HEALTHCARE MARKETING IMPACT AWARDS 2017

Recognizing responsible, effective communication that makes a difference

Presented by

Modern Healthcare AdAge
These are interesting times for healthcare marketers. Not only does the playing field continue to change, but the competition is becoming much more intense.

Beyond relying on traditional campaigns—direct mail, print and radio ads—to draw in consumers, providers find themselves vying for eyeballs and engagement on instant feedback channels like Facebook, Instagram and Snapchat. Beyond that, marketing departments have the unenviable task of putting healthcare’s evolving business model into context.

Ultimately, the goal remains the same: create a personal connection with the consumer and hopefully drive brand loyalty.

Now in its fourth year, the Healthcare Marketing IMPACT Awards recognize the most creative and innovative campaigns across the industry. Modern Healthcare and Ad Age are proud to spotlight marketing programs that embrace new methods for reaching consumers.

Congratulations to this year’s winners and a special thanks to our panel of judges for their time and commitment to recognizing the best in healthcare marketing.
Health and fitness are on the minds of customers now more than ever. We know that because we’re audience experts, and have insights that are powered by advanced technology and smarter analytics. Comcast Spotlight combines the power of traditional television and premium digital video advertising to reach audiences through high-quality content at any time, on any device. That means when we find your audience, you’ll have the peace of mind that it’s exactly the right fit.

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In today's highly mobile, highly digital and highly connected world, healthcare marketing comes down to one word: consumer.

It's no longer enough to prop a billboard up on the side of the highway or hope mom and dad glance at the newspaper ad while sipping their morning cup of coffee. Like every other service industry on the planet, healthcare must comb through terabytes of data to assess patient needs and develop fresh marketing campaigns that cut across multiple distribution channels, especially digital.

Modern Healthcare Managing Editor Matthew Weinstock recently conducted a roundtable conversation with marketing executives from three organizations whose innovative outreach campaigns won a Healthcare Marketing IMPACT Award. The IMPACT Awards recognize achievements in healthcare marketing and are jointly handed out by Modern Healthcare and Ad Age.

Modern Healthcare: Let's start by talking about the campaigns you are being honored for with an IMPACT Award. Patrick, you humanized Cape Cod Healthcare by tapping into employees and patients in the campaign. What were you hoping to achieve?

Patrick Kane: One of the things that was a primary driver is that we’re a regional healthcare system now. We compete against Boston hospitals, which are world-class. We’ve done some pretty sophisticated things here in cardiology and neurosurgery, and we thought that would be reflected best by our patients. While we’ve become a regional referral center, and almost a tertiary hospital in the Cape Cod community, we still want to showcase the expertise that we have here and that’s personified by people.

There are only 225,000 year-round residents, so the people who come here have trained mostly in Boston, and by putting them out there, it’s shown a level of sophistication with a touch of humanizing it. They’re friends and neighbors who are highly trained experts in their field. It actually came from our CEO, Michael Lauf, who had seen something similar and thought that was a great way for us to tell our story. Staff were chosen by their directors, managers and supervisors because they embody what our mission is, and they represent the hospital well, during and after work.

MH: Dana, somewhat the same question for you. Presence Health is in a highly competitive market in Chicago and you’ve had a challenge getting a foothold, at least in name brand recognition. As you looked at what you wanted to achieve, how did Presence go about developing the strategy that culminated in the “This is Presence” campaign?

Dana Gilbert: Our research showed that about 80% of consumers want a compassionate relationship with their healthcare provider, while only about 22% actually experience it. Often patients feel as if they’re treated like a number or as part of the healthcare machine. So we looked at that and really understood what made us different. With our Catholic heritage and our patients-first mentality, we wanted to show that our healthcare professionals are really, truly caring about their patients and that we have a mission to provide quality, compassionate care.
MH: Kendra, the Avera Health campaign is a little bit different in that you looked at retooling a website that seemed a bit unwieldy, with 9,000 some-odd pages; you had subsites for almost every specialty. What was your mindset in this digital environment?

