

# Marketing and Branding Strategies for Palliative Care Nurse Champions

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JOHNS HOPKINS  
SCHOOL of NURSING

## Background

- National cancer organizations recommend early palliative
- Demand for palliative care > availability of trained specialists
- Nurses are well positioned to provide primary palliative care
- Nurses express a lack of skills and self-efficacy in palliative care.
- Multi-faceted branding and marketing campaigns can improve self-efficacy, awareness and positive behavior change in healthcare.

## Project Objectives

- Aim 1:** Determine effects of marketing and branding intervention on oncology nurses' perceived self-efficacy in palliative care (SEPC)
- Aim 2:** Feasibility of implementing a nurse champion-marketed communication framework by measuring level of nurse engagement with and utilization of marketed content and interest in additional palliative care content.

## Methods

### Design

- Pre-post design QI Project

### Setting

- Outpatient regional site of a major cancer center in NYC

### Sample

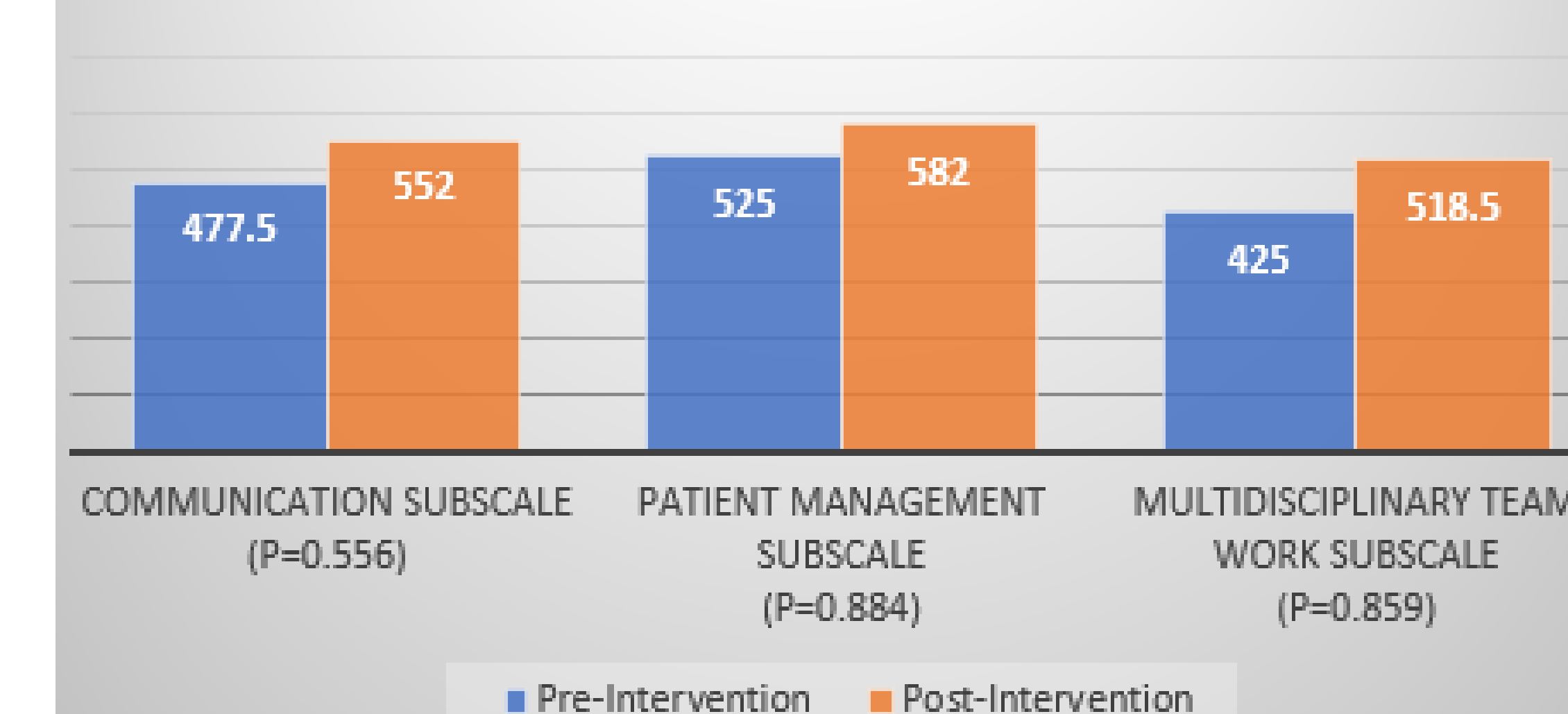
- Medical oncology registered nurses (n=12)
- Exclusion: non-medical oncology nurses, per diem or new hire nurses

