

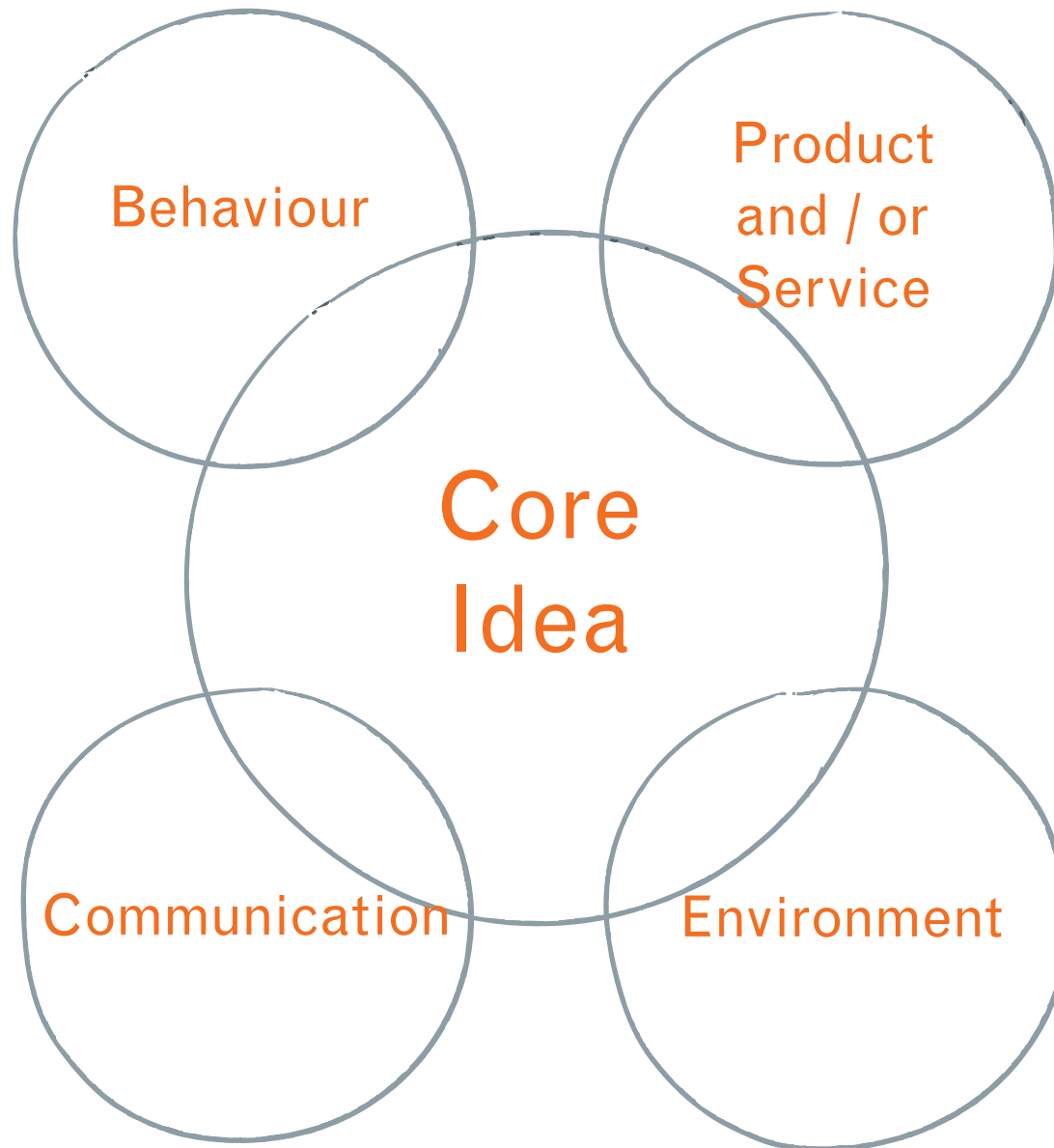


Doctors' Support Network: Marketing and Communications Strategy Workshop Summary

Delivered and presented by Andy Ditchburn

PERRO

The Proposition



The Core Idea

Since 1996, the Doctors' Support Network has independently championed positive mental health within our profession.

