

# **HMO–PPO Marketing Plan**

## **A Step–By–Step Guidebook**

**First** published **June 1988** by Executive Enterprises Pubns Co in NY. Written in English.

### **About the Book**

Combines advertising, lead generation, sales force organization and group insurance underwriting to the health care marketing planning process. Actual examples and plan outline are provided based on the book's organization.

Recommended to anyone needing thought provoking ideas about marketing in the managed care environment.

The author was trained as a group insurance underwriter and field representative supporting agents and brokers while working for the Travelers Insurance company. Ted is also considered an authority in the direct marketing discipline.

Working in the early years of the managed care movement as a product director for the Medicare TEFRA risk managed care product for HealthAmerica based in Nashville, Ted contributed to the federal regulations needed to direct the program.

He later set up and developed three start up direct marketing agencies in Dallas, Cleveland and Atlanta working on accounts such as Kaiser-Permanente, Optima Health Plans, Cox Health Plan, Memphis Managed Care, Toledo Health Plan and about 60 other HMOs throughout the US.

You can reach the author at [tedgrigg@dmcgresults.com](mailto:tedgrigg@dmcgresults.com) and participate in his blog at <http://www.dmcgblog.com/>.

### **First Sentence**

Marketing encompasses more than sales and consists of identifying and satisfying needs. Indeed the marketing process occurs at the onset of a new business when its creators establish a new product or service that consumers or businesses are willing to pay for.

### **Edition Notes**

Chapter 1 - The Marketing Plan - What is it and why do it? Chapter 2 - Market Assessment - What is the market environment? Chapter 3 - Marketing Objectives - What does the organization want to achieve? Chapter 4 - Underwriting Rules - How does the organization protect itself against adverse selection? Chapter 5 - Marketing Strategies - How will the organization achieve the plan's objectives? Chapter 6 - Target Marketing - On which market segments should the Plan focus? Chapter 7 - Enrollment Projections - How to project membership growth with reliability Chapter 8 - Advertising and Promotion - New directions for health care marketers Chapter 9 - The Sales Staff - Aiming for long term results Chapter 10 - Broker Strategies - Is it better to fight them? Chapter 11 - The Marketing Budget - How to tame the monster

## The Physical Object

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