Demographic characteristics	(N = 14)
Age, n (%)	
30-39 years old	5 (35.7%)
40-49 years old	4 (28.6%)
50 years or more	5 (35.7%)
Sex, n (%)	
Male	0 (0%)
Female	14 (100%)
Years of Nursing Practice, n (%)	
6-10 years	3 (21.4%)
11-20 years	7 (50%)
> 20 years	4 (28.6%)

## Results & Data Analysis

- No significant differences in pre- and post-intervention SEPC scores
- Low engagement with marketed videos
- 83% framework utilization, facilitated by champion support, simplicity and e-mails
- 75% of nurses want more palliative care content via videos, e-mail or e-learning.

## Median Pre and Post-Intervention SEPC Scores



Engagement with Marketed Videos	(N=12)
Number of Videos Watched	N (%)
0-1 videos	5 (42%)
2 videos	2 (17%)
3 videos	1 (8%)
4 videos	1 (8%)
5 videos	0 (0%)
6 videos (all of them)	3 (25%)
Perceived Helpfulness of Videos	
Strongly Disagree	0 (0%)
Disagree	0 (0%)
Agree	8 (67%)
Strongly Agree	4 (33%)
Reasons for Not Watching Videos	
Watched Them All	3 (25%)
No Time	8 (67%)
Not Interested	1 (8%)

Utilization of Marketed Communication Framework	(N=12)
Use of Communication Framework	N (%)
0 times	2 (17%)
1-3 times	5 (42%)
4-6 times	4 (33%)
7-10 times	1 (8%)
Communication Framework Barriers	
Lack of Time	8 (67%)
Lack of Knowledge	3 (25%)
Lack of Confidence	3 (25%)
Lack of Benefit	0 (0%)
Communication Framework Facilitators	
Simplicity of Framework	5 (42%)
Nurse Champion Support	6 (50%)
Peer Support	2 (17%)
E-mails	5 (42%)
Text Messages	3 (25%)
Videos	4 (33%)
Practice	1 (8%)

Interest in Additional Palliative Care Content	(N=12)
Desire for Additional Content	n(%)
Strongly Disagree	2 (17%)
Disagree	1 (8%)
Agree	4 (33%)
Strongly Agree	5 (42%)
Preferred Learning Method	
Videos	8 (67%)
Text Messages	1 (8%)
E-mail	5 (42%)
Unit Meetings	4 (33%)
E-Learning Platform	7 (58%)
Role Play	1 (8%)
Frequency of Communication	
Never	1 (8%)
Weekly	1 (8%)
Every Other Week	1 (8%)
Monthly	8 (67%)
Quarterly	1 (8%)

