

Prescribing Success: A framework for ethical and effective medical marketing



Basil Adriaanse —

**"Unethical marketing does not work.
It's lazy, hurts your brand,
endangers the patient and harms
the profession."**

The Rules

HPCSA and why we need to consider it.

- To remain compliant and in business.
- To play the game better by understanding the rules.
- To gain an edge over competition that doesn't take the time to learn and live in fear.
- To elevate our brand and position ourselves correctly.
- To add to the integrity of the industry.
- To be successful without reproach.



Health Professions Council of South Africa

Documents to consider

- The National Health Act 61 of 2003
- HPCSA Ethical Guidelines Booklets 1 -17
- HPCSA Policy document of business practices
- HPCSA Policy document on Undesirable business practices
- HPCSA Judgements
- HPCSA Ethical Handbook on Rulings
- Your society or association's supporting documents on ethical conduct.

Over 1500 pages

What is marketing?

“The process of making know” -
Alex Hormozi



Offer

Value proposition
you are presenting.



Awareness

The process of getting
the client to ask.



Sales

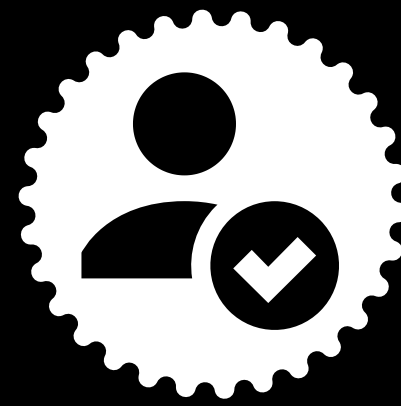
When value out-
weighs cost.

THE 3 PILLARS OF ETHICAL HEALTHCARE MARKETING



Do no harm

If you uphold your oath to first do no harm, you will likely not cross any of the ethical guidelines to make your services known.



Be Professional

If you have a heart to serve your community and your patients at large first before seeking self, you will be fine.



Serve First

If you seek to uphold the integrity of the profession, seek its promotion and success, you will thrive.

Booklet **one**



HEALTH PROFESSIONS COUNCIL OF SOUTH AFRICA

**GUIDELINES FOR GOOD PRACTICE
IN THE HEALTH CARE PROFESSIONS**

**GENERAL ETHICAL GUIDELINES FOR THE
HEALTH CARE PROFESSIONS**

Points to ponder

Duties to Patients

- Patient's best interest and well-being.
- Respect for patient.
- Informed consent.
- Patient confidentiality.
- Patient's right to participate in their healthcare.
- Access to care.
- Potential conflicts of interest.
- Impartiality and justice.

Duties to Society

- Deal responsibly with scarce health care resources.
- Refrain from providing a service that is not needed.
- Refrain from unnecessary wastage, and from participating in improper financial arrangements, especially those that escalate costs and disadvantage individuals or institutions unfairly.

Duties to Colleagues and the Profession

- Work with and respect other health-care professionals in pursuit of the best health care possible for all patients.
- Not make a patient doubt the knowledge or skills of colleagues by making comments about them that cannot be fully justified.

Marketing Take Away

In any marketing strategy you come up with, always keep the well-being of the patient central to your efforts.



Never bring the profession into disrepute. Make sure you do not use the cheap tactic of comparison to claim superiority over colleagues



Booklet **two**



HEALTH PROFESSIONS COUNCIL OF SOUTH AFRICA

**GUIDELINES FOR GOOD PRACTICE
IN THE HEALTH CARE PROFESSIONS**

**ETHICAL AND PROFESSIONAL RULES OF THE HEALTH
PROFESSIONS COUNCIL OF SOUTH AFRICA**

Deep dive into the documents

Advertising, Canvassing or Touting

- A practitioner shall be allowed to advertise his or her services or permit, sanction or acquiesce to such advertisement: Provided that the advertisement is not unprofessional, untruthful, deceptive or misleading or causes consumers unwarranted anxiety that they may be suffering from any health condition.

Secret Remedies

- A practitioner shall in the conduct and scope of his or her practice, use only –
 - (a) a form of treatment, apparatus or health technology which is not secret and
 - which is not claimed to be secret; and
 - (b) an apparatus or health technology which proves upon investigation to be capable of fulfilling the claims made in regard to it.

