



# Live your healthy<sup>SM</sup>: A Branded Consumer Experience

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DOCTORS HOSPITAL OF AUGUSTA

## BUSINESS CHALLENGE

To most people we aren't relevant! As a percentage of the population, very few people need a total knee replacement (0.22%) or hysterectomy (0.15%). Yet, we still use mass media tactics to try to reach a very small audience. We wanted to produce more memorable and relevant content.

## Doctors Hospital of Augusta

- Located in Augusta, GA
- 354-bed hospital
- Home to a cancer center, pelvic health center, pediatric ER, orthopedic and spine unit and women's center
- Provides premier burn care at the Joseph M. Still Burn Center, the largest burn unit in the U.S.

## STRATEGY

Creating loyalty starts with telling your community what you are all about. Why do you do what you do? We've been good at treating emergencies and taking care of our patients when they need us. However, what about the 98% of the time when they aren't thinking of you? How do you stay relevant? Our strategy for the Live your healthy<sup>SM</sup> campaign was to engage with people who didn't need healthcare, and to tie all of our service lines under one inspiring umbrella. Everyone has a reason why they want to live their healthy, even if they don't know it yet. The campaign included:

- Landing page with HRAs and dynamic content
- Television commercial
- Live your healthy<sup>SM</sup> seminars
- Event sponsorships
- Employee videos
- Screenings
- Digital and social media ads
- Direct mail and email campaign with Healthgrades



## RESULTS

- Landing page generated more than 30K views
- LYH videos generated more than 250K views
- Healthgrades LYH elements generated 79.72:1 ROI with a year-over-year increase of \$14 million in new patient CM
- 3-point increase year-over-year in employee culture measures

ROI for the 2015 and 2016 Doctors Hospital Healthgrades campaigns was calculated by looking at encounters from total new patients and their contribution margin versus the cost of campaign execution.



## TAKEAWAYS

- We depend on targeted, service line marketing to reach patients at the moment they need care. However, we also realize the importance of telling the community who we are. It's not enough to just take great care of people—they expect that. What keeps them coming back is the connection they have to our hospital and employees. This is what great companies in all industries, master. The numbers show this campaign has helped us become better at it.

## GOING FORWARD, WE'LL:

- Take this campaign to more hospitals in the division
- Shoot additional commercials/employee videos
- Add a print and billboard component
- Offer more HRAs and health tools



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SYMPOSIUM 2017