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NCHM

...
HEALTH MARKETING

Health Marketing at the Centers for Disease Control and Prevention

Jay M. Bernhardt, PhD, MPH
Director, National Center for Health Marketing



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



CDC FY08 Professional Judgment

“The growing babble of junk science, unsubstantiated opinion, and distracting debate that occupies an increasing proportion of cyberspace makes CDC’s highly credible role in distinguishing credible health information all the more critical.”



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

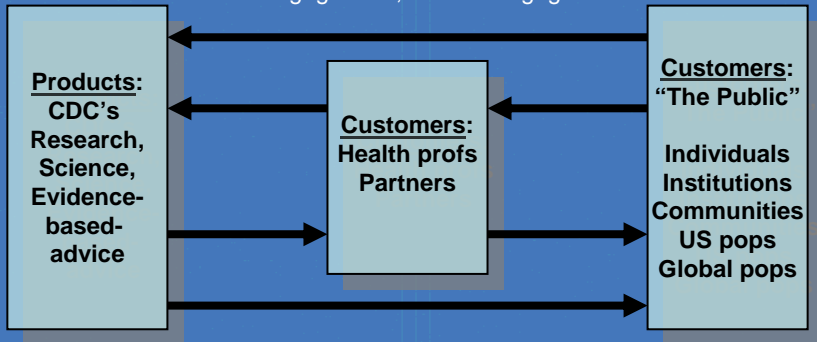
A multi-disciplinary area of practice.

1. Adapted from the American Marketing Association.



Health Marketing

Audience research, Formative research,
Public engagement, Partner engagement



Translating research to practice (B2B),
Health communication and marketing (DTC)



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.
- Mission: To protect and promote public health through collaborative and innovative health marketing programs, products, and services that are customer-centered, science-based, and high-impact.



National Center for Health Marketing



NCHM Strategic Goals 2007-2012

- Goal 1: To increase the impact of health marketing sciences throughout CDC
- Goal 2: To achieve consistent, high-quality NCHM service and collaboration
- Goal 3: To expand the strategic and innovative application of health marketing
- Goal 4: To improve and sustain NCHM's systems, operations, resources



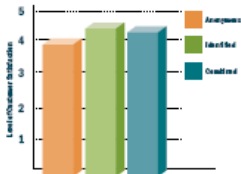
Excellence in Science



Excellence in Service



AGENCY WIDE CLIENT SATISFACTION RATINGS
RESPONSE RATE 55.55%
10/1/2006 TO 3/31/2007



CDC-INFO INQUIRIES

	PHONE CALLS	EMAILS	TOTAL CONTACTS
October 2006	31,538	2,879	34,217
November 2006	28,933	1,752	30,685
December 2006	27,397	2,558	29,955
Q1 Total	87,868	6,989	94,857
January 2007	28,097	3,032	31,069
February 2007	24,414	3,984	28,398
March 2007	25,124	3,472	28,596
Q2 Total	77,575	10,488	88,063
Q1 and Q2 Total	165,443	17,477	182,920

Website Content, E-newsletters, Newsletters, Educational

Content Type	Count
Website Content	100
E-newsletters	100
Newsletters	100
Educational	100

Excellence in Strategy/Innovation



Excellence in Systems

- Excellence in Marketing Committee
- Excellence in Partnership Committee



NCHM Opportunities & Challenges

- “Customer-centered health”
- Balancing the wholesale/retail portfolio
- NCHM is always open to collaboration!

- Increasing awareness & understanding
- Matrix management & embedded staff
- Expanding resources & capacities



NCHM

HEALTH MARKETING

Thank you for your support!

<http://www.cdc.gov/healthmarketing>

jaybernhardt@cdc.gov



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