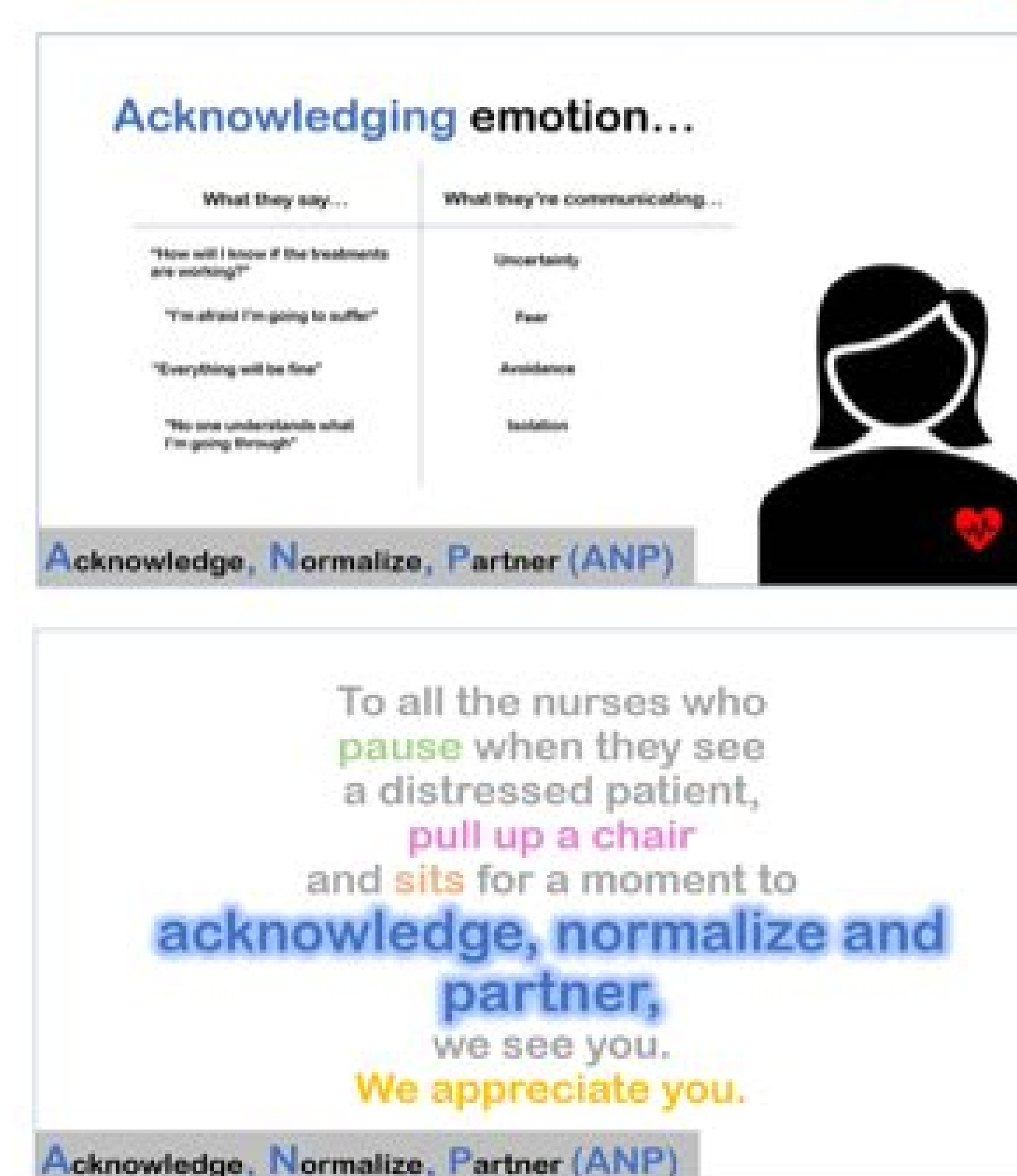
## The 6-Week Branding and Marketing Intervention

### The Champions

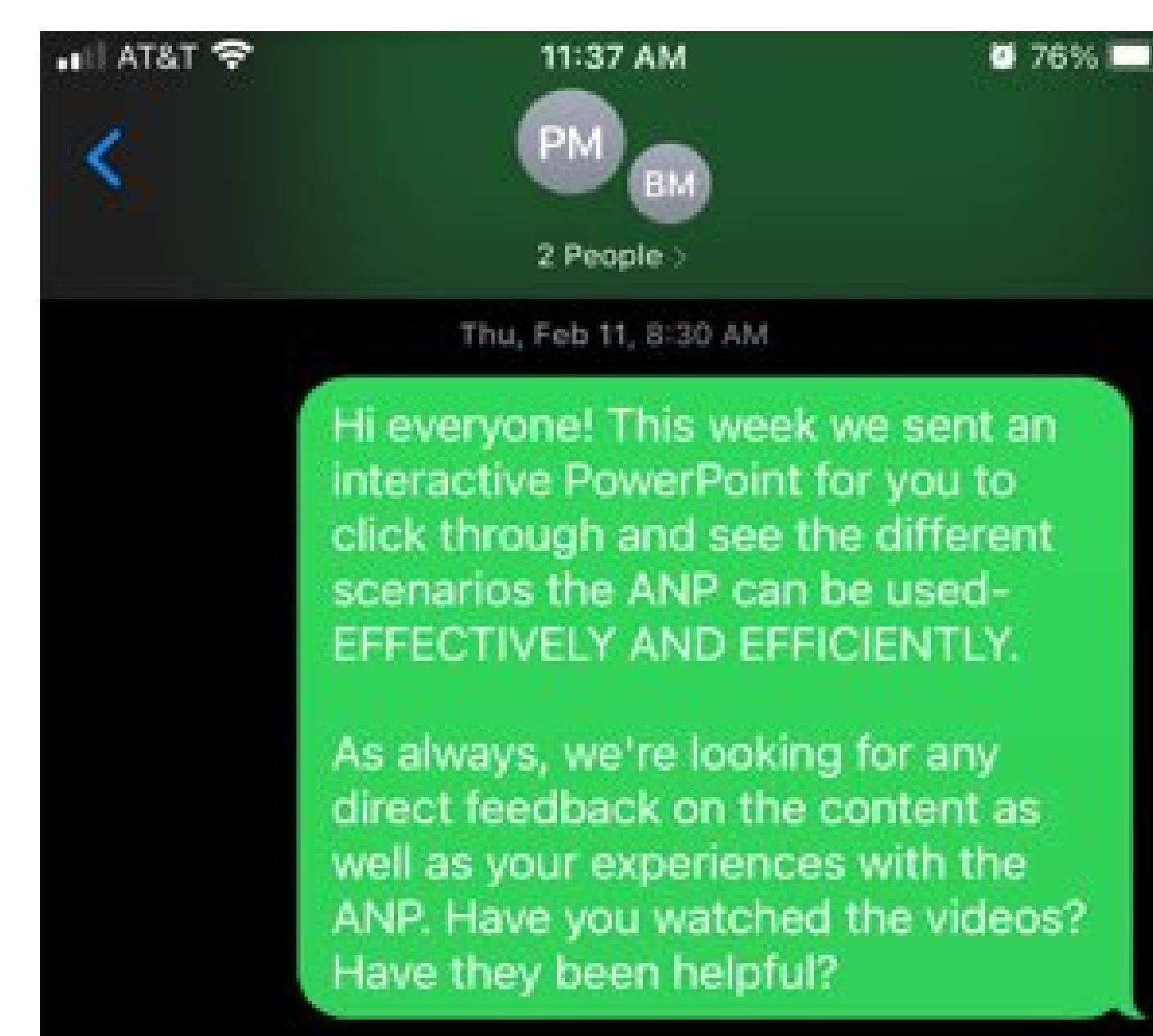
I'm Your (Supportive Care) Person



### The E-mail Messages



### The Text Messages



### The Videos



## Project Strengths and Limitations

- Strengths:** Innovative project, collaboration with nurse champions
- Limitations:** COVID-19 induced stress and time restrictions, emphasis on one framework rather than multiple palliative care competencies

## Conclusion and Implications for Practice

- Increase in median scores across all three subscales indicates some level of improvement in self-efficacy for most participants and practical significance
- Innovative marketing and branding strategies may increase nurse self-efficacy and role promotion in primary palliative care and should be explored further