ANNEXURE 9

- Speaks specifically to scope of practice and what may be permitted under the practice of physiotherapy.
- Additional annexures are available under booklet 2 for other HPCSA registered professionals.

Marketing Take Away

Be honest in your messaging. Do not sensationalise your profession and make unfounded claims.



Do not arouse fear and panic in the community as a cheap way to draw attention and drive business.



Booklet **five**



HEALTH PROFESSIONS COUNCIL OF SOUTH AFRICA

**GUIDELINES FOR GOOD PRACTICE IN THE HEALTH CARE
PROFESSIONS**

**CONFIDENTIALITY: PROTECTING AND
PROVIDING INFORMATION**

Highlight reel

PATIENTS' RIGHT TO CONFIDENTIALITY

- The National Health Act (Act No. 61 of 2003) states that all patients have a right to confidentiality and this is consistent with the right to privacy in the South African Constitution (Act No. 108 of 1996).

RETAINING CONFIDENTIALITY

- Patients have a right to expect that information about them will be held in confidence by health care practitioners. Confidentiality is central to trust between practitioners and patients. Without assurances about confidentiality, patients may be reluctant to give practitioners the information they need in order to provide good care.

THE RIGHT OF PATIENTS TO INFORMATION

- Patients have a right to information about the health care services available to them, presented in a way that is easy to follow and use.
- Health care practitioners should always give patients basic information about the treatment they propose to provide, but should respect the wishes of any patient who asks not to be given detailed information. The latter requests place a considerable onus upon healthcare providers because, without such information, patients cannot make proper choices as partners in the health care process.

Marketing Take Away

Ensure the privacy of your patients
at all times.



If you want to use patients or case studies,
get the proper permissions and consent
before including them in any material.



Booklet ten



HEALTH PROFESSIONS COUNCIL OF SOUTH AFRICA

**GUIDELINES FOR GOOD PRACTICE
IN THE HEALTHCARE PROFESSIONS**

**GENERAL ETHICAL GUIDELINES FOR
GOOD PRACTICE IN TELEMEDICINE**

**DEVELOPED BY THE HUMAN RIGHTS, ETHICS AND
PROFESSIONAL PRACTICE COMMITTEE**

Nota bena

Purpose

- To provide guidelines to Healthcare Practitioners engaged in telemedicine practices within and outside South Africa.

Telemedicine

- The practice of medicine using electronic communications, information technology or other electronic means between a patient in one location and a healthcare practitioner in another location for the purpose of facilitating, improving and enhancing clinical, educational and scientific healthcare and research, particularly to the underserved areas in the Republic of South Africa.

Healthcare practitioner-patient relationship

- The relationship between the patient and the healthcare practitioner is established when the practitioner agrees to treat the patient and the patient agrees to be treated.

Marketing Take Away

Be aware of the relationships you are forming online. Do not dispense advice before a formal practitioner-patient relationship starts.



The comments section on social media, blogs and videos is a place where medical advice is sometimes unethically dispensed.



Booklet eleven



HEALTH PROFESSIONS COUNCIL OF SOUTH AFRICA

**GUIDELINES FOR GOOD PRACTICE IN THE HEALTH CARE
PROFESSIONS**

**GUIDELINES ON OVERSERVICING, PERVERSE INCENTIVES
AND RELATED MATTERS**

Know more

Over-servicing

- Over-servicing by ordering or providing more tests, procedures or care than is strictly necessary, is a common problem in modern medicine. Healthcare practitioners must therefore not engage in any act that would constitute over-servicing of patients.

Advertising

- Healthcare practitioners shall not advertise or endorse or encourage the use of any health establishment or orthodox medicine, complementary medicine, veterinary medicine, medical device or scheduled substance or health-related product or health-related service in a manner that unfairly promotes the practice of a particular healthcare practitioner or a healthcare facility for the purpose of financial gain or other valuable consideration.

