

APRIL 07, 2025

Building a Lean Marketing Team

Jaideep R. Deshpande
Executive Director of Strategy & Marketing



UNIVERSITY OF
ILLINOIS CHICAGO

College of Dentistry



Jaideep R. Deshpande

Executive Director of Strategy & Marketing
UI Health Dentistry
University of Illinois Chicago



Currently working as Head of Strategy and Marketing
UI Health - Dentistry



Prior to UI Health, spent 10 years at Blue Cross Blue Shield where I led Marketing Strategy for Medicare Group and Individual Business



Previous experience include managing large scale implementation at various healthcare companies



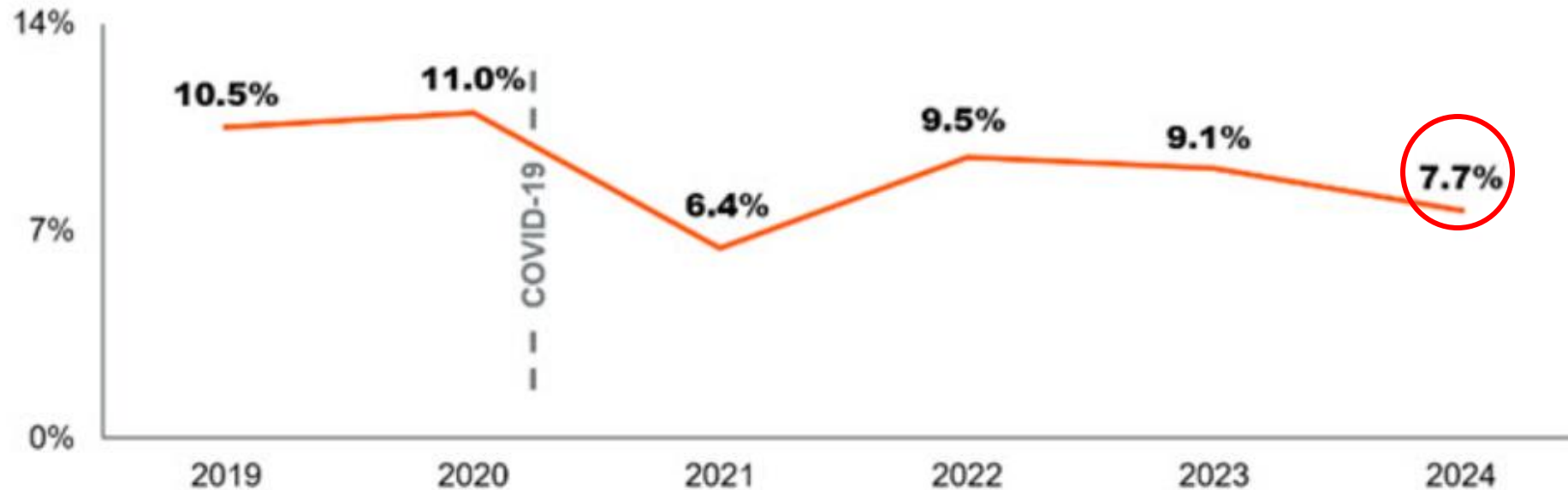
MBA in strategy, marketing and entrepreneurship from University of Chicago Booth School of Business



Shrinking Marketing Budgets

Average Budgets Fall to Post-Pandemic Low

2024 Marketing Budget as a Percent of Total Revenue



n = 395 (2024); 410 (2023); 400 (2021); 342 (2020); 342 (2019); 618 (2018); 350 (2017); 375 (2016) CMOs, Excluding "Don't Know"

