

The 10% Secret

to Healthcare Marketing Plan Success

WE CALCULATE THAT SPENDING 10% OF YOUR STRATEGY TIME FOCUSED ON THE EXECUTION OF A STRATEGIC MARKETING PLAN YIELDS THE GREATEST SUCCESS.
HERE ARE 5 WAYS TO SUBDIVIDE YOUR TIME:

16

Hours
Annually

YEAR – Schedule two full workdays for a staff retreat. (One in the spring and one in the fall.) That's 16 hours dedicated to gathering and analyzing data, tracking your KPIs, and quantifying how close you are to reaching set goals.

3

Hours
Quarterly

QUARTER – Set aside a three-hour block once each quarter. That's 12 hours of time focused on the details of your strategic plan.

2

Hours
Monthly

MONTH – If your team meets monthly, dedicate two hours of that time to listing accomplishments since the last meeting and setting priorities – with timelines – for the coming weeks.

1

Hour
Weekly

WEEK – A one-hour strategic plan check-up each week will hold you and your staff accountable for their assigned parts of the plan. This hour isn't the time for a deep dive into every strategy and tactic. It's an on-track/off-track kind of meeting.

15

Minutes
Daily

DAY – If you prefer bite-sized tasks, hold a 15-minute stand-up meeting every day to identify any hot topics and potential fires related to your plan and how to address them.