Perverse Incentive

- “Perverse incentive” seen definition of “improper financial gain or other valuable consideration”.
- “Improper financial gain or other valuable consideration” means money, or any other form of compensation, payment, reward or benefit which is not legally due or which is given on the understanding, whether express, implied or tacit, that the recipient will engage or refrain from engaging in certain behaviour in a manner which is either:
 - Illegal; and/or
 - Contrary to ethical or professional rules; and/or
 - Which, in the opinion of a the HPCSA, may adversely affect the interests of a patient or group of patients,

Marketing Take Away

Be open about financial incentives and do not coerse any patient into an unwarranted extended treatment plan.



Be weary of influencer marketing trends and consider carefully the cost.



**Booklet
sixteen**



Health Professions Council of South Africa

ETHICAL GUIDELINES ON SOCIAL MEDIA

EDITED BY THE HUMAN RIGHTS, ETHICS AND PROFESSIONAL PRACTICE

BOOKLET 16

- 5.1 Just as with all aspects of professional behaviour, health practitioners should be aware of their obligations under the HPCSA Ethical and Professional Rules, the Professional Board's scope of practice and other relevant legislation, such as the **Promotion of Access to Justice Act 3 of 2000**, the **Protection of Personal Information Act 4 of 2013**, and the common law.
- 5.2 There are ethical obligations and responsibilities imposed on health practitioners regarding their relationships with their patients and each other, such as those set out in **Booklet 1 *General Ethical Guidelines for Health Care Professionals*** and **Booklet 5 *Confidentiality: Protecting and Providing Information***.
- 5.3 Obligations relating to the electronic storage and transmission of patient and client data for professional purposes are found in **Booklet 10 *General Ethical Guidelines for Good Practice in Telemedicine***.



Government Gazette Staatskoerant

REPUBLIC OF SOUTH AFRICA
REPUBLIEK VAN SUID-AFRIKA

Vol. 581 Cape Town, Kaapstad, 26 November 2013 **No. 37067**

THE PRESIDENCY	DIE PRESIDENSIE
No. 912 26 November 2013	No. 912 26 November 2013
It is hereby notified that the President has assented to the following Act, which is hereby published for general information:—	Hierby word bekend gemaak dat die President sy goedkeuring gehg het aan die onderstaande Wet wat hierby ter algemene inligting gepubliseer word:—
Act No. 4 of 2013: Protection of Personal Information Act, 2013	Wet No 4 van 2013: Wet op Beskerming van Persoonlike Inligting, 2013

9 771682 584003 3 6 1 2 1

- 7.1 Interaction between health practitioners and their patients on social media can blur the boundaries of the professional practitioner-patient relationship.
- 7.2 Health practitioners are advised not to interact with patients via social media platforms as a failure to maintain strictly professional relationships with patients could result in other ethical dilemmas.
- 7.3 The Protection of Personal Information Act outlaws the acquisition of data about an individual's health or sex life outside the healthcare setting, and by having access to patients' social media profiles, health care practitioners may find themselves privy to personal patient information that has not been shared in the healthcare setting.



Government Gazette Staatskoerant

REPUBLIC OF SOUTH AFRICA
REPUBLIEK VAN SUID-AFRIKA

Vol. 581 Cape Town, 26 November 2013 **No. 37067**
Kaaipstad,

THE PRESIDENCY	DIE PRESIDENSIE
No. 912 26 November 2013	No. 912 26 November 2013
It is hereby notified that the President has assented to the following Act, which is hereby published for general information:—	Hierby word bekend gemaak dat die President sy goedkeuring gehg het aan die onderstaande Wet wat hierby ter algemene inligting gepubliseer word:—
Act No. 4 of 2013: Protection of Personal Information Act, 2013	Wet No 4 van 2013: Wet op Beskerming van Persoonlike Inligting, 2013




9 771682 584003 3 6 1 2 1

7.7 Except in an emergency or life-threatening situation, if a patient is seeking health care advice over social media, the health care practitioner should politely request them to set up an appointment in-person.

7.8 If a patient persists in contacting the health practitioner, the practitioner should keep a log of all contacts and seek advice from the HPCSA.

7.9 Providing health advice over social media to individuals with whom the health practitioner does not have a practitioner-patient relationship is discouraged and should be done with the outmost discretion.

7.10 If health advice is shared online, it must be evidence based , scientifically sound and generic and the recipient must be directed to consult with a health practitioner in person before following through.

