

HMO MARKETING BLUEPRINT

**A Strategic Roadmap To Win In The
Competitive Healthcare Market**



THERE ARE 3 WAYS WE MUST STRATEGICALLY REDEFINE THE COMPETITIVE LANDSCAPE

01 DISSECT THE MARKET BY DEMOGRAPHICS

02 WHERE IS THIS HMO COMING FROM

03 AREAS OF INFLUENCE AND STRENGTH

01: DISSECT THE MARKET BY DEMOGRAPHICS

The demographics for managed healthcare services in the country are broadly categorized as follows:

- Age - 25-55 years old, with a focus on working professionals and families.
- Income - Middle to upper-middle class, with a monthly income of ₦50,000 to ₦500,000.
- Location - Urban and semi-urban areas.
- Occupation - Formal sector employees, entrepreneurs, and small business owners.
- Health status - Individuals and families seeking preventive care, chronic disease management, and access to quality healthcare services.
- Insurance status - Individuals and families seeking affordable health insurance options, including those with existing coverage seeking supplemental plans.
- Technology adoption - Individuals comfortable with digital platforms, mobile apps, and online services.

02: WHERE IS HMO COMING FROM?

Description of the HMO.

Mission; Vision, Values

Areas Of Influence and Strength

A DIPSTICK SURVEY OF HMO USERS

1. HEALTH SEEKING JOURNEY
2. BARRIERS TO HEALTHCARE
3. HEALTH AND POVERTY
4. HEALTH AND FAMILY FINANCES
5. BREAKING THE BARRIERS THROUGH HMOS
6. HMO AWARENESS AND USAGE
7. BARRIERS TO USAGE OF HMOS IN NIGERIA
8. OVERCOMING THE BARRIERS TO USAGE OF HMOS IN NIGERIA
9. STRATEGIES TO MAKE HMOS MORE ACCESSIBLE AND INCLUSIVE FOR ALL



IMPLICATION:

- Healthcare providers should leverage the communal approach and develop outreach strategies that involve community leaders, social networks, and trusted channels of communication.
- Healthcare providers can also partner with big neighbourhood drugstores for integrated healthcare system particularly in the area of information and enlightenment.
- Healthcare providers should invest in patient education and shared decision-making approaches

POSITIONING:

By understanding the multifaceted effects of ill health on family financial stability, health insurance companies can position themselves as trusted partners in safeguarding the financial well-being of their customers.

HMOs can not only fulfill their social responsibility but also position themselves as trusted partners in the community, ultimately expanding their customer base and strengthening their market position.

THE LEADING FIRMS PROVIDING MANAGED HEALTH SERVICES:

DIFFERENTIATED OFFERING

1. **Affordable Premiums** - ensures accessibility for those at the lower rung of society.
2. **Comprehensive Primary Care** - Emphasize preventive care, health education, and community outreach programs to address prevalent health issues.
3. **Network of Community Health Workers** - Train and deploy community health workers to provide doorstep healthcare services, reducing barriers to access.
4. **Digital Health Solutions** - Telemedicine - Leverage technology for remote consultations, health monitoring, and education to enhance reach and engagement.
5. **Partnerships with Local Organizations** - Collaborate with NGOs, community groups, and faith-based organizations to promote health awareness and service uptake.

POSITIONING:

How Do We Position HMO's Offering Such That It Is
Clearly Differentiated From Other Competing
Products



Creative Proposal For Market Launch & Advertising

With the high cost and limited accessibility to quality healthcare for all, there is an opportunity to introduce service options that provide the needed health access with affordable payment options

OPPORTUNITY

TENSION

People feel anxious when about they are their loved ones falling ill because of limited finances and access to proper healthcare

HMO

HMO - offers diverse products and services, including corporate plans, retail plans, transnational plans, and NHIS plans. Its health insurance services cover medical procedures and investigations.

STRATEGIC SWEET SPOT

HMO UNLOCKS THE POWER to help you provide yourself and your loved ones, family with affordable and quality healthcare services.

EASE ACCESS TO QUALITY HEALTHCARE FOR ALL

IMPROVE HEALTH & WELLBEING FOR ALL

CONTRIBUTE TO A BETTER LIFE AND FUTURE FOR ALL

WHAT'S THE CORE OF OUR DIFFERENTIATION

HMO believes that **EVERYONE, EVERYWHERE, EVERYDAY** should have access to timely, affordable and quality health care.



Kampe Bodi For Everybodi!

The Democratization Of
Healthcare For All With Our 4
Point Agenda Manifesto

1. Affordable
2. Accessible
3. Dependable
4. Top Quality



3. The Campaign

Kampe Bodi 4 Everybodi!
Campaign Breaks Across All Touchpoints

The background is a light gray gradient. It is decorated with several realistic water droplets of various sizes, some with highlights and shadows, giving them a 3D appearance. In the center, there is a large, faint blue fingerprint. Overlaid on the fingerprint is the text 'Key Visual' in a large, bold, red sans-serif font, and below it, 'OOH & POSTER' in a slightly smaller, bold, dark blue sans-serif font.

