailored care to meet their individual needs. General and specialised nursing and healthcare is provided with the dual objective of improving a person's health status whilst enabling them to enjoy the benefits of remaining at home.

RDNS services are provided 7 days a week, 365 days of the year to all people according to their assessed needs, and irrespective of age, race, religion, presenting illness, or social and economic status. The only criteria for admission are that a person has a genuine need for care, and that their needs are able to be met by the services RDNS has to offer.

Campaign Objective

Raising awareness of the services provided by RDNS to enable people to remain at home by receiving professional home healthcare is the primary objective of the campaign. The fundamental belief of RDNS is that people often feel the most comfortable, secure, independent and in control in their own homes and receiving care in a familiar environment contributes to their overall health and wellbeing.

Many people who could benefit from the services available are likely to visit their GP and, having information professionally displayed and freely available in waiting rooms, provides the opportunity for potential patients and their families or caregivers to find out about RDNS. The title of the brochure is "The nurses who come to you" and it clearly explains all about RDNS, how to get in touch with them and details on how to self-refer, or get a referral from someone, such as family member or a GP.

Interview with: Dan Woods, Marketing Communications Manager, Royal District Nursing Services, St Kilda, VIC 3182

What made you choose INFO-MED as a communication partner for your campaign?

We needed to activate a communication channel in an economical way that was operationally sound. Our requirement was for an easily managed mechanism to enter the GP space, specifically targeting the demographic that travel through the GPs waiting rooms.

Our question was: How do you manage and track a consistent, reliable, regular supply of information into GP waiting rooms? How do you make sure they are professionally displayed, replenished and monitored? Info-Med had the perfect solution and was - and is - an obvious fit for us.

INFO-MED's direct-to-consumer information programs provide an excellent opportunity for potential clients and their families or caregivers to find out about RDNS. We know that INFO-MED's network of more than 2,250 GP waiting rooms, approximately 57 million patients and 10,660 healthcare professionals enables us to engage, inform and influence patients in a trusted healthcare environment that they value.

INFO-MED had considerable appeal to us because it is an end to end solution. All we have to do is supply our brochures – it's that easy. We get regular reports on take up and there are minimal other requirements from us.

The attraction of INFO-MED is that their services are well defined and that marries well with our objectives. We are able to align our strategic objectives with their offering and judge it accordingly with no room for confusion. Info-Med's offer is contained, easily managed, easy to track because of the reported data. It's the perfect "KISS" model!

In what ways did INFO-MED contribute to meeting your campaign objectives?

INFO-MED gets 10/10 for their contribution to meeting these campaign objectives. They are the sole specialist channel for us into this market space and the results demonstrate the process works. We set a minimum take-up target of 1,000 brochures per month and they've doubled that. They've far exceeded our target and their reports identify how many brochures are shifted and that's been around 2,000 per month. That's 2,000 homes that we are in that we weren't in the month before and that's a compelling figure. We are confident that we are succeeding in directly connecting with our target audience.

In what ways are you able to quantify the results of having used INFO-MED's services?

Quantifying by conversion to clients is a multi-faceted process and while we are still improving metrics around this, we are confident that the awareness raising campaign is having a solid impact. We are not an acute provider of care so conversion is not able to be measured immediately.

50% of our referrals come from people exiting hospitals but we are confident that the information provided via INFO-MED is contributing to awareness and the decision process with our other clients and their carers.

That decision making process is often formed over the longer term: we know that there are so many people who pick up the brochure to keep for “when they need it” or give it to someone they think needs it. The important thing is that we know the information about us is getting out there because the brochures are being picked up with consistent volume each month.

In what ways were your expectations or needs met by INFO-MED?

The GP space is an important environment for our service offers to be visible. We are very happy that almost 20,000 units per year are being taken by potential clients, their families or caregivers. This is a compelling number of brochures that people have taken to refer to immediately, or to have on hand when they are ready to investigate their options and this has always been our aim.

The auditing reports provided by INFO-MED have been invaluable. The volume of uptake alone is a most critical indicator. We track that month on month and the reports enable us to look at trends and to factor the INFO-MED channel into broader campaigns or vis other marketing initiatives and channels.

INFO-MED is a staple communication partner for us and they are factored into our annual marketing communication strategy. Other campaigns we run may be one-off or transitional but having used Info-Med for 4-5 years now, we plan to use them into the foreseeable future. As long as there are GP waiting rooms, we’ll be using INFO-MED.

If you were recommending INFO-MED to someone else, what would you say?

I have and do recommend INFO-MED. I think marketing and communications people need to consider them if their market exists within the general health consumer market. INFO-MED is a clear choice that should be investigated. If you believe your offer is applicable to the GP waiting room demographic, you have to consider using them; absolutely, no question.

Independent interview conducted by Leading Matters Pty Ltd, December, 2010