

## Volume 6 / Issue 3 / 2011 - Book Review

### Make I.T. Known: Marketing Strategies and Case Studies in the Healthcare Environment



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This book is a guide to marketing your IT department within and to your hospital, health system or organisation. Communicating and promoting the purpose of your IT department, its importance to the healthcare organisation, and how the IT team's efforts make everyone's job easier and more productive are crucial to your department's... and your personal success.

The book will help senior healthcare IT management understand what marketing is and the role it plays; define the role of marketing within a healthcare IT department/ division; and view how other healthcare IT organisations approach marketing. The book contains 40 case studies that provide keen insights from senior IT leaders' experiences with marketing their own IT divisions.

Specific topics covered are:

- Developing a healthcare IT marketing plan;
- Creating a customer-focused culture;
- Public relations;
- Social networking; and
- Crisis communications.

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