



**MEDIUS**  
HAMMASLÄÄKÄRIT - TANDLÄKÄRNÄ

A decorative graphic on the left side of the page features several vertical lines of varying heights and widths in shades of orange and light orange. Overlaid on these lines are several solid orange circles of different sizes, arranged in a cluster that tapers towards the bottom left.

**MEDIUS OY**  
Marketing plan

# EXECUTIVE SUMMARY

- The goal of this marketing plan is to create growth in Medius Oy business
- The goal is that in a year:
  - 80% capacity of the rooms are in use
  - Long-term cooperation between Medius Oy and the potential clients are formed
- To achieve these goals:
  - Marketing budget should be increased
  - A part time marketing assistant should be hired



# CONTENT

1. Business mission
2. Marketing audit
3. Marketing Objectives
4. Core strategy
5. SWOT analysis
6. Implementation
7. Additional Consideration



# BUSINESS MISSION

“We are in business to provide the best oral healthcare in the Porvoo region by using our expertise and the latest technology”

- Medius Oy



# MARKETING AUDIT



# MARKETING AUDIT

Where are we now?

How did we get here?

Where are we heading?



# MARKETING AUDIT

## Internal environment

- Strategic issue analysis
- Marketing mix
- Marketing structures and system

## External environment

- Macroenvironment
- Microenvironment



# MARKETING AUDIT – INTERNAL ENVIRONMENT

## STRATEGIC ISSUES ANALYSIS





# MARKETING AUDIT – INTERNAL ENVIRONMENT

## Strategic issues analysis

### Marketing objectives

- new clients to buy the marketing services, patients and high quality image
- to rent spaces, machines, equipment and staff



# MARKETING AUDIT – INTERNAL ENVIRONMENT

## Strategic issues analysis

### Market segmentation

- general dentists who wish to work at multiple clinics several hours a week
- dentists prepared to work evening and weekend hours
- specialist dentists – e.g. Orthodontics
- oral hygienists



# MARKETING AUDIT – INTERNAL ENVIRONMENT

## Strategic issues analysis

### Competitive advantage

- The dental clinic has operated in Porvoo for a long period of time and they already have a very established and loyal customer base
- High demand for quality dental treatment from Medius
  - New patients always directed to new dentists



# MARKETING AUDIT – INTERNAL ENVIRONMENT

## Strategic issues analysis

### Core competence

- High quality dental treatment
- Quality image in the community
  - In research and in treatments
  - Good service
  - New and improved quality facilities



