



# **Marketing Good Laboratory Practices for Waived Testing**

Sharon Granade, MT(ASCP)  
Health Scientist  
Laboratory Practice Standards Branch  
Division of Public Health Partnerships  
Laboratory Systems  
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# Outline

- Background
- Social Marketing Concepts
- Application of Social Marketing Concepts to Waived Testing Practices



# Background

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# Waived Testing - Facts

- Under CLIA, waived tests
  - ❖ Are simple, low-risk procedures
  - ❖ Have no routine regulatory oversight
- 111,000 waived testing sites
- CMS, CDC studies identified quality gaps in waived testing practices
- To address these quality concerns, CLIAC recommended development of Good Laboratory Practices for Waived Testing
- Effective marketing of these recommended practices is critical



# Social Marketing Concepts

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# Social Marketing

- Social marketing is the application of commercial marketing concepts to public health programs and includes
  - ❖ Analysis
  - ❖ Planning
  - ❖ Implementation
  - ❖ Evaluation
- Designed to influence voluntary behavior of target audiences in order to improve their personal welfare and that of their society. (Andreasen, 1995)



# Social Marketing

- Customer driven
  - ❖ Target audience provides key input
  - ❖ Marketers must understand the audience



# Key Concepts

- Seek to influence, not to coerce
- Promote voluntary change
- Target a specific audience
- Understand behavior





# Social Marketing

- Social marketing IS NOT
  - ❖ Expert driven
  - ❖ Advertising
  - ❖ For involuntary behavior
  - ❖ For profit



# Social Marketing – Marketing Mix

- The five “P’s”
  - ❖ Product
  - ❖ Price
  - ❖ Place
  - ❖ Promotion
  - ❖ Policy



# Steps in Social Marketing

- Initial Planning
- Formative Research
- Program Development
- Implementation
- Assessment/Evaluation



# Planning and Formative Research

- Planning
  - ❖ Establish goals and objectives
  - ❖ Identify potential target audiences and target behavior
  
- Formative research
  - ❖ Gather information from the target audience concerning
    - o Needs
    - o Goals
    - o Knowledge
    - o Attitudes
    - o Behaviors
    - o Perceived risk of adopting Practices
  - ❖ Determine best placement and appropriate message
  - ❖ Identify factors that influence behavior



# Program Development

- Strategy Development
  - ❖ Refine target audience
  - ❖ Determine behavioral objectives
  - ❖ Design Intervention
  - ❖ Develop marketing mix, i.e. refine the five “P’s”
  
- Product Development
  - ❖ Maximize benefits of adopting Practices
  - ❖ Reduce costs and barriers associated with adoption of Practices



# Implementation

- Coordinating marketing efforts
- Sustaining message
- Training and motivating
- Distributing materials
- Disseminating information
- Refining product/program



# Assessment/Evaluation

- Process and outcome evaluation
- Linked to behavioral objectives
  - ❖ Did you reach the target audience?
  - ❖ Program impact?
  - ❖ Revisions necessary?



# Application of Social Marketing Concepts to Waived Testing Practices

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# Planning and Formative Research

- Information available through CMS/CDC studies
  - ❖ Profile of testing personnel
  - ❖ Testing practices
  - ❖ Waived facility types
  - ❖ Quality gaps
  
- Data not available
  - ❖ Characteristics of target audiences
    - o Knowledge
    - o Beliefs
    - o Attitudes
    - o Perceived barriers



# Target Audience

- Since POLs represent 46% of waived testing sites, marketing for these sites may have the most impact
- Physicians are usually the laboratory directors, decision makers
- Nurses most often
  - ❖ Perform waived testing
  - ❖ Provide training for testing personnel
- Physicians and nurses could potentially be primary and secondary target audience



# Target Behavior

- Short-term targeted behaviors are
  - ❖ Knowledge of how testing practices affect test results
  - ❖ Awareness of the Practices as a resource
- Long-term targeted behaviors are
  - ❖ Voluntary adoption of the Practices
  - ❖ Belief among waived testing sites that the recommended Practices are the accepted standard of practice



# Products

- *Physical* product is the Practices in their entirety
  - ❖ The Practices can be segmented for
    - o Each testing phase
    - o Different types of personnel
      - » Directors
      - » Testing personnel
  
- *Perceived* product may be the benefits of adopting the Practices (but needs to be defined by the target audience) and may include
  - ❖ More assurance that test results are accurate
  - ❖ Enhanced patient safety
  - ❖ Patient trust in the healthcare provider's test results
  - ❖ Possible reduction of liability/risk to the waived testing site



# Price

- Expenses associated with adopting the Practices include
  - ❖ Purchase of QC materials
  - ❖ Personnel time
  - ❖ Barriers to adopting the Practices (need to be defined by target audience)
- Price may be offset by the perceived benefit of
  - ❖ Providing higher quality testing
  - ❖ Improving patient safety



# Place

- The workplace/testing site may be best for disseminating information on the Practices
- Additionally, the Practices should be promoted through places defined by the target audience (to achieve buy-in), which could include
  - ❖ Professional publications
  - ❖ Meetings
  - ❖ Web sites
  - ❖ Workshops



# Promotion

- Multiple channels (identified by target audience) should be used to promote adoption of the Practices and could include
  - ❖ Professional journals
  - ❖ Professional meetings
  - ❖ Web sites
  - ❖ Workshops
  - ❖ Peer outreach
  - ❖ Posters
  - ❖ Brochures specific for personnel types and responsibility level
  - ❖ Other?



## Promotion (cont.)

- Partnering with professional organizations will enhance the ability to reach and impact the targeted audience
- Potential partners include
  - ❖ Physician organizations
  - ❖ Nursing groups
  - ❖ Laboratory organizations
  - ❖ Industry
  - ❖ Distributors
  - ❖ Others?
- Need to Identify the most effective type of communicator for each audience segment (determined by target audience)





# Policy

- Definition of waived tests (simple, low-risk) may be a barrier to adopting the Practices
  - ❖ Waived tests may be perceived as being error-free with little need for
    - o Personnel training
    - o Quality control
    - o Quality assurance
  - ❖ Need to identify mechanisms for changing this perception



# Evaluation

- Each phase of the marketing process needs measurable mechanisms for evaluation
  
- Possible phases include
  - ❖ Additional research
  - ❖ Product/message development
  - ❖ Product revision
  - ❖ Long-term maintenance/sustenance of product
  
- Evaluation should be based on
  - ❖ Audience feedback
  - ❖ Partner input
  - ❖ Staff assessment
  - ❖ Others, to be determined



# Impact/Outcome Evaluation

- Measures to be considered
  - ❖ Knowledge of how testing practices influence testing
  - ❖ Awareness of Practices
  - ❖ Adoption of some or all of the Practices
  - ❖ Change in testing practices
  - ❖ Other?
  
- Data gathering methods may include
  - ❖ On-going surveys by CMS
  - ❖ Input from partner organizations
  - ❖ Other?



# Comments and Discussion

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