Kendra Calhoun: We had an opportunity to take a new look at what public relations is, and we defined it as including our digital strategy. Digital strategy was tucked underneath public relations for the specific reason of building a relationship with consumers, because we could see where healthcare is going. It’s about having that relationship with the consumer. We didn’t think our digital strategy could be under marketing because that’s a little bit more transactional; public relations is based on a holistic approach and establishing relationships.

Lindsey Meyers: We had a very segmented approach when we took over the website. It just didn’t make sense to the people who were going on it. We had over 9,000 pages and that equated with everyone having a piece of the pie. Instead of one page that talked about cardiac rehab and linking that to all the places we offered it, we had 30 pages that talked about cardiac rehab. We really needed to re-look at how we were doing this, so we did a lot of focus grouping with our patients. And then we also did a great amount of buy-in with our administrators to say, “This website really needs to be owned by the consumer and if it’s not, then we’re doing them a disservice.”

We put the patient at the center of every decision that we made. We heat-mapped, we did scroll mapping, we did segmenting and lots of questions back and forth with patients about what their experience was like.

MH: Have you been able to then trace that back to any changes in terms of appointments, or an uptick in terms of patient usage of Avera?

Meyers: Absolutely. We have quite a few case studies that we can point to not only with our website, but then also utilizing our customer relationship management software as far as driving extra utilization to primary care. We saw people using our forms a lot more. We saw our heart screening form, where they can get a $50 heart assessment—it’s a calcium score—go up by a 1,000% in the first year it was used. And plastic and reconstructive surgery consultation forms increased by 325%. Our bariatrics, the first year it was used. And plastic and reconstructive surgery consultation forms increased by 325%. Our bariatrics, the first year it was used. And plastic and reconstructive surgery consultation forms increased by 325%. Our bariatrics, the first year it was used.

Calhoun: And we’re able to measure that, too. Just the online women’s blog that Lindsey referenced, we have about 12,000 subscribers on that and we were able to go in there and mine the data on what patients are asking. We had 138 new patients in the first 10 months, and those new patients actually translated to $2 million of revenue.

MH: What goes into that women’s blog?

Meyers: It’s a lot of different topics encompassing our entire continuum of care. We post every day. It’s integrated fully with our website, so it links to our services and our physicians who are blogging. It can actually drive them through to schedule appointments if they like the messages they’re hearing from our physicians.

MH: Dana or Pat, have you developed specific campaigns similar to that, around a segment of your patient population or consumer population?

Kane: We haven’t done something that similar, but we have done things with our brand journalism site. We’ve had 505 stories on it in two years and we use that to position physicians as experts in our community. We’ll cite studies and interview our physicians. We publish good stories versus sales or marketing PR and we found that when we push these stories out there is an uptick in interest in the physician. We can tie these campaigns to what’s happening nationally, what the latest research is, while positioning our physicians as the local experts in healthcare, which they are.

Gilbert: We’ve really focused on using our customer relationship management tool to identify the areas that patients and our consumers are particularly interested in. We have an online magazine that we brand Refresh and we use that, we use the customer relationship management data and information to guide the content of Refresh. Consumers receive a selected sequence of information to move them along the continuum and the path as they’re seeking more information related to their condition or health and wellness, in particular. We have an open rate on these in the low- to mid-20% range, so it really indicates to us that we’re hitting on the right topics for these consumers as we work with them.
MH: Whether it’s your social media sites or online publications, how do you keep pace with the ever-changing demands of a mobile and digital audience?

Kane: I come from the advertising agency business and I’m a true believer that the work that you do, for the most part, goes into the messaging and what the consumers are looking for and what they want to hear. If you put the majority of your work into the messaging, then everything else is pushing that message out to different channels.

It used to be you could do a campaign and do newspaper, radio, television, billboards and direct mail and get 90% of the audience. Now, you’ve got 20, 30, 40 different channels and you might get 70% of the audience. But if you have good messaging that resonates with the consumers, helps them with their health, helps them with their daily life, helps them take care of their children, gives them confidence in your healthcare services, then I think you push it out to as many channels as come along and craft them and tailor them for each message.

Gilbert: We would absolutely agree with all of those components. We really put our focus in the campaign on: What was the messaging and how do we get a message that resonates with the consumers out there? And then, just work through all of the different approaches using the same look.