Health practitioners must obtain the written consent of the patient before publishing information (e.g. case histories and photographs) about them in media to which the public has access, whether or not the health care practitioner believes the patient can be identified by the data.

If the patient is a minor under the age of 12 years old, the health care practitioner will require the written consent of the patient's parent or guardian and assent of the minor.



8.9 Health practitioners are advised to include disclaimers in their social media profiles, indicating that the views expressed therein are their own and not those of the health profession or the health establishment they represent. However, this does not absolve the health care practitioner from the above rules.

11.6 Health practitioners are advised to err on the side of caution when using social media. If uncertain about whether it is ethically and legally permissible to share particular content via social media, it is best not to do so until advice has been obtained.

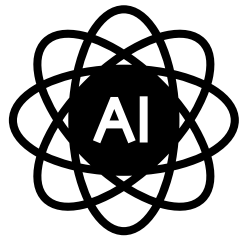


What does marketing look like in 2024



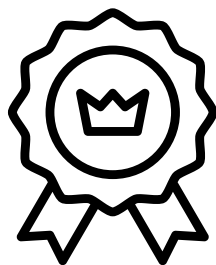
Online shift

Search engines, social media platforms, chat and email



Ai integration

Content creation using AI



Personal Brand

Building a rapport with an audience that gets to know like and trust you.



Creating A Plan



Strategy

This is the process of determining the overall plan on how you intend to reaching you goal.



Tactics

These are the various actions or processes you will follow in service of the strategy.

What is your north star

- What does your dream practice look like?
- What type of patients do you see?
- How many of them do you see ?
- How often do you see them?
- How much do you charge?

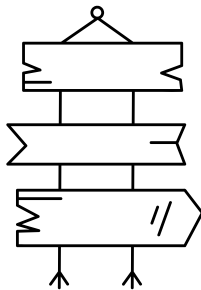


Common tactics used



Pamphlets drops

An effective means of launching a service in the community, but can be viewed as unethical depending on volume.



Signage

Highly dependant of traffic and effectiveness of the sign to grab attention, but effective if executed correctly. Recent ammedments to the HPCSA guidelines make it a viable option



Building a referral base

The most common tactic employed by practice owners. Very effective but highly erratic and unstable at times.



Newspaper ads

Effective and scalable way of creating awareness, but often very expensive and inaccessible for the start-up practice.