Q. What percentage of your revenue is being allocated to your total marketing expense budget in 2024?

Source: 2024 Gartner CMO Spend Survey

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Gartner

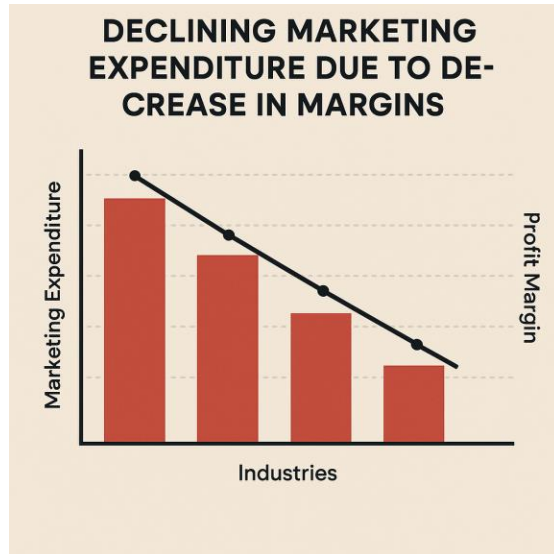
Source: Gartner (May 2024)

A man with short, light-colored hair, wearing a white dress shirt and a red tie, is shown from the chest up. He is looking slightly to his right and appears to be speaking. The background is dark and out of focus, with some horizontal light streaks. Overlaid on the lower half of the image is large, bold, white text with a black outline.

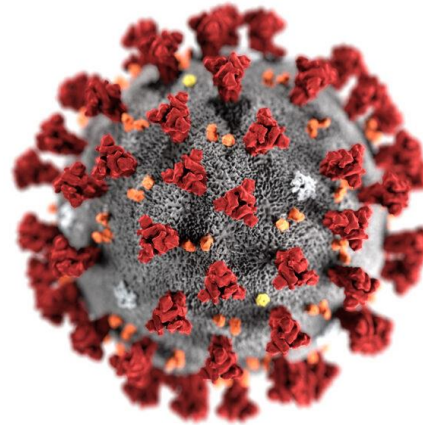
**GOING TO HAVE TO FIND
WAYS TO DO MORE WITH
LESS.**

Shifting priorities and decline in margins

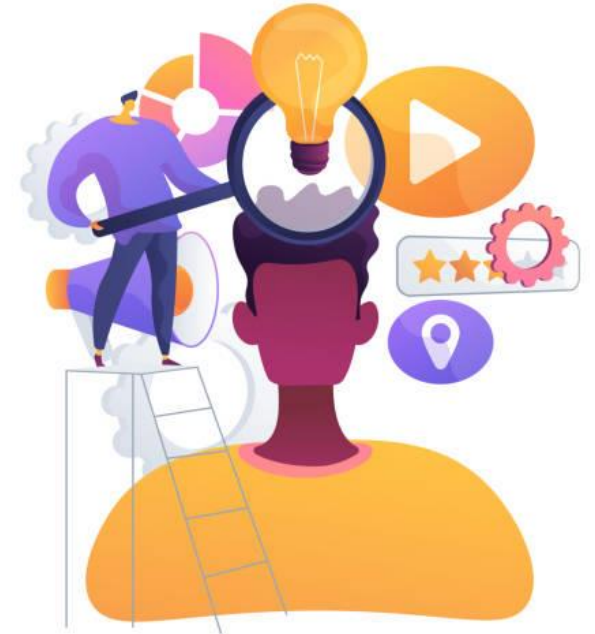
1



2



3



AI | TRANSFORMING DIGITAL MARKETING



 Mage Create beautiful images and GIFs from your text	 RADAAR Magical social media management app	 AITopTools Library of thousands of AI tools in 1 place	 Visla Create videos from text in seconds
 GetMunch Turns your long-form video into short-form bangers	 Upscale Media Increase the size of photos without losing quality	 Captions App Script assistant, auto-captions & teleprompter	 WriteSonic The best alternative to ChatGPT
 Eleven Labs It reads text in your voice with AI	 Durable Create a PRO website in seconds	 Runway Powerful AI tool for any graphic videoneed	 Smartly Write hypnotic marketing copy
 Adobe Speech PRO level sound in seconds	 Movio AI Customisable AI video avatars	 NeuralText Generate infinite content ideas in a few clicks	 Adobe Firefly Advanced & FREE text to art
 Descript Genuinely useful video editing tool	 Craiyon Turn your text into graphics instantly	 InVideo AI Turn your ideas into videos with text	 MidJourney Impressively accurate text to image
 ChatGPT No description required. Use it.	 Jasper Write hypnotic marketing copy	 Stable Diffusion Get gorgeous images based your text	 Notion AI Ultimate organisational tool for yourself