MH: Dana, I want to switch gears slightly. As we think about the changes that are trying to gain traction in healthcare more broadly, like the push to population health and the switch to alternative payment models, how does that factor into how you reach consumers?

Gilbert: We’ve all been talking about that connection with the consumer. A lot of the value-based components and value-based care models that are out there really do relate to connecting patients to the health system, which puts to the forefront making sure that we’re always thinking about how the consumer accesses our system. How do we engage and know that this patient, this consumer, is with us?

Like Cape Cod, and I think like Avera, we have a full continuum of care, so we also want to explain to the consumer all of the different options and be able to provide what they need, when they need it.

If a patient is trying to manage multiple chronic conditions, we want to make sure that we are thinking about how that patient connects with the system, both digitally and through our other offerings. The patient who is basically healthy, but all of the sudden has an episode and needs to access care, how does he find the right primary-care physician office, or immediate-care center, or a specialist?

Kane: One of the things that we’ve really worked hard on and actually incorporated into a hospice campaign that’s just concluded, was the notion of the full resources of Cape Cod Healthcare supporting you. It used to be people would go to their primary-care doctor and then they’d go to their specialist and then they might go to a rehab place down the road and a retail pharmacy somewhere else and maybe even go to a third-party chiropractor, whatever. Now, we’re trying to reach and educate our consumers about the full resources we have from our primary-care network, to our imaging centers, to our urgent-care centers—which are staffed by our ER docs—to our specialists, to our rehab centers, to our retail pharmacies.

Why should we get you healthy, take care of your condition and then let somebody else take care of your medications? We believe that education in the full resources of coordinated care is one way to deliver value to these consumers, and we have a lot of trust in our brand. They’ve measured it and they really like us, they really trust us, and frankly, sometimes their image of the brand is a lot higher and drives their expectations higher. We grapple with that on the customer service side, but on the marketing side, we’re able to use that image so that when we say, "The full resources of Cape Cod Healthcare," that resonates very, very positively with them. And so that’s how we’ve started to approach it. We’re going to get more and more sophisticated and almost have mass customization of our messaging.

MH: That’s an interesting idea of mass customization and the brand-driving expectations. Lindsey, from your perspective, given the pace of change, what is Avera thinking in terms of being able to stay ahead of what customer needs may be?

Meyers: We are really utilizing Net Promoter Scores and looking at how people feel about our brand and how they interact with us when they’re coming through our doors. It’s been a really interesting journey because we’re seeing Net Promoter Scores that are in the high 70s, which is as high as Apple, and we were pleasantly surprised by that.

It helps us to look at our brand as being a strength and understanding how to cross-sell to people who are looking to us for that full continuum of care. We also have to really understand what that digital patient journey is. We really focus on those diagnosis and treatment areas, because the symptom areas are really wide open and patients are willing to go to WebMD and some of those big search engines. But it’s when they get to that diagnosis and treatment area that they’re looking at who their partner is going to be to take them through this journey. That’s where we want to be, as marketers, to spend those dollars wisely in that full continuum of care.
AGENCY OF THE YEAR: StoneArch

StoneArch reaches deep into its toolbox to adapt to clients’ needs

By Paul Barr

For StoneArch, versatility is the name of the game.

The Minneapolis-based agency took home a lot of hardware from the 2017 Healthcare Marketing IMPACT Awards, garnering gold, silver and bronze prizes in two categories for very different clients.

StoneArch won gold in Website Campaign of the Year for creating a new brand look and plan for a lung cancer-related medical device produced by Veran Medical Technologies. The agency took silver for Integrated Campaign of the Year for its work with Medela and its revamped breast pump, helping to spread the word that it is now considered to be a smart breast pump. StoneArch also earned a bronze in this category for a pro bono project in which it revamped the look for One Heartland, a camp for chronically sick or bullied children.

Working exclusively in healthcare, StoneArch’s creative team was not terribly challenged in getting up to speed on the intricacies of Veran’s 3-D cancer finding tool known as the SPiN Thoracic Navigation System.

“In our experience, we know a lot about a lot of different things and a little about some things,” said Phil Hoch, executive creative director for StoneArch.

The SPiN system is described on the new site as giving pulmonologists “greater control,” so that they “can speed time to diagnosis and get the answers they need.”