We are a confidential peer support network for doctors and medical students with concerns about their mental health.

As a registered charity we aim to raise awareness, reduce stigma and influence the agenda regarding physician health.

Notes: The Core Idea should be further discussed and agreed. As well as directing marketing and communications strategy, the Core Idea should be used as an ongoing and constant reminder as to why the organisation exists and what its overall 'purpose' is.

Product and / or Service

A peer support network for doctors and medical students with concerns about their mental health.

Environment

Online through a forum.

Communication

Mainly digital and online. Clear and concise - language that's specific to physicians.

Behaviour

Friendly, compassionate, understanding and supportive.

Values

Independent

Knowledgeable

Confidential

Championing

Supportive

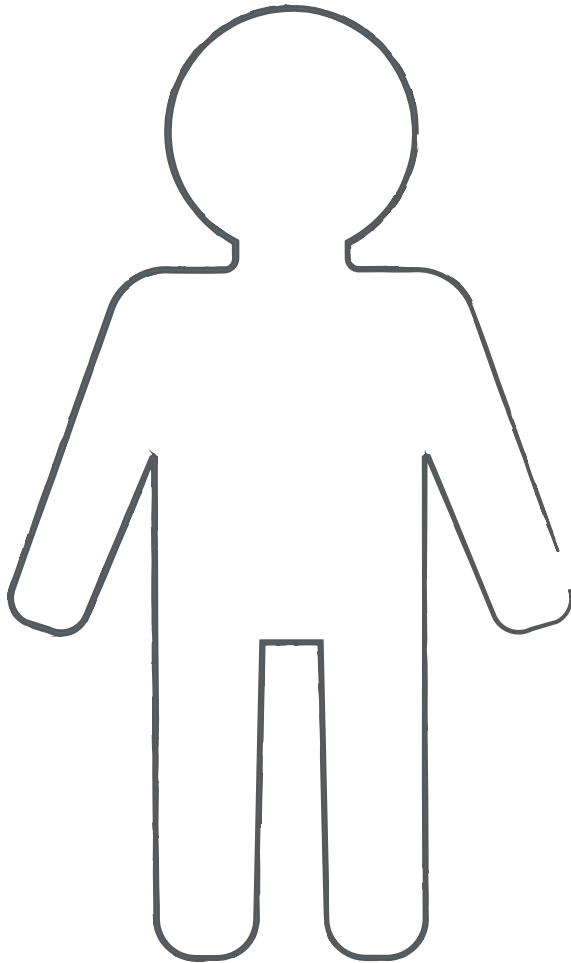
Notes: As with the Core Idea, Values should be discussed further and agreed. Having a clear and well defined set of values will help to ensure that more coherent key messages are consistently communicated.

Market, Message, Medium Process

Market

Who you are
talking to?

Market - Perfect Potential Customers



Service Users

Doctors and Medical Students

Other Organisations

to influence and contribute towards the discussion...

eg: NHS, GMC, Parliamentary Groups, Political Parties etc

Notes: Creating another forum(s) for medical professionals who aren't doctors would instantly significantly increase the size of the potential target market and therefore potential income opportunities.

Message

What are you
trying to say?

Message - Compelling Key Messages

Generic -

You are not alone - it's o.k. to talk about it!

You will get better - it won't always feel like this.

Doctors get sick too, but do really well with treatment and support.

Specific for Peer Support -

- 1) No risk! Safe, confidential and anonymous.
- 2) An independent safe space for medics to talk about our mental health. Get better faster through shared experience.
- 3) DSN makes a difference for you and the profession.

