

NCHM

HEALTH MARKETING

Health Marketing and Communication

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DEPARTMENT OF HEALTH AND HUMAN SERVICES
CENTERS FOR DISEASE CONTROL AND PREVENTION
COORDINATING CENTER FOR HEALTH INFORMATION AND SERVICE



National Center for Health Marketing

Vision:

A world where all people actively use accessible, accurate, relevant, and timely health information and interventions to protect and promote their health and the health of their families and communities.



What is Health Marketing?

- An organizational function and a set of scientific processes for creating, communicating, and delivering value to customers and for managing customer relationships in ways that protect and promote the health of diverse populations.¹
- Informed by health communication, social marketing, and other related disciplines.

1. Adapted from the American Marketing Association.



Health is Influenced at Multiple Levels



Lessons from Commercial Marketing



*Coca-Cola should always be
“within an arm’s reach of desire.”*

— Robert Woodruff



Source: Coca-cola website image library



Effective Health Marketing Means...

- Providing health information, interventions, and products when, where, and how people need them to inform healthy decisions

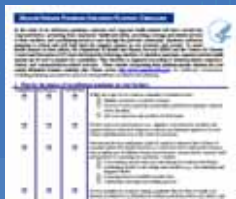
“Public health should always be within an arm’s reach of need”



Health Marketing with the Public



Health Marketing with Professionals



NCHM Priorities 2008-2009

"... health information, interventions, and products when, where, and how people need them"

- Content Management System
- Health Literacy
- Partner Communication
- CDC TV



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**Thank you from the CDC
National Center for Health Marketing!**

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