“It helps these pulmonologists find their way down to these super-hard-to-reach cancer nodules,” he said. “There’s nothing out there that gives the accuracy this can.”

Prior to StoneArch swooping in though, Veran had a difficult time getting customers to fully buy in to the SPiN system. “Part of this relaunch was (driven by the fact that) they had kind of a tired old brand,” and “there was no cohesiveness” to how Veran presented itself and its cutting-edge technologies, Hoch said.

“The branding really didn’t live up to the actual product. The technology was much cooler than how we present ourselves,” said Dave Wildermuth, Veran vice president, global marketing.

So execs from Veran and StoneArch convened, using different tactics and tools—including a mood board, basically a collage evoking the campaign’s style—to create a new look and feel for how the product was presented to its intended audience.

The end result was well-received.

“Web traffic moved up tremendously and our brand awareness increased significantly,” Wildermuth said.

Creating a smart breast pump

At Medela, the goal with the revamped campaign was to introduce a new breast pump targeting a new audience—moms in the millennial generation. The campaign was intentionally directed at consumers, whereas historically it was more clinically based. Medela and StoneArch focused heavily on social and video content.

“We know that this generation of consumers has kind of a short attention span,” said Susan Rappin, vice president of marketing for Medela.

E-commerce sales on its video site doubled in the first two months after the launch and the company received 1.6 million video views immediately, Rappin said. “We were really excited about this campaign right out of the gate.”

StoneArch’s work for One Heartland resulted from a volunteer project centered around the camp, which has a broad mandate to help kids facing struggles. Previous marketing campaigns lacked focus, Hoch said, so they decided to target the fact that the camp is a safe place for kids to be with people like themselves, and feel comfortable and safe.

And importantly, he added, “still enjoy a really awesome camp experience.”
The hits keep coming for New York City-based ad agency The Bloc, which was awarded the Best in Show in this year’s Healthcare Marketing IMPACT Awards. The prize comes a year after being named Agency of the Year.

The Bloc’s 2017 gold-winning integrated campaign, “Hearing Voices of Support,” earned the Best in Show award for multimedia work toward increasing awareness of schizophrenia on behalf of patients, their families and caregivers, relying heavily on the help of the Schizophrenia and Related Disorders Alliance of America. The Bloc this year also won a bronze award for the Integrated Print Campaign of the Year.

The Bloc chose the challenge of schizophrenia awareness for a pro bono project in part because two people on the creative team have a personal connection to disease, said Sharon Howard-Butler, senior vice president and creative director for copy at The Bloc. Howard-Butler has a family member with schizophrenia and Brit Till, executive vice president and creative director, has a friend who was diagnosed with one of the various schizophrenia-related illnesses.

The centerpiece of the campaign was a series of 18 videos in which people who are directly impacted by schizophrenia—either because they’re a patient or they know someone with the condition—share their thoughts on how to improve personal connections. The interviewees talk about both the hallucinatory voices they hear and the voices of support they’d like to hear.

While having a bipolar diagnosis or, say, depression has become somewhat normalized by celebrities revealing their own experiences with those conditions, that can’t be said for schizophrenia.

“It takes quite a lot of bravery to sit there and tell the world that you have schizophrenia or a related illness,” Howard-Butler said. “You don’t really see very many of them put up their hands and say, ‘I have schizophrenia.’”

Augmenting the videos were: an art installation, a flash mob, the use of Facebook and other social media, a Times Square billboard, airline videos and print advertising. The singer Sara Bareilles authorized the use of one of her songs for the flash mob, which took place in New York City.

Linda Stalter, CEO for SARDAA, said the heavily interactive art installation was particularly successful. “Research shows it doesn’t change perception if you just talk about it,” Stalter said. “It’s very powerful.”

Interviews with attendees of the art installation, which was held in New York’s Tribeca neighborhood in May, can be viewed on the campaign’s Facebook page. They describe how their views of schizophrenia have changed as a result of the performance-art focused installation.

“It just became so much more relevant to me in so many ways,” said an unidentified attendee in a video on the website.