Word of mouth

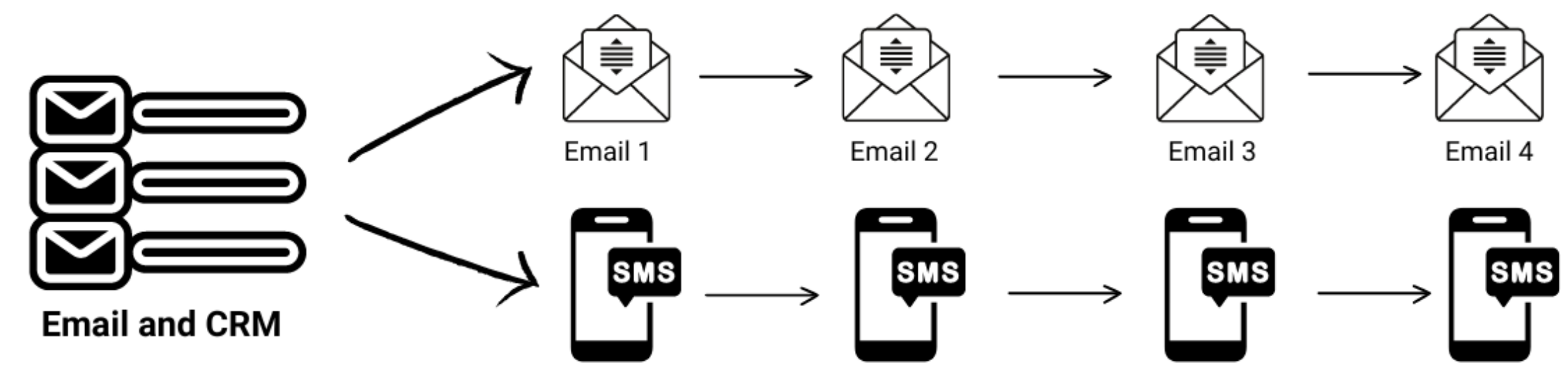
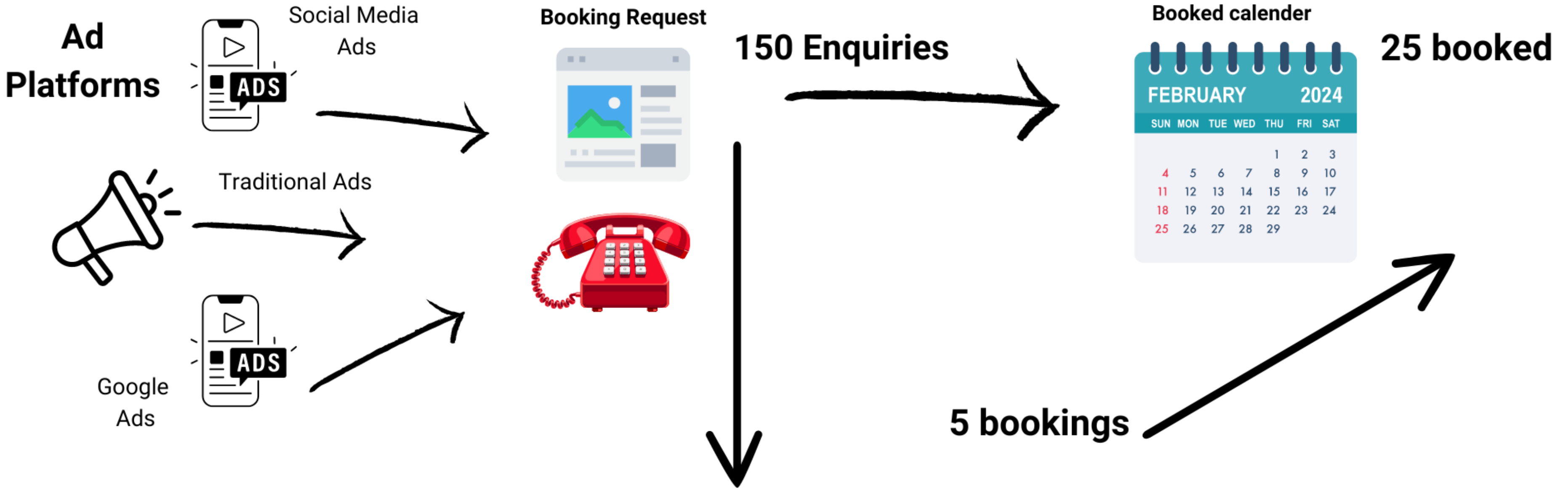
Slow and steady, tried and tested way of growing a business, but has a long time horizon.



Events

Great way to get visable infornt of the community of referral partners, but is limited in reach.

**What does a well thought out
strategy look like?**



Nurture sequence for potential clients with opt out

Digital & Traditional Tactics Used



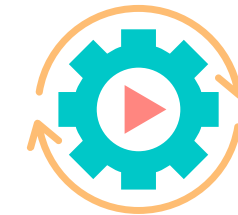
Google Ads & Website SEO

Google search ads were used to drive phone calls and form submissions



Meta Ads and content

Meta ads on Facebook and Instagram were used to target the specific market and lead to a form submission and phone calls



Automation

Automations were put in place to inject enquiry information into a customer relationship management tool to organise information, generate responses and alert the team.



Email

Emails were delivered to further display value through education and giving first and offering help if needed.



Messaging

Mobile messaging was used to follow up and make reaching out to the practice as easy as possible.



Events and meetings

Events were used to create authority in the community and drive referral and increase word of mouth.

POINTS TO PONDER



Serve First

If you enter the market with a heart willing to serve first, you will have a practice that thrives.



Have a plan

Have a go to market plan that is ethical, practical, repeatable and scalable.



Ethical marketing works

Market ethically and you will win. The market rewards professional and non maleficent private practices.



Share your gift

Don't be afraid to share your profession with the world. Follow the rules. There are more than enough ways to make yourself known.



Stand D22 - Innohealth Technologies



Want to get in touch?

-  +27 76 785 4690
-  hello@socialmedicalpro.com
-  www.socialmedicalpro.com



 Top Social Media Marketing Voice