Marketing is still an essential function

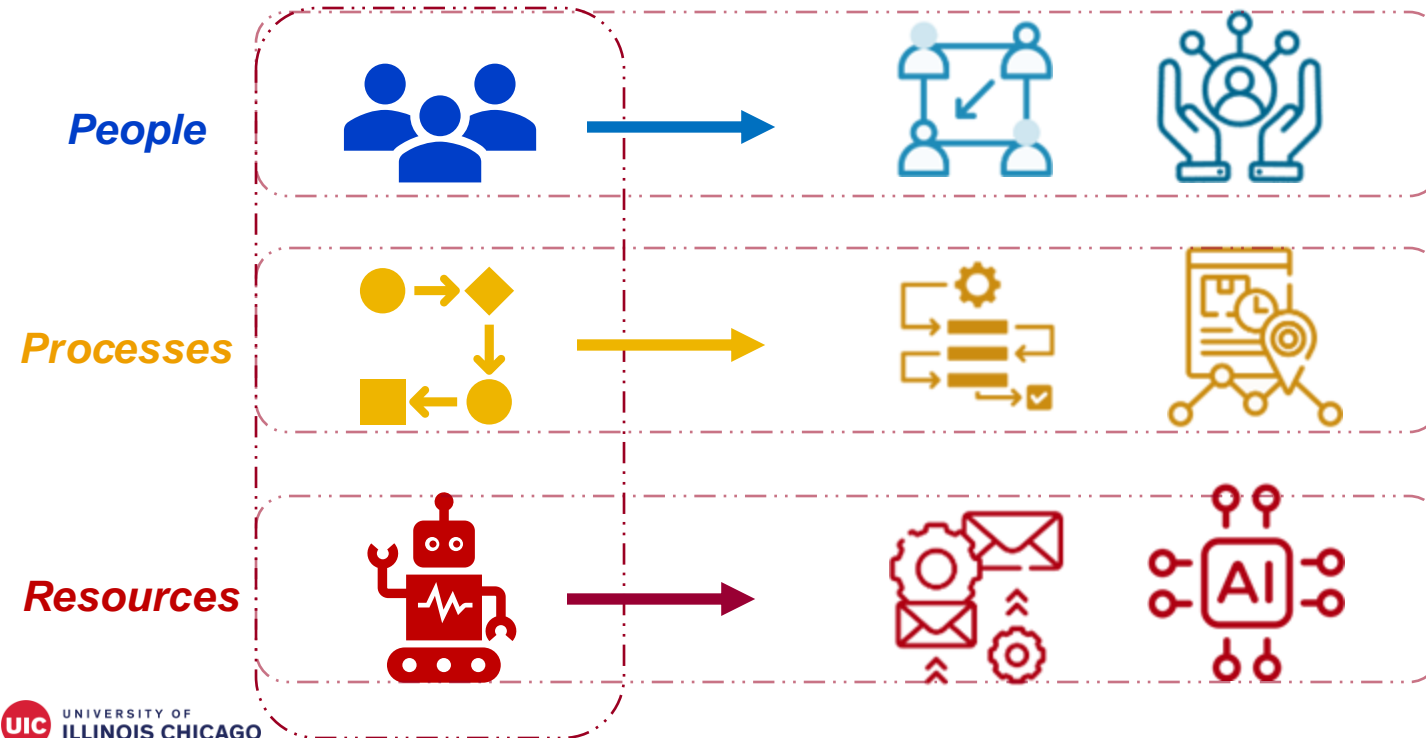