# MARKETING AUDIT – INTERNAL ENVIRONMENT

## Strategic issues analysis

### Positioning

- Leading role in specialized and demanding dental healthcare



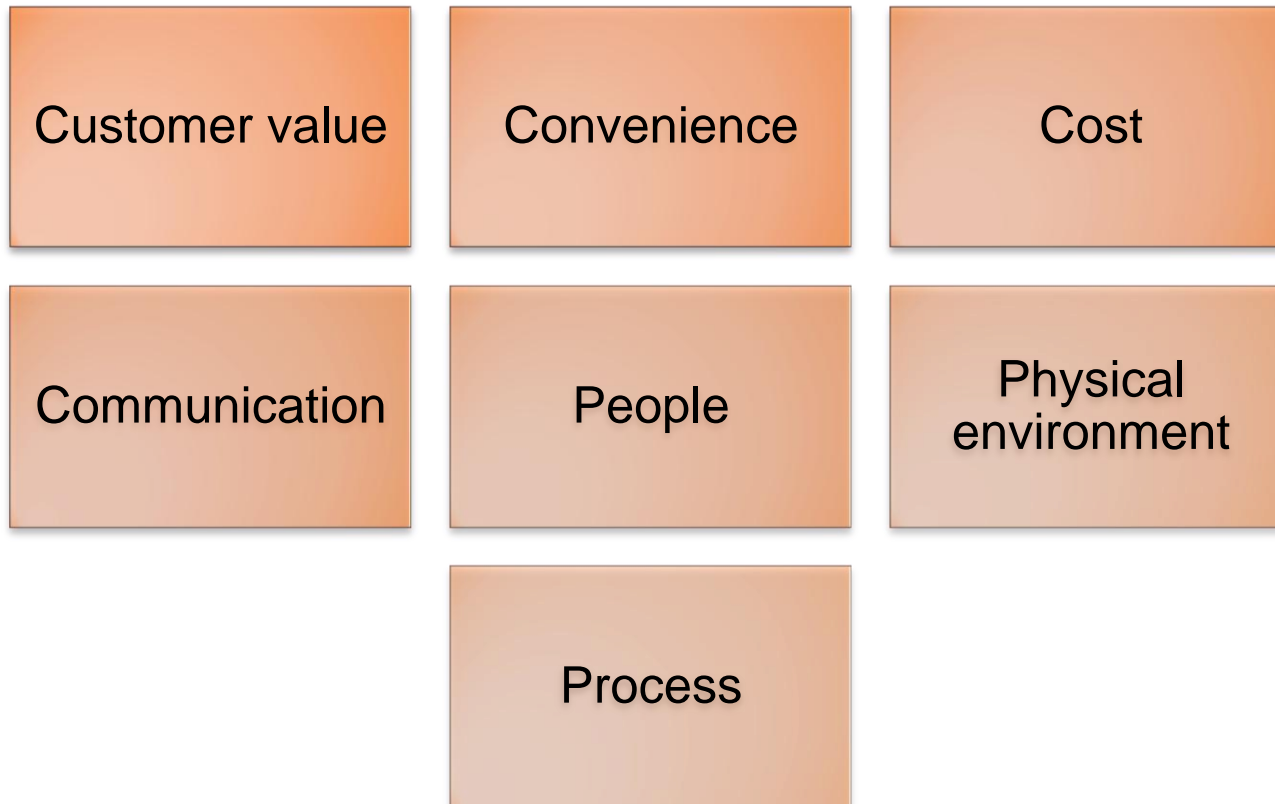
# MARKETING AUDIT – INTERNAL ENVIRONMENT

## MARKETING MIX EFFECTIVENESS



# MARKETING AUDIT – INTERNAL ENVIRONMENT

## Marketing mix effectiveness



# MARKETING AUDIT – INTERNAL ENVIRONMENT

## Marketing mix effectiveness

- **Customer value**
  - need of the customer is to have efficient working hours and as many patients as possible with high quality facilities
- **Convenience**
  - Convenient service package for potential customers
  - Need only to focus on work and the rest will be taken care of





# MARKETING AUDIT – INTERNAL ENVIRONMENT

## Marketing mix effectiveness

- **Cost**
  - Reasonable cost for a full service package
- **Communication**
  - Direct marketing → targeting directly the dentist and oral hygienist needed on a personal level (see slide 43)
  - The advertising will be communicated within the proper professional channels e.g. in the industry magazine “Hammaslääkärilehti”



# MARKETING AUDIT – INTERNAL ENVIRONMENT

## Marketing mix effectiveness

- **People**
  - With a motivated high quality staff the environment is regarded as challenging and supportive
- **Physical environment**
  - The new and improved facilities reflect to the high quality service
- **Process**
  - The process which has been created over the years is very customer oriented and efficient



# MARKETING AUDIT – INTERNAL ENVIRONMENT

## MARKETING STRUCTURE



# MARKETING AUDIT – INTERNAL ENVIRONMENT

## Marketing structure

- **Marketing organization**
  - The marketing within the organization is done by one member of the board which fits to this size of the market and strategy
- **Marketing training**
  - Training should be undergone on a regular basis to make the annual revision of the marketing plan possible