Specific for Organisations -

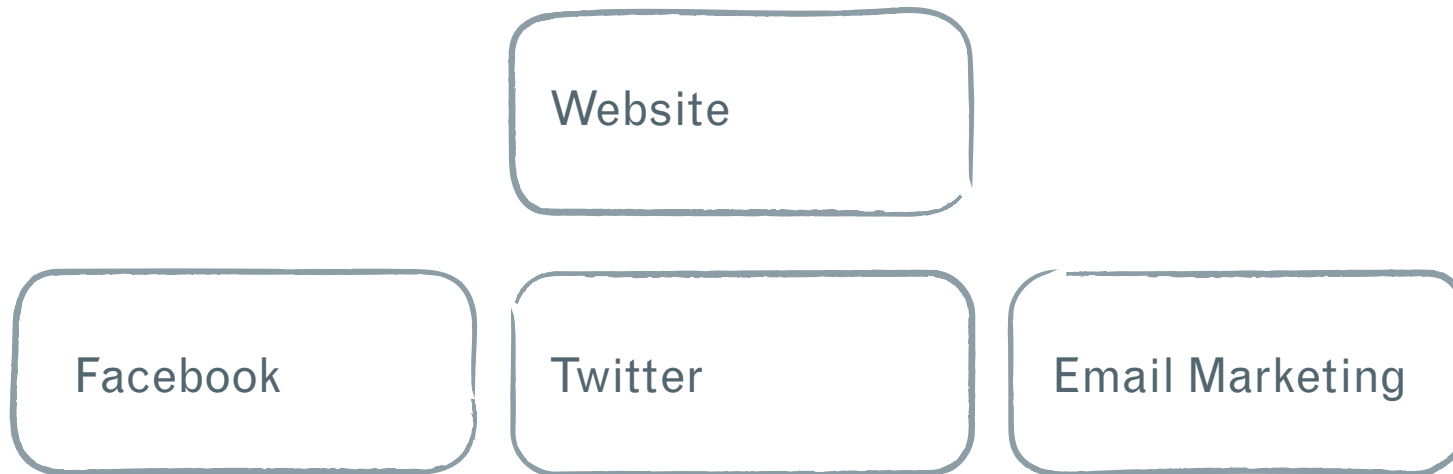
- 1) The independent voice of sick doctors since 1996. Widely recognised by other professional organisations.
- 2) Doctors get sick too, but do really well with treatment and support. An independent safe space for medics to talk about our mental health. Doctors get better faster through shared experience.
- 3) Free to join.

Medium

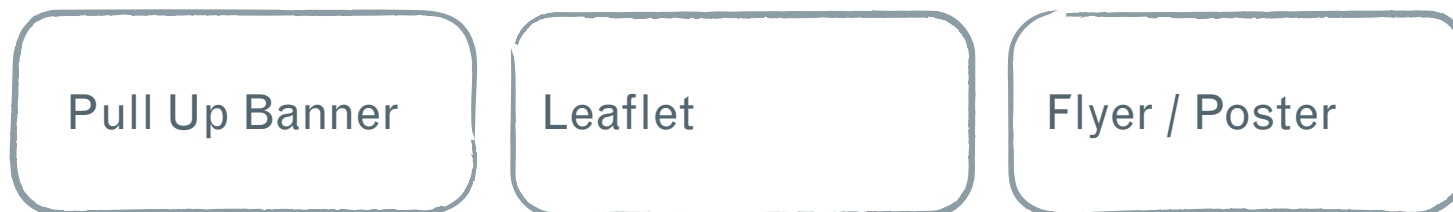
How will you
say it?

Medium - Marketing and Communication

Online - to drive website traffic (Inbound)



Events - to raise awareness (Outbound)



For further information, please contact us:

Call us on 0191 232 5999 Email us at info@perro.co.uk Skype at perrodesign

Perro Design and Communications Limited
North East: 13 Regent Terrace, Gateshead, NE8 1LU
London: East Side, London, N1C 4AX

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