



Engaging patients in preventive care

*Lifestyle Intervention Campaign (Post COVID-19)
CHI Memorial Hospital*



**PROBLEM**

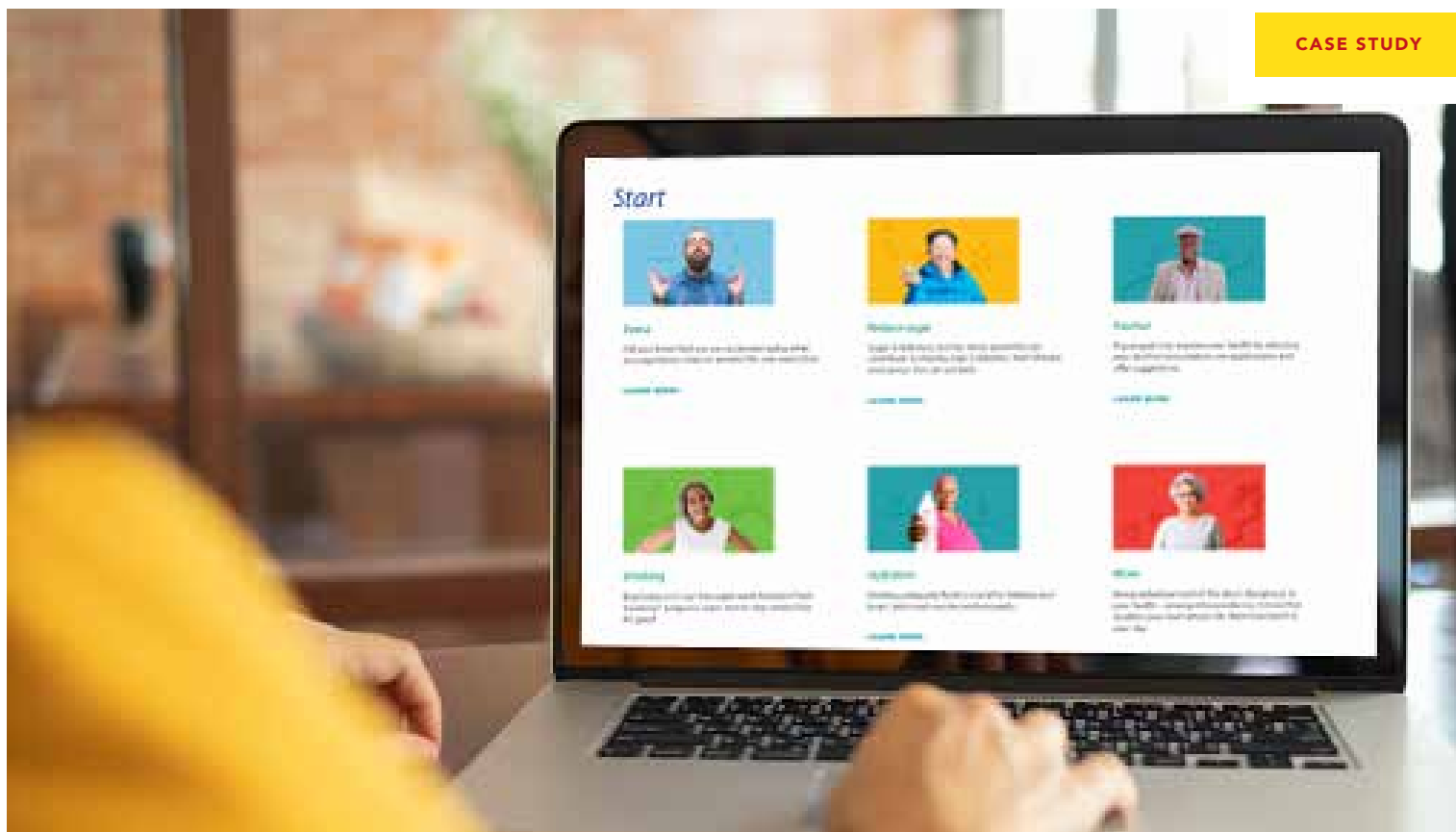
Laying the groundwork for a healthy relationship

Our client, CHI Memorial, was in the early stages of launching a new service line—but not too early to begin building patient relationships.

According to research conducted on behalf of the hospital by *Klein & Partners*:

1. At least 36 percent of consumers in the CHI Memorial service area who had specific health conditions were self-aware of their condition and risk factors and open to an invitation to make healthy lifestyle choices.
2. Consumers were more likely to take the counsel of a primary care physician concerning which specialist they should see versus conducting their own research.

Additional research from the *American Psychological Association* indicated that people in general had developed unhealthy habits during COVID-19 lockdowns. And, a *TIME-Harris Poll* revealed people had put off routine care and screenings due to COVID-19 concerns.



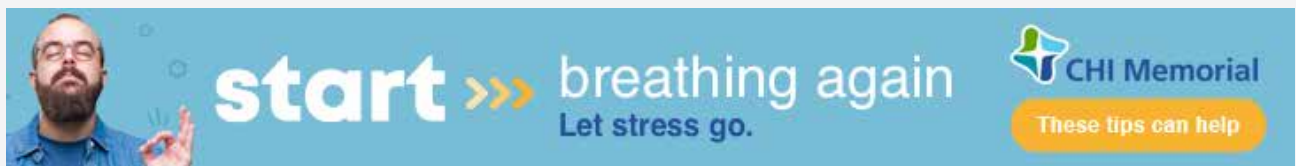
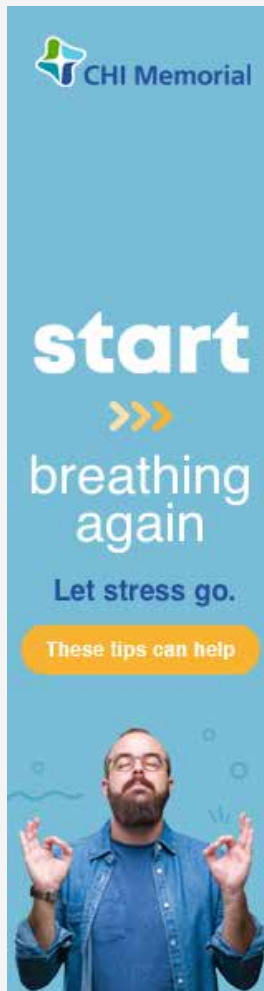
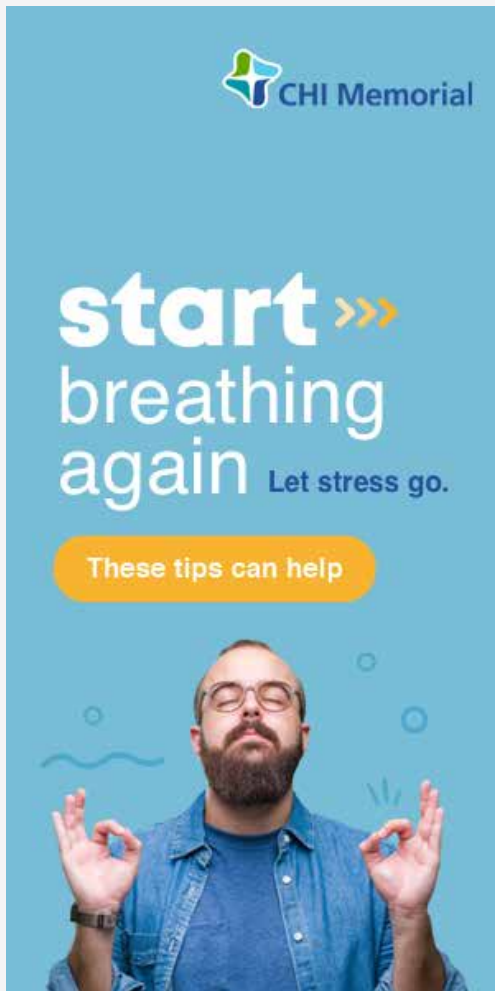
STRATEGIC SOLUTION

No time to waste

We recognized that this was the perfect opportunity to connect with audiences who were ready to get off the couch and were open to healthier lifestyle messaging—especially those at high risk. Our strategy included creating a lifestyle intervention campaign that would:

1. Engage audiences in making conscious, simple changes to increase health and wellness.
2. Encourage audiences to access CHI Memorial lifestyle resources.
3. Move audiences into making appointments with CHI Memorial primary care physicians.
4. Track audiences throughout their journey to CHI Memorial.

We used an approach that invited people to simply start—because we all know that starting is often the hardest part of any lifestyle change. The prompt to start acted as a baked-in call to action.

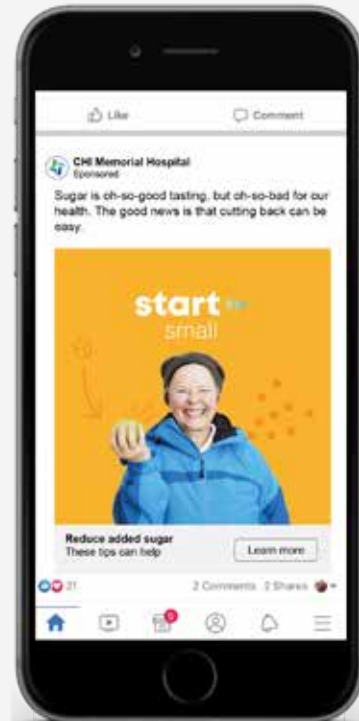
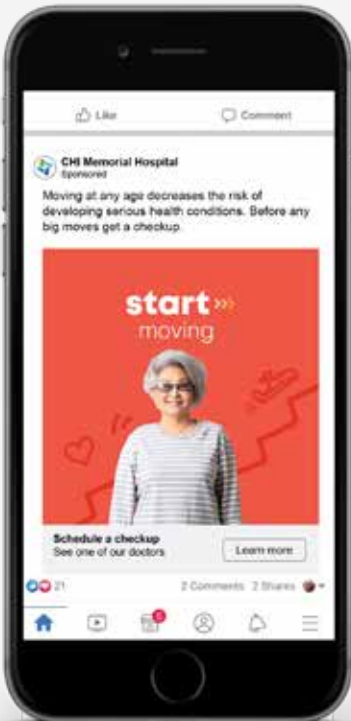
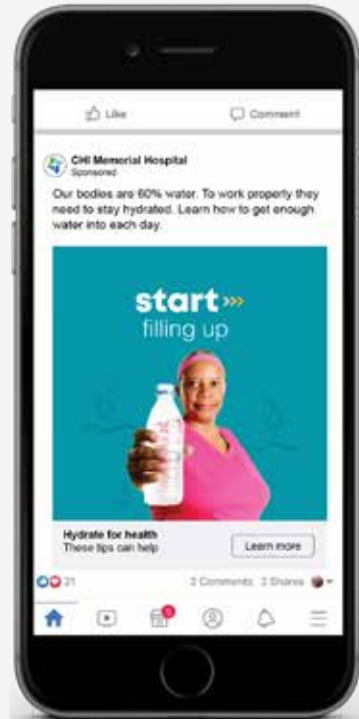
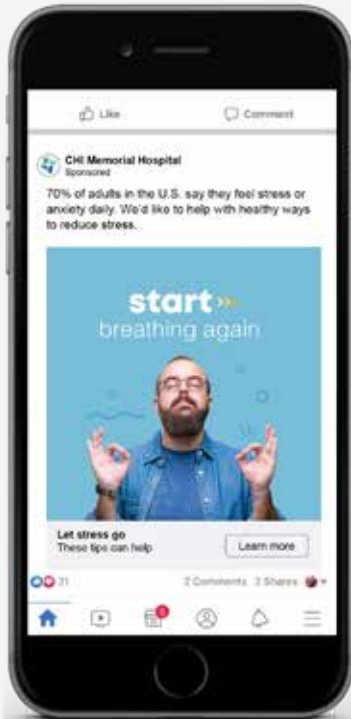


Digital Ads

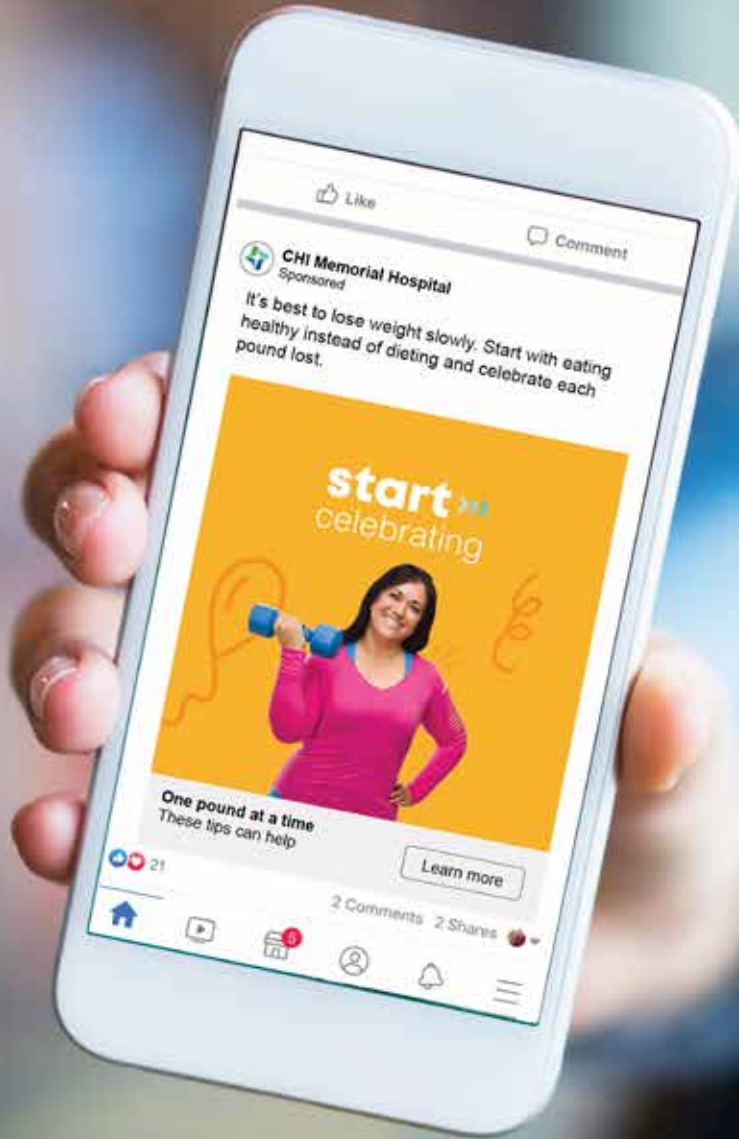
The campaign was fun, approachable, non-preachy and non-threatening. It addressed audiences' top-of-mind concerns at an opportune time—when they were ready to move out of the unhealthy habits they had developed during COVID-19 lockdowns. And, it presented CHI Memorial as a solid resource for tips, inspiration and the place to begin (or continue) a relationship with a CHI primary care physician.