# MARKETING AUDIT – EXTERNAL ENVIRONMENT

## MACROENVIRONMENTAL



# MARKETING AUDIT – EXTERNAL ENVIRONMENT

## Macroenvironmental - PEEEST analysis

### Political /legal

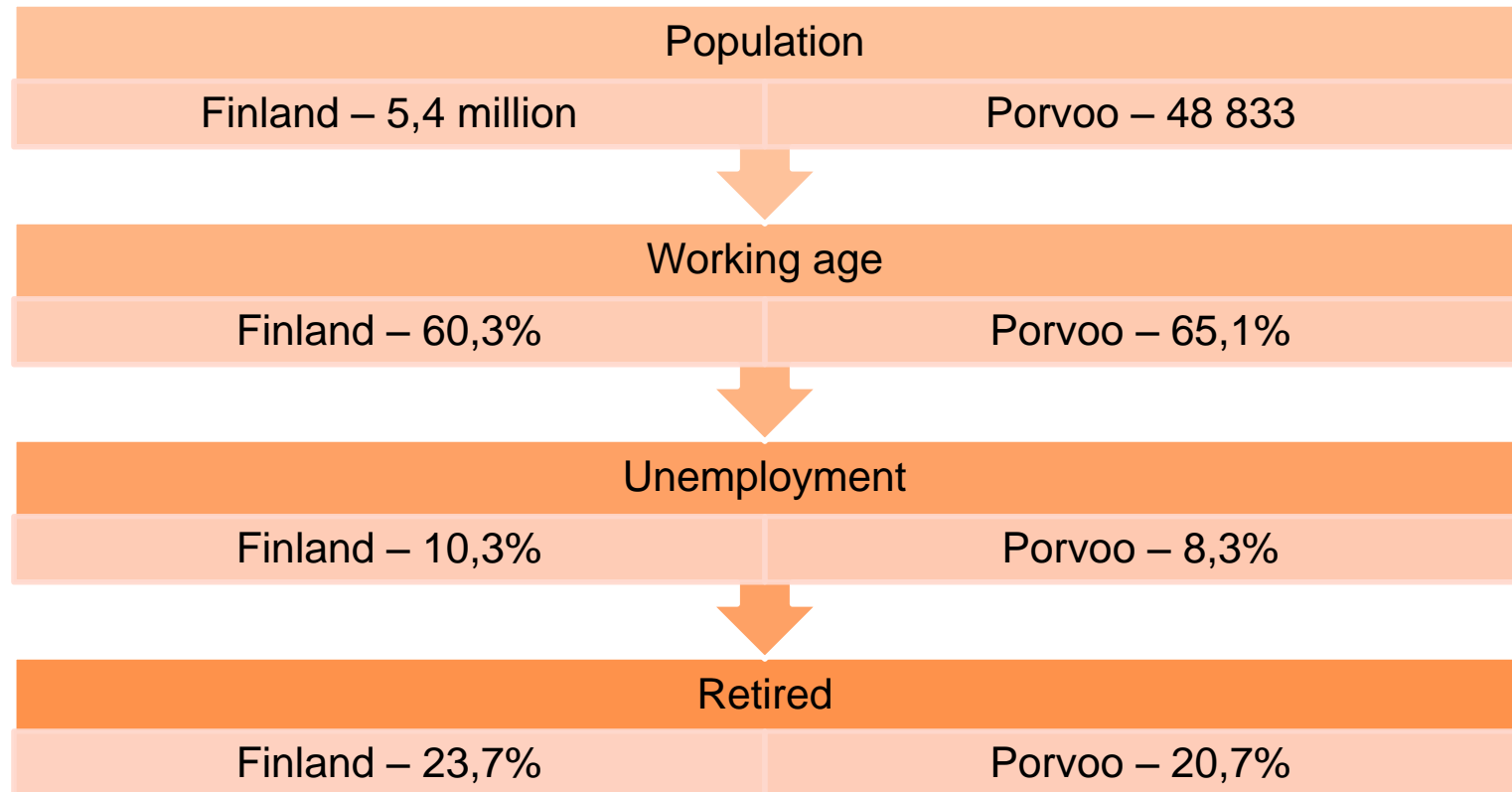
- Finland is sociopolitically very stable
- Everyone has the right for dental care no matter what their place of residence
  - KELA compensation to make up the price difference if used private dental healthcare
  - encourages to use private sector dental healthcare



# MARKETING AUDIT – EXTERNAL ENVIRONMENT

## Macroenvironmental - PEEST analysis

### Economical



# MARKETING AUDIT – EXTERNAL ENVIRONMENT

## Macroenvironmental - PEEST analysis

### Environmental/ecological

- Sustainability and ecological ways of working has become a competitive advantage
  - Recycled materials
  - Ecological ingredients and processes
- Can not compromise quality