Building lean marketing for future



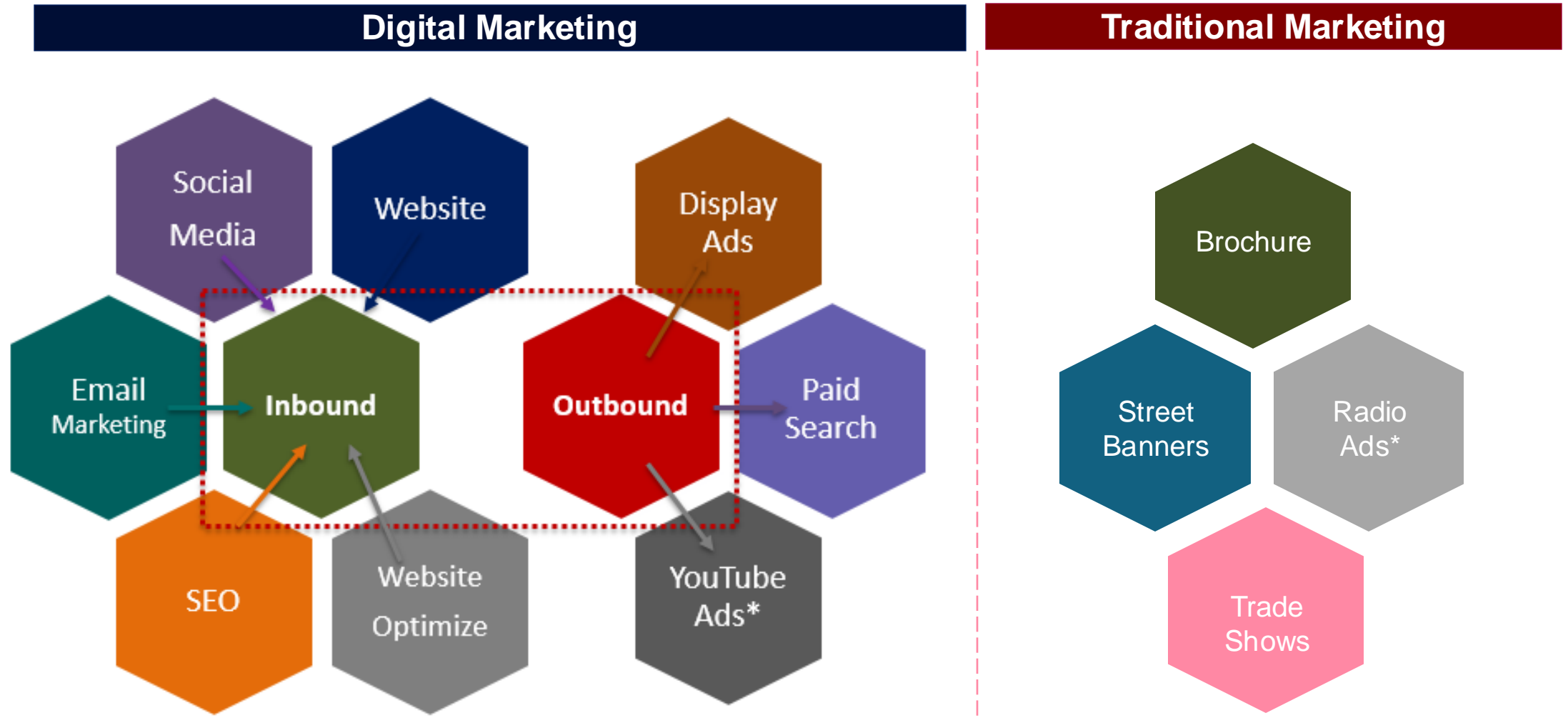
What is lean marketing?