By Paul Barr
CAMPAIGN OF THE YEAR

**print**

**PROVIDER/INSURER**

**Gold**
- Agency/firm: blr/further
- Client: St. Bernards Healthcare
- Campaign: Mission—This is the Heart of Who We Are

**Silver**
- Agency/firm: Partners & Simons
- Client: Horizon Blue Cross and Blue Shield of New Jersey
- Campaign: Power of YES

**Bronze**
- Agency/firm: Steve Turner
- Client: Sinai Health System
- Campaign: Be Stronger. Care Harder. Love Deeper.

**SUPPLIER/VENDOR/ PHARMA**

**Gold**
- Agency/firm: Palio
- Client: Grunenthal
- Campaign: Protect the Pill, Protect the People

**Silver**
- Agency/firm: GSD&M
- Client: Walgreens
- Campaign: Let’s Grow Old Together

**Bronze**
- Agency/firm: The Bloc
- Client: The Bloc
- Campaign: Health Well Next—Spring issue

**ADVOCACY**

**Gold**
- Agency/firm: Doner
- Client: Cuyahoga County Opiate Task Force
- Campaign: Opioids: Know the Rx
CAMPAIGN OF THE YEAR: Website

PROVIDER/INSURER
Gold
Agency/Firm: Geonetric of Cedar Rapids, Iowa
Client: Avera Health
Campaign: Avera.org

Silver
Agency/Firm: TopNotch Innovative
Client: Cape Cod Healthcare
Campaign: Cape Cod Health News Brand Journalism

Bronze
Agency/Firm: Brown Parker & DeMarinis Advertising
Client: HCA Midwest
Campaign: Turn4theBetter.com

CAMPAIGN OF THE YEAR: Digital

PROVIDER/INSURER
Gold
Agency/Firm: Doner
Client: Allegheny Health Network
Campaign: Living Proof

Silver
Agency/Firm: St. Luke's University
Client: St. Luke's University Health Network
Campaign: March Gladness

Bronze
Agency/Firm: Blackbird Communications Group
Client: CareConnect Insurance Co.
Campaign: Healthier Insurance

SUPPLIER/VENDOR/PHARMA
Gold
Agency/Firm: StoneArch
Client: Veran Medical Technologies
Campaign: Veran Medical

Silver
Agency/Firm: GSD&M
Client: Walgreens
Campaign: Let's Grow Old Together

Bronze
Agency/Firm: LiquidHub
Client: AbbVie
Campaign: Puberty Too Soon

Gold
Agency/Firm: Cardinal Health / Edgarpark Medical
Client: Cardinal Health / Edgarpark Medical
Campaign: Project MVP (Most Valuable Patient)

Silver
Agency/Firm: Open Minds
Client: Otsuka America Pharmaceutical
Campaign: PsychU ‘Stigma’ Campaign

Bronze
Agency/Firm: Wunderman Health and Weber Shandwick
Client: GlaxoSmithKline, Pronamel Strong & Bright
Campaign: Pronamel Strong & Bright Enamel—Strong Looks Good on You
CAMPAIGN OF THE YEAR

direct mail

PROVIDER/INSURER

Gold
Agency/Firm: Partners & Simons
Client: Horizon Blue Cross and Blue Shield of New Jersey
Campaign: Power of YES

Silver
Agency/Firm: Weber Shandwick
Client: Sheppard Pratt Health System
Campaign: The Retreat

Bronze
Agency/Firm: Hagopian Ink
Client: Montefiore Health System
Campaign: Montefiore Gala

CAMPAIGN OF THE YEAR

audio

PROVIDER/INSURER

Gold
Agency/Firm: Wongdoody
Client: Cedars-Sinai
Campaign: We Treat Cancer with People

Silver
Agency/Firm: Blackbird Communications Group
Client: CareConnect Insurance Co.
Campaign: Healthier Insurance

Bronze
Agency/Firm: Creative Department
Client: The Christ Hospital Health Network
Campaign: Musculoskeletal radio spots

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CAMPAIGN OF THE YEAR

PROVIDER/INSURER

Gold
Agency/Firm: HY Connect
Client: Riley Children’s at Indiana University
Campaign: Change the Play Kids Club

Silver
Agency/Firm: The Christ Hospital Health Network
Client: The Christ Hospital Health Network
Campaign: Healthspirations: Wholesome Kitchen

Bronze
Agency/Firm: SPM Marketing & Communications
Client: University of Texas Medical Branch at Galveston
Campaign: UTMB Wonders

SUPPLIER/VENDOR/PARHMA

Gold
Agency/Firm: Marcus Thomas
Client: Dexcom
Campaign: Fingers Video

Silver
Agency/Firm: GSW
Client: Lilly Diabetes
Campaign: Whose Diabetes Do You Have?