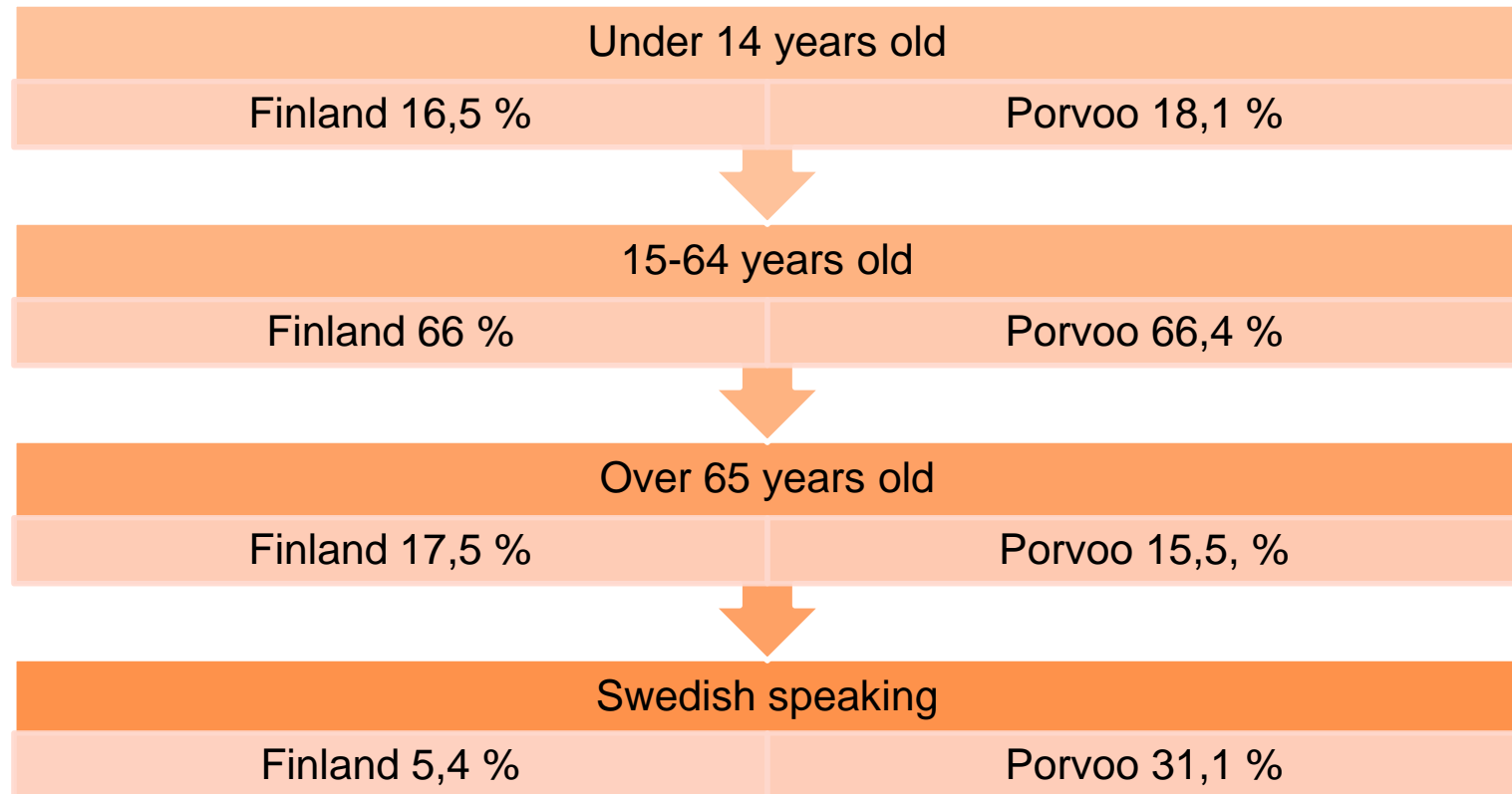




# MARKETING AUDIT – EXTERNAL ENVIRONMENT

## Macroenvironmental - PEEST analysis

### Social



# MARKETING AUDIT – EXTERNAL ENVIRONMENT

## Macroenvironmental - PEEEST analysis

### Technological

- New technological products and processes are developed constantly
- To gain the competitive advantage one must have access and knowledge to the latest technology



# MARKETING AUDIT – EXTERNAL ENVIRONMENT

## MICROENVIRONMENTAL



# MARKETING AUDIT – EXTERNAL ENVIRONMENT

## Microenvironmental

### Market

- The amount of actively working dentists is decreasing
- More dentists are retiring than are being graduated
- By some estimates the amount of dentists currently 4600 will decrease to less than 4500 by the end of 2015



# MARKETING AUDIT – EXTERNAL ENVIRONMENT

## Microenvironmental

### Customers

- Dentists from different fields of expertise but who want to focus on working and outsource marketing, patient selection and equipment maintenance