Lean Management



Lean Marketing

Marketing Approach – Digital First



Marketing Functions in Healthcare Delivery

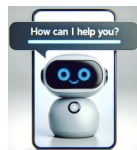


Videography & Photography



CONTENT
MARKETING

Content Marketing



Communication & Engagement



Our approach to building a lean marketing operation



Optimizing Video Production



Optimizing Video Production



Editorial Photoshoots

Editor



Using Midjourney to create the core image for the first quarter, slashing timelines in weeks.




arna.*

dentistry.uic.edu/academics/

COD UIC Timesheet Room-Res UIC Zoom Marketing Box UIC Directory UIC Intranet UIC Admin UIC GoTime

UIC UNIVERSITY OF ILLINOIS CHICAGO PATIENTS PROGRAMS **ACADEMICS** COMMUNITY RESEARCH ALUMNI & GIVING ABOUT

College of Dentistry UI HEALTH IS UIC'S ACADEMIC HEALTH ENTERPRISE



Academics

dentistry.uic.edu/dentistry-research/


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Research

UIC DENTISTRY AT A GLANCE



Research and Innovation

- The College has a research portfolio of more than 60 full-time research faculty, 14 visiting researchers, 170 faculty-published papers per year, and \$7 million in funding from National Institutes of Health, Department of Defense, Health Resources and Services Administration, and private institutions.
- The College of Dentistry is part of a Carnegie Tier 1 research university, and more than half of the College's faculty members are engaged in scholarly and research publications.
- Each year, about 100 students present their research at the College's annual Clinic and Research Day.

Diversity

- UIC College of Dentistry is a community of staff, and faculty representing more than 100 countries, 5 continents, and 17 languages.
- One in five of the College's students are historically underrepresented groups, and our students are first in their families to attend college.

Community Commitment

- UIC's dental students care for an average of 100 patients at extramural sites each year (92% of the children cared for at the clinic).

UIC University of Illinois Chicago College of Dentistry
2,819 followers
6mo •

It's almost time to fuel UIC's future together! Just four days until **#GivingTuesday**. Visit givingtuesday.uic.edu to learn more about how you can be a part of this incredible day of giving or make your gift early. **#UICtogether**

TOGETHER TOGETHER TOGETHER WE CHANGE THE WORLD

#UICtogether



WELCOME TO UIC COLLEGE OF DENTISTRY!

Illinois' largest oral health care provider

- Offering a complete range of general and specialty dental care services for all ages—all in one location.
- Providing the highest standard of care in modern, comfortable clinics featuring the latest technology.
- Performing in a professional, caring and safe environment.




We offer three care options

- **General Care:** Students in training offering a wide range of services at discounted rates.
- **Specialty Care:** Residents providing advanced services for more complex needs.
- **Faculty Care:** Faculty experts providing care at costs comparable to area dentists.



multicultural clinical teams speak numerous languages to accommodate patients of diverse backgrounds.



VISION

Our vision is to provide excellence in oral health education, research, and service, through improving the health and wellness of our communities, providing exemplary care of our patients, and advancing the knowledge to do so.

To view our complete Vision and Mission Statement please visit dentistry.uic.edu/about/mission-history/.



WHY PATIENTS CHOOSE UIC

Patients choose us for the complete range of affordable dental care we offer—all conveniently located in one location—and because they believe in our mission as much as we do.

Preplanned Content Creation & leveraging Freelancers

Healthy Smiles Blog

Healthy Smiles Blog Posts



UIC College of Dentistry Shines the Spotlight on Oral Cancer

Posted on **April 30, 2024**

April is Oral Cancer Awareness Month. The month serves as a stark reminder of a disease that should never happen. Its leading causes — the use of tobacco primarily and, in fewer cases, excessive...



Helping Kids Brush Up on Oral Health: UIC College of Dentistry Hosts 'Give Kids a Smile Day'

Posted on **February 28, 2024**

The month of February marked National Children's Dental Health Month, and to honor it, the University of Illinois Chicago College of Dentistry helped underserved kids in Chicago brush up on their dental health...



New Year, New You? 7 Tips to Make Your Oral Health a Top Priority

Posted on **January 23, 2024**

Most New Year's resolutions typically revolve around eating better, exercising more or improving your financial situation. One key to achieving your resolution is to make it specific. This year, if you're looking to...



Understanding Your Dental Health and Diabetes

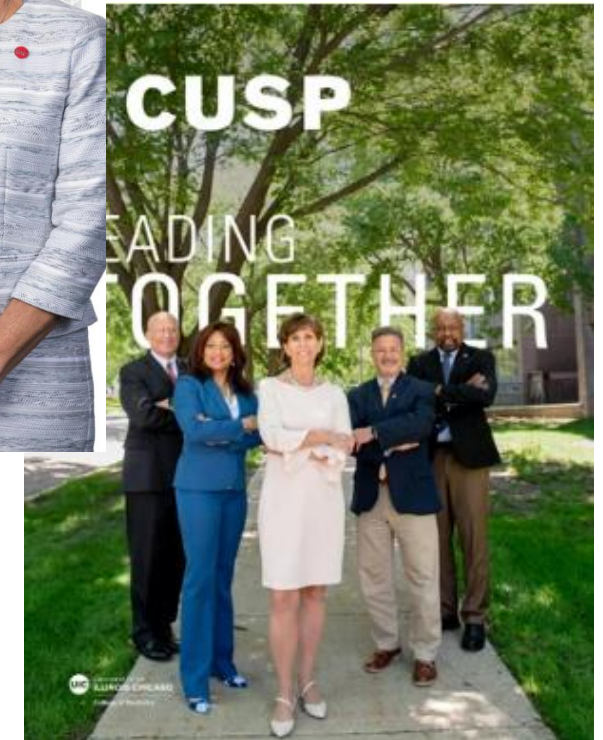
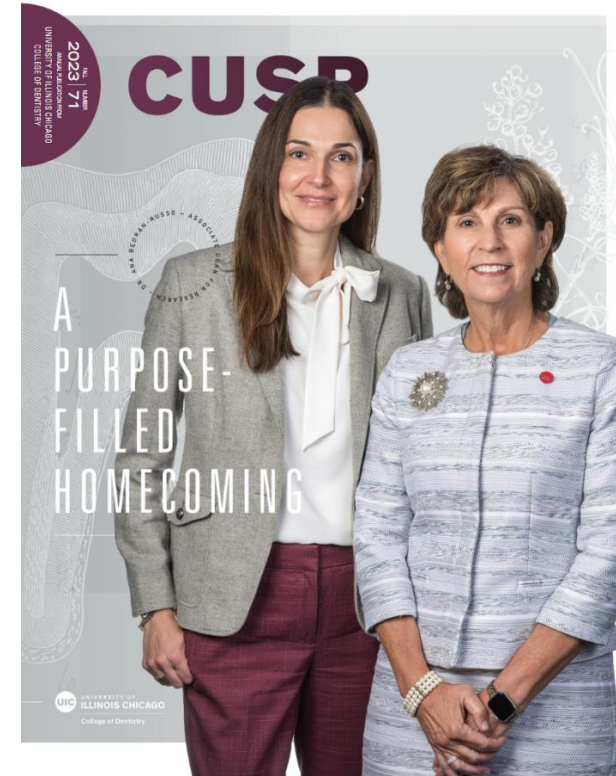
Posted on **December 05, 2023**

November marked National Diabetes Month — a time to bring awareness to the disease and take action to lower your risk and prevent related health problems. However, it is important to raise awareness...



Tips to Maintain Children's Oral Health during Halloween

Posted on **October 27, 2023**



ChatBots for patients and students' communication

UIC UIC Dentistry

09:05 AM

UIC Hello, My name is Smiley. I am your Virtual SmartBot Assistant at COD. How can I help you today (select one of the questions below)?

09:05 AM

My Appointment(s) at COD

09:05 AM

UIC Choose one of the following topic that you would like to know:

I have a dental emergency

I'm a new patient. How can I schedule an appointment?

I'm an existing patient. Can I talk to my Dentist?

UIC

HIPAA chat powered by SmartBot360

UIC UIC Dentistry

09:05 AM

UIC Hello, welcome to UIC Ortho SmartBot. My name is "SmileBot", your VIRTUAL assistant of the UIC Orthodontic Clinic.

DISCLAIMERS:

1. The ChatBot is an artificial intelligent device; You are NOT chatting with a real person;

2. The ChatBot provides general

UIC

HIPAA chat powered by SmartBot360

UIC UIC Dentistry

09:07 AM

UIC Welcome to the UIC Dentistry bot!

09:07 AM

UIC Which program are you interested in?

DMD DMD-AS DMD/MPH

Select or write a reply

HIPAA chat powered by SmartBot360

Create once, publish everywhere

stories/new-inclusive-care-clinic-to-help-patients-with-disabilities-offer-students-targeted-inst

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UNIVERSITY OF
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UI Health UIC.edu Campus Map

College Directory INTRANET Make a Gift College Resources

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ACADEMICS

COMMUNITY

RESEARCH

ALUMNI & GIVING

ABOUT

College of Dentistry

UI HEALTH IS UIC'S ACADEMIC HEALTH ENTERPRISE

New Inclusive Care Clinic to help patients with disabilities, offer students targeted instruction

William S. Bike | Posted on March 15, 2024



Mike Fan/UIC Creative & Digital Services
Left to right: Lora Vitek, Vice Chancellor for Health Affairs Robert Barish, Dean Susan Rowan, Chancellor Marie Lynn Miranda, Dr. Leda Mugayar and Dr. Frank Maggio cutting the ribbon.

Patients with disabilities often find it almost impossible to obtain oral healthcare. The University of Illinois Chicago College of Dentistry is working to solve that problem with the creation of the Inclusive Care Clinic, that not only will serve the needs of such patients, but also will train future dentists to administer care to patients with disabilities in their practices in decades to come.



UNIVERSITY OF
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Alumni & Friends Newsletter March 2024

The Dentistry Alumni & Friends e-newsletter is a publication from the Office of the Dean to provide news, celebrations and recognition from the college. Read to learn how the college continues to support excellence in dental education, patient care, research and advocacy.



The UIC College of Dentistry dedicated the Inclusive Care Clinic on February 29. The Inclusive Care Clinic serves the needs of patients with disabilities and trains future dentists to administer care to this population. [Read the story](#)



Dr. Bradford Johnson, Endodontics '91, MHP Professor in the Department of Endodontics.

CONGRATULATIONS!




THE 10-
SECOND
CUSTOMER
JOURNEY

THE CXO's
PLAYBOOK

for growing and retaining customers
in a digital world

TODD UNGER



University of Illinois Chicago College of Dentistry

March 20


Patients with disabilities often find it almost impossible to obtain oral healthcare. The University of Illinois Chicago College of Dentistry is working to solve that problem with the creation of the Inclusive Care Clinic (ICC), that not only will serve the needs of such patients, but also will train future dentists to administer care to patients with disabilities in their practices in decades to come.

The ICC will serve patients who have physical and cognitive disabilities, behavioral conditions, mental illness and developmental disabilities such as autism. They also will provide care for elderly patients with such conditions as Alzheimer's and Parkinson's.


Read the press release: <https://ow.ly/cXZF50QW030>

Visit our ICC webpage: <https://ow.ly/2a4250QW08j>





uicdentistry • Follow



uicdentistry Patients with disabilities often find it almost impossible to obtain oral healthcare. The University of Illinois Chicago College of Dentistry is working to solve that problem with the creation of the Inclusive Care Clinic (ICC), that not only will serve the needs of such patients, but also will train future dentists to administer care to patients with disabilities in their practices in decades to come.

The ICC will serve patients who have physical and cognitive disabilities, behavioral conditions, mental illness and developmental disabilities such as autism. They also will provide care for elderly patients with such conditions as Alzheimer's and Parkinson's.

Read the press release using the news link in our bio.

♡ Q ↕

202 likes
March 20

😊 Add a comment...

RECAP



Editorial Photoshoot





- 1** *Optimize your marketing operations*
- 2** *Human insight and strategic planning remain indispensable*
- 3** *Collaboration between AI tools and human marketers*





Jaideep R Deshpande
Executive Director of Strategy & Marketing
Jaideep@uic.edu