Key Visual

OOH & POSTER



ELECTRONIC

The background of the slide features a light gray gradient. Scattered across the top and right sides are several realistic water droplets of varying sizes, some with highlights and shadows. In the center, there is a large, blue, stylized fingerprint. Overlaid on the fingerprint is the text "POS SUPPORT" in a bold, red, sans-serif font, tilted slightly upwards to the right.

POS SUPPORT



COMPETITIVE LANDSCAPE & AUDIENCE DEMOGRAPHY

SUMMARY & RECOMMENDATION

SUMMARY

- Category leverages Radio as key medium.
- TV deployment mostly on News and entertainment channels.
- Lagos is a key playground for category players. FMOH focus spend more in the North & South West
- Core audience are middle aged/middle class working class providers/users.
- Audience are heavy News consumers

RECOMMENDATION

- Radio is key in driving awareness among the TG
- Radio deployment on rated station across the regions
- OOH deployment in-transit/convergence points.
- News, Sports & Musical channels will be leveraged

A photograph of two healthcare professionals, a Black woman and a Black man, sitting on a bench in a clinical setting. The woman on the left is wearing blue scrubs and a stethoscope, gesturing with her hands as if speaking. The man on the right is wearing a denim jacket over a grey shirt and glasses, listening attentively. The background shows a blurred clinical environment with other people and equipment. The image is overlaid with a dark blue gradient.

OUR FRAMEWORK & EXECUTION

RADIO

- *Mass brand awareness & affinity*
- *Message frequency & increased share of voice*
- *Regional relevance & consumer engagement via sponsorships*
- *Top rated stations & high listenership time bands*

DRIVE AWARENESS

- *ROS placement leveraging increased drive time listenership*
- *Live interview to inform the audience about the product benefits*

DRIVE CONSIDERATION

- *Radio sponsorship educating the audience on informative content about health management*

OUR OOH DEPLOYMENT FOCUS

Amplifies awareness & increases brand recognition through strategic hoarding



AUDIENCE

Understanding the consumer lifestyle, their media consumption habit & their day in life



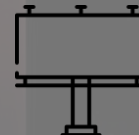
COMPETITION

A look at the media landscape and competitive



LOCATION

OOH hoarding selection based on high traffic route, transit point etc.



RIGHT FORMAT

We choose the right format with consumer appeal and location preference

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THE DIGITAL LANDSCAPE – PRESENCE, ENGAGEMENT, AND RELEVANCE

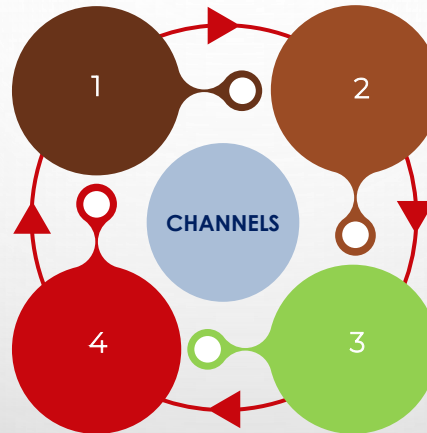
REACH

Google Audience Network:

Offers larger audience reach and cheaper cost per clicks.

Website & App Optimization:

Both cost-effective and drives brand credibility



Social Media Channels & Influencers Marketing:

Has potential to boost visibility and drive positive results.

SMS & Email Marketing

Can improve lead generation, website traffic and TOMA.

LEVERAGING PUBLIC RELATIONS



Background



Messaging



Launch



Social Services



Channels

CENTRAL MESSAGING



ACTIVATION

- **STRONG STREET PRESENCE TO
DRIVE QUICK ADOPTION AND
SURPASS TARGETS**

ACTIVATION STRATEGY

To take the HMO directly to our target audience - low-income earners, associations, SMEs, and others in this category - where they live, work, shop, and play, with the goal of engaging, educating, and enrolling them into the HMO Community. Here, they will have access to affordable, quality healthcare that fits their budget and improves their overall well-being



ABOUT PARAGON MEDIA – Who We Are

Paragon Media is a marketing & communications consultancy firm committed to assisting businesses and institutions with excellent communications and stakeholder engagement to achieve competitive leadership.

We develop, manage, and deploy strategic communications and digital marketing platforms to support organizations' objectives and make them more competitive and successful.

LEADERSHIP

CHARLES ODIBO – Managing Director

Marketing Communications Practitioner with distinguished career in Journalism, Public Relations, Brand Building. He rose to the position of Deputy General Manager (DGM) in the nation's banking industry.

Pioneer Head of Corporate Affairs, Standard Trust Bank (now UBA); Pioneer Head of Marketing & Corporate Communications at Platinum Bank/Bank PHB (now Keystone Bank); and former Divisional Head of Brands & Communications at Fidelity Bank

He holds Masters Degrees in Business Administration (MBA) from Enugu State University of Technology (ESUT) and Public Relations (M.Sc) from University of Nigeria, Nsukka.

He is a product of the Harvard Business School's Executive Education Programme.

THANK YOU