Bronze
Agency/Firm: JUICE Pharma Worldwide
Client: Neurocrine Biosciences
Campaign: Take on TD

ADVOCACY

Gold
Agency/Firm: Sensis
Client: U.S. Food and Drug Administration
Campaign: Smokeless Doesn’t Mean Harmless

Silver
Agency/Firm: Ishtehari
Client: Johns Hopkins Center for Global Health
Campaign: Bright Star

Bronze
Agency/Firm: JUICE Pharma Worldwide
Client: Neurocrine Biosciences
Campaign: Take on TD

Q: What do you do to water in order to cook pasta?
CAMPAIGN OF THE YEAR  integrated

This is Presence
Agency/Firm: Downtown Partners & Beat
Client: Presence Health
Campaign: This is Presence

There’s a Gap that Exists in Arkansas
Agency/Firm: blr/further
Client: St. Bernards Healthcare
Campaign: There’s a Gap that Exists in Arkansas

Unmasking Mental Illness
Agency/Firm: Jessica Lanier Walden
Client: River Edge Behavioral Health
Campaign: Unmasking Mental Illness

PROVIDER/INSURER
Gold
Agency/Firm: Downtown Partners & Beat
Client: Presence Health
Campaign: This is Presence

Silver
Agency/Firm: blr/further
Client: St. Bernards Healthcare
Campaign: There’s a Gap that Exists in Arkansas

Bronze
Agency/Firm: Jessica Lanier Walden
Client: River Edge Behavioral Health
Campaign: Unmasking Mental Illness

SUPPLIER/VENDOR/PHARMA
Gold
Agency/Firm: Marina Maher Communications
Client: Johnson & Johnson medical devices
Campaign: JJMDC Employee Engagement

Silver
Agency/Firm: StoneArch
Client: Medela
Campaign: Medela Sonata Launch

Bronze
Agency/Firm: Equitas Health
Client: Equitas Health
Campaign: Let’s Talk About PrEP

ADVOCACY
Gold
Agency/Firm: The Bloc
Client: Schizophrenia and Related Disorders Alliance of America
Campaign: Hearing Voices of Support

Silver
Agency/Firm: Indiana Donor Network
Client: Indiana Donor Network
Campaign: Driven2SaveLives

Bronze
Agency/Firm: StoneArch
Client: One Heartland
Campaign: One Heartland

Let’s talk about PrEP
Find a PrEP provider and learn more at OhioPrEP.org.

“Is PrEP right for you?
PrEP has been shown to be 92-99% effective in preventing HIV infection when taken as prescribed.”
—Miguel Columbus

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CAMPAIGN OF THE YEAR  social media

PROVIDER/INSURER

**Gold**
Agency/Firm: Pierce Cote
Client: Cape Cod Healthcare
Campaign: We Are Cape Cod Healthcare

**Silver**
Agency/Firm: Ogilvy & Mather
Client: Aetna
Campaign: Take a Moment

**Bronze**
Agency/Firm: R2integrated
Client: Atlantic Health System
Campaign: #AskHer

SUPPLIER/VENDOR/PHARMA

**Gold**
Agency/Firm: AbelsonTaylor
Client: Sunovion Pharmaceuticals
Campaign: #MyEpilepsyHero

**Silver**
Agency/Firm: imre
Client: AstraZeneca
Campaign: Save Your Breath

**Bronze**
Agency/Firm: Avant Healthcare Professionals
Client: Avant Healthcare Professionals
Campaign: We're Hiring Nurses!

ADVOCACY

**Gold**
Agency/Firm: The Bloc
Client: Schizophrenia and Related Disorders Alliance of America
Campaign: Hearing Voices of Support