# MARKETING AUDIT – EXTERNAL ENVIRONMENT

## Microenvironmental

### Competitors

- Public sector oral healthcare
  - 50% of all dentists work in the public sector
- Private oral healthcare clinics
  - PlusTerveys
    - One of the biggest healthcare clinics in Finland with about 350 dentists
  - Oral Hammaslääkärit
    - Goal is to have a 10% market share
  - Oma Hammaslääkäri
    - 9 clinics across Finland – one in Porvoo
- Retired dentists selling their practices



# MARKETING OBJECTIVES



# MARKETING OBJECTIVES

- **Market expansion**
  - Strengthen the existing brand within the industry to make existing customers more loyal
  - Create awareness of the brand through new channels to create interest and attract new customers
- **Build market share**
- **Increase the amount of dentists and oral hygienists**
  - Within a year 80% of capacity would be in use





# CORE STRATEGIES



# CORE STRATEGIES

## Target market

- Dentists / oral hygienists of different fields
- For each customer a unique contract can be made regarding the facilities, equipment, tools and staff according to their work hours



# CORE STRATEGIES

## Competitive advantage

- Experience and expertise
- Superior facilities and latest technology
- Close cooperation with Porvoon Lääkärikeskus, Porvoon Röntgen and Porvoon Vanha Apteekki enables the customers to have all necessary services instantly



# SWOT ANALYSIS



# SWOT ANALYSIS

## Strengths

- Superior facilities
- Strong brand name
- Strong financial condition
- A reputation for good customer service

## Weaknesses

- Brand recognized only by a small number of people
- Unclear marketing strategies

## Opportunities

- Increase in working rooms → the amount of dentists will be increased → increase in patients

## Threats

- Increase in competition in the Porvoo region
- Decrease in the amount of dentists





# IMPLEMENTATIONS

# IMPLEMENTATION

Continuing the current marketing strategy:

- Contacting colleagues at national conferences and courses
  - E.g. Hammaslääkäripäivät –conference
- Word-of-mouth marketing



# IMPLEMENTATION

What new:

- Advertising in national magazines and their websites
  - Hammaslääkärilehti – 600€ four consecutive 1/6 page adds
  - Lääkärilehti – 300€ one 1/8 page add; 600€ ¼ page ad
- Advertising in Porvoo
  - A new digital billboard has been build to a good location to Porvoo
  - To buy an add for a week will cost 495€ + taxes and would include 15 000 showing of the add





# IMPLEMENTATION

What new:

- Medius Oy webpage's
  - An updated look
  - Time booking system a bit outdated → must be renewed into a more user friendly interface
  - In the “Services > Training” part a list of next public training sessions should be listed
  - Search engine optimization
  - Links to company's LinkedIn and Facebook accounts → see next slide
- Link the webpage together with “Porvoon Lääkärikeskus” and “Porvoon Röntgen”
  - At this moment no interaction between the different organizations
- Google AdWords campaign



# IMPLEMENTATION

What new:

- Social media outlet
  - LinkedIn page in help with recruitment
  - Facebook page to primarily reach a whole new generation of patient but where potential customers could go and explore
    - Notifications on last minute/cancellation appointment times



# IMPLEMENTATION

What new:

- Direct marketing
  - Identify and focus on the specific dentist/oral hygienist that are right for the company
  - Buy services from Fonecta
    - Target groups can be identified with different criteria
      - Specialty, age, location, e.g.
      - Target these people first with a personal email explaining the Medius Oy concept and the service package
      - Follow-up with a phone call
  - Most importantly find the right people and put all your efforts into these few people



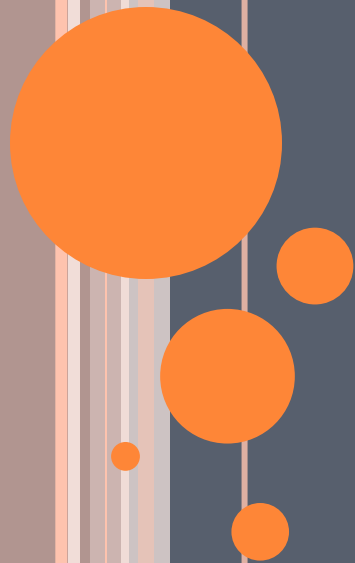
# ADDITIONAL CONSIDERATION

The marketing audit and plan should be an ongoing activity

This marketing plan should be revised annually



**This marketing plan was commissioned by Medius Oy.  
All strategies and suggestions presented in this presentation are done according to the current situation.  
The final decision on the implementation will be left to the board of Medius Oy.**



**CONDUCTED BY:  
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