Without data, strategy is just theory.
“When you cross-reference data, strategic clarity emerges—and the way to drive your hospital to success becomes clear.”

— Gabrielle DeTora

Who We Are

DeTora Consulting, LLC, is a private healthcare strategic planning and marketing consulting company led by Gabrielle DeTora, MBA. From organizational strategic planning to service line marketing, from physician sales to reputation management, DeTora Consulting uses data analysis to reveal the answers your healthcare organization needs to move forward.

Gabrielle is a healthcare marketing strategist with nearly two decades of executive experience and a proven track record of driving ROI. Gabrielle has worked with the CEOs and leadership teams of nearly 50 health systems, representing over 100 hospitals nationwide. She has served as the strategic leader for health systems, brand marketing agencies, and consultancies.

Earlier in her career, Gabrielle served as the Vice President of Health Strategy for a major advertising agency as well as two large health systems. She oversaw all strategic business planning, branding, marketing, and execution. Beyond the work Gabrielle conducts for her clients, she is also called upon regularly to speak at national healthcare conferences, including the Forum for Healthcare Strategists Summits, National Healthcare Roundtable, SHSMD, and the Healthcare Center of Excellence Summits. In addition, Gabrielle regularly contributes articles to and is a quoted expert for publications such as HealthLeaders, Healthcare Advertising Review, Healthcare Marketing Report, Healthcare Marketing Advisor, Spectrum, Alert, and MHS.
A Data-Driven, Strategic Approach to Healthcare Marketing

“It is a capital mistake to theorize before one has data. Insensibly, one begins to twist facts to suit theories, instead of theories to suit facts.”
—Sherlock Holmes, The Adventures of Sherlock Holmes

Our Network
DeTora Consulting collaborates with a network of highly skilled and talented individuals in the areas of creative, media, research, and data analytics. During the planning of any client project, we identify team members who best meet the objectives and fit within the appropriate client budget. Collectively, this group serves as a client’s integrated team at DeTora Consulting. This business model allows us to remain flexible for our clients and involved in all aspects of the execution, ensuring that we remain on strategy. It also gives us the opportunity to negotiate prices and create cost efficiencies.

Our Philosophy
Holmes is fiction, but the importance of data is very real—and cannot be overstated. Data analysis can reveal that a particular service line isn’t the driver you think it is. It can reveal that simple improvements in areas you weren’t considering can make an immediate impact. Data illuminates. It inspires insight, provides answers, and drives effective strategic planning, marketing, and physician alignment.

Our Approach
Ask the right questions, get the best answers.

One thing is certain: The right strategic path for your healthcare system is not the one your competitors are following. Your healthcare system is unique—because your story is unique.

What this means is that your marketing opportunities are unique, too. We can help you find these opportunities and execute against them.

Fact-Based Solutions
Our process begins with a close examination of operational, financial, clinical, environmental, and competitive data to identify your organization’s strengths, opportunities, threats, and weaknesses. To conduct this analysis effectively, it must be driven by current data, so we can accurately assess the opportunities available to you now. If you don’t have this data, or if your data is not current, we can help identify and acquire it on your behalf.

Forget recycled theories and borrowed solutions. ROI comes from utilizing compelling evidence and clear data patterns. That’s why our work process incorporates information audits, data collection, and a thorough review and analysis of the facts—leading to powerful, actionable answers.
Client Services
We understand healthcare and all of its complexities. To serve you properly, we explore every opportunity to find the solution that best benefits your bottom line, not ours. Below are the services that can lead you to the right answers.

- Strategic Planning:
  - Organizational Strategic Planning
  - Strategic Planning for Service Line
  - Strategic Marketing Plan
  - Clinical, Business, and Marketing Research
  - Business Model and Service Line Design
  - Corporate Social Responsibility
  - Brand Development
  - Service Line Communications
  - Integrated Marketing
  - Digital Strategy and Solutions
  - Customer Relationship Management (CRM)

- Internal Communications
- Hospital & Physician Rankings
- Direct-to-Physician Marketing & Liaison Strategy
- Marketing Audits and Staff Training
- Professional Development and Consumer Education
- Human Resources Development and Marketing
- Foundation Development and Marketing
- Sponsorship Valuation, Packaging, and Targeting
- Request for Proposal (RFP) Consultation and Implementation

A Best-Practices Framework
We use the Six Sigma DMAIC model, which is comprised of five key components: Define, Measure, Analyze, Improve, Control. Through this systematic approach to strategic planning and marketing, we can align your mission, vision, business goals, and marketing objectives with predictive modeling to forecast success.

Together, we will prioritize your business and service lines for marketing investment, communicate your rationale behind those decisions, and structure fact-based, strategic marketing plans designed to deliver the results you need.

A Fair and Objective Partnership
All healthcare systems are political. How they spend their limited marketing dollars shouldn’t be. We’re committed to doing what’s best for your hospital—without biases. If we discover a healthcare marketing solution that can be extremely successful by using only internal communications and direct-to-physician marketing—without any advertising at all—we will tell you. Our mission is simple: to help you deliver the strongest ROI possible.

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Healthcare and Hospital Marketing Client List

New Jersey Council of Teaching Hospitals
Catholic Health East
North Shore-LIJ Health System
Ohio State University Wexner Medical Center
Continuum Health Partners
New York City Health and Hospital Corporation
Mercy Health System
Cooper University Hospital
Saint Michael's Medical Center
Westchester Medical Center

Capital Health System
Penn State Hershey Medical Center
Gundersen Lutheran
Aurora Health Care
Evangelical Community Hospital
Rochester General Health System
Tift Regional Medical Center
St. John’s Hospital
Good Shepherd Rehab

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Read our client case studies and preview testimonials online at
www.DeToraConsulting.com