

Robert J. Stevens

Health Centric Marketing Services
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EDUCATION

Kellogg School of Management Northwestern University Evanston, Illinois Master of Business Administration Concentrations in Marketing and in Finance Focus on Health Care Industry Management	1982
Duke University Durham, North Carolina Master of Arts - English	1978
Colgate University Hamilton, New York Bachelor of Arts - English	1977

TEACHING EXPERIENCE

Gillings School of Global Public Health University of North Carolina-Chapel Hill Chapel Hill, North Carolina	2001-Present
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Executive Master's Program & Residential Master's Program
Adjunct Instructor

Teach MHA & MPH executive and residential program graduate students. Have taught 15 EMP courses and lectured in five residential Capstone courses.

Course description: Strategic Health Care Marketing

The Affordable Care Act has made increasing value a priority for providers. Since the purpose of strategic marketing is to deliver value, teaching marketing strategy has never been more important.

Students learn and demonstrate practical skills including how to:

- 1) Scan the environment to identify the needs of health care market stakeholders
- 2) Increase health care value through innovative marketing strategies
- 3) Develop and present a strategic marketing plan for a health care service

This highly interactive course is structured based on EMP student preferences. For example, there is an emphasis on hospital, physician, and consumer marketing. The course introduces the concepts of marketing, value, and innovation in the context of health care. We explore how different environmental trends affect health care market participants. Marketing tools – such as segmentation, targeting, and positioning – are introduced to evaluate market opportunities and threats. Students prepare marketing plans with a focus on product, price, channels, and promotion strategies. We conclude with leadership and plan implementation, performance tracking, and marketing effectiveness.

Kenan-Flagler Business School
University of North Carolina-Chapel Hill
Chapel Hill, North Carolina

2007 - Present

Kenan-Flagler MBA Program & Executive MBA Program
Adjunct Assistant Professor of Marketing
Teach MBA and Executive MBA students

Course description: Strategic Health Care Marketing: 2007 to 2009

This course is structured similarly to the SPH/EMP strategic marketing course, but it emphasizes the preferences of MBA students. For example, teams of students develop and present strategic marketing plans for medical device, health information system, pharmaceutical, and other Research Triangle area companies.

Health Care Entrepreneurial Team Coaching and Judging: 2010 to present

Have coached teams participating in the Kenan-Flagler Launching the Venture course, international students in the Global Learning Opportunities in Business Education (GLOBE) program, and the Carolina KickStart (NC TraCS Institute) program. Have also served as a judge and mentor for health care teams competing in the Carolina Challenge.

Martha & Spencer Love School of Business

2010 - Present

Elon University
Elon, North Carolina

Bachelor of Science in Business Administration Program
Adjunct Instructor in Management
Teach upper-class undergraduate students during intensive Winter Term course meeting every day in month of January since 2010.

Course description: Health Care Strategies for the 21st Century

This course is similar to the graduate-level strategic health care marketing course, but it has been adapted based on the preferences of undergraduates. For example, guest lecturers – such as surgeons, hospital administrators, and diagnostics company marketing managers – present innovative health care marketing examples in the context of career development. Teams of students develop and present comprehensive strategic marketing plans for local health care organizations such as Alamance Regional Medical Center and Advanced Home Care.

Owen Graduate School of Management

2007-11

Vanderbilt University
Nashville, Tennessee

Programs: Owen Graduate School of Management Health Care MBA Program, Vanderbilt Executive Development Institute, Vanderbilt Master of Management in Health Care
Adjunct Assistant Professor of Management
Taught MBA and Executive MBA students from 2007 to 2011

Course description: Strategic Health Care Marketing

This course is similar to the strategic health care marketing courses described above, but it reflects the

preferences of the Owen MBA and Vanderbilt executive students. For example, Nashville is a major for-profit hospital company hub that has spawned over 250 entrepreneurial health care firms. The course emphasizes innovative health care service strategies. Teams of students develop comprehensive strategic marketing plans for local Nashville-area health care organizations such as Community Health Systems, HealthStream, and the Vanderbilt Center for Integrative Health.

WORK EXPERIENCE

Health Centric Marketing Services Durham, North Carolina

1996 - Present

President

We work with health care organizations that are struggling to increase customer volume and revenue. We use marketing research, analysis, education, and sales lead generation to help clients reach their objectives. Working with a range of clients – hospitals, physicians, health plans, medical device companies, and health information management companies – gives us an understanding of the relationships between various market participants. Examples of clients are Brigham & Women’s Medical Center, Healthcare Productivity Automation, Cardiovascular Care Group, Duke Medicine, UT/Southwestern Medical Center, MedAssets, ReSound, Vanderbilt Medical Center, and the Health Foundation of Western & Central New York. Students have found discussions of client management problems and solutions particularly valuable.

Medic Computer Systems Raleigh, North Carolina

1993-95

Director of Marketing

Senior marketing executive and team leader for this \$160 million, entrepreneurial, publicly-traded (NASDAQ) physician information systems company. Focused on sales lead development, branding, marketing research, marketing communications, investor relations, and channel development. Implemented pioneering sales and marketing strategy targeting integrated delivery systems nationally. Medic became the first client of Health Centric Marketing Services.

Coastal Healthcare Durham, North Carolina

1988-93

Director of Corporate Communications (1992-93)

Built a market-driven framework for building strategic relationships with buy-side and sell-side investors and analysts for this \$750 million publicly-traded (NYSE) company.

Vice President of Marketing and Sales (1988-92)

Initiated marketing and sales function for Medbill, the Coastal physician billing subsidiary. Conducted marketing research, developed and implemented strategic marketing plans, and closed sales with hospitals and physicians throughout the U.S.

CaroMont Health (formerly *Gaston Healthcare*)
Gastonia, North Carolina

1984-88

Vice President of Marketing and Sales

Appointed the first hospital marketing vice president in NC. Adapted a consumer packaged goods strategic marketing framework for this integrated delivery system anchored by 479-bed Gaston Memorial Hospital. Developed market-driven service line marketing plans targeting consumers, physicians, employers, and employees. Also responsible for business development and public relations functions.

GSK Consumer Products (formerly *Beecham Products USA*)
Pittsburgh, Pennsylvania

1982-83

Brand Assistant

One of two product managers on \$32 million SUCRETS sore throat lozenge brand. Learned the value of using consumer package goods brand management tools including market and product research, product innovation management, new product development, pricing, distribution expansion, and trade and consumer promotion management.

SELECTED PUBLICATIONS AND AWARDS

- *Strategic Marketing for Health Care Organizations: Building a Customer-Driven Health System*
A textbook for both students and health care marketing practitioners, co-authored with Philip Kotler and Joel Shalowitz. Jossey-Bass/John Wiley, April 2008. A completely revised second edition is currently being written and expected in 2017.
 - "Going to Market: How can academic medical centers resolve their most pressing marketing challenges?" *Marketing Health Services*, Summer 2005. American Marketing Association.
 - "National Transcription Company has Local Approach to Service", *Advance for Health Information Professionals*, November 27, 2000.
 - "Automated Medical Records Systems Increase Productivity", *Professional Practice Today*, April 1994.
 - "Hospitals Reap Benefits from Emergency Physician Fee-for-Service Compensation Plan", *Healthcare Financial Management Association*, North Carolina Chapter. December 1990.
 - "Analysis of Emergency Physician Data Can Pay Off", *Journal of the Healthcare Financial Management Association*, September, 1990.
 - Academy of Health Services Marketing, American Marketing Association, Contribution Award for Marketing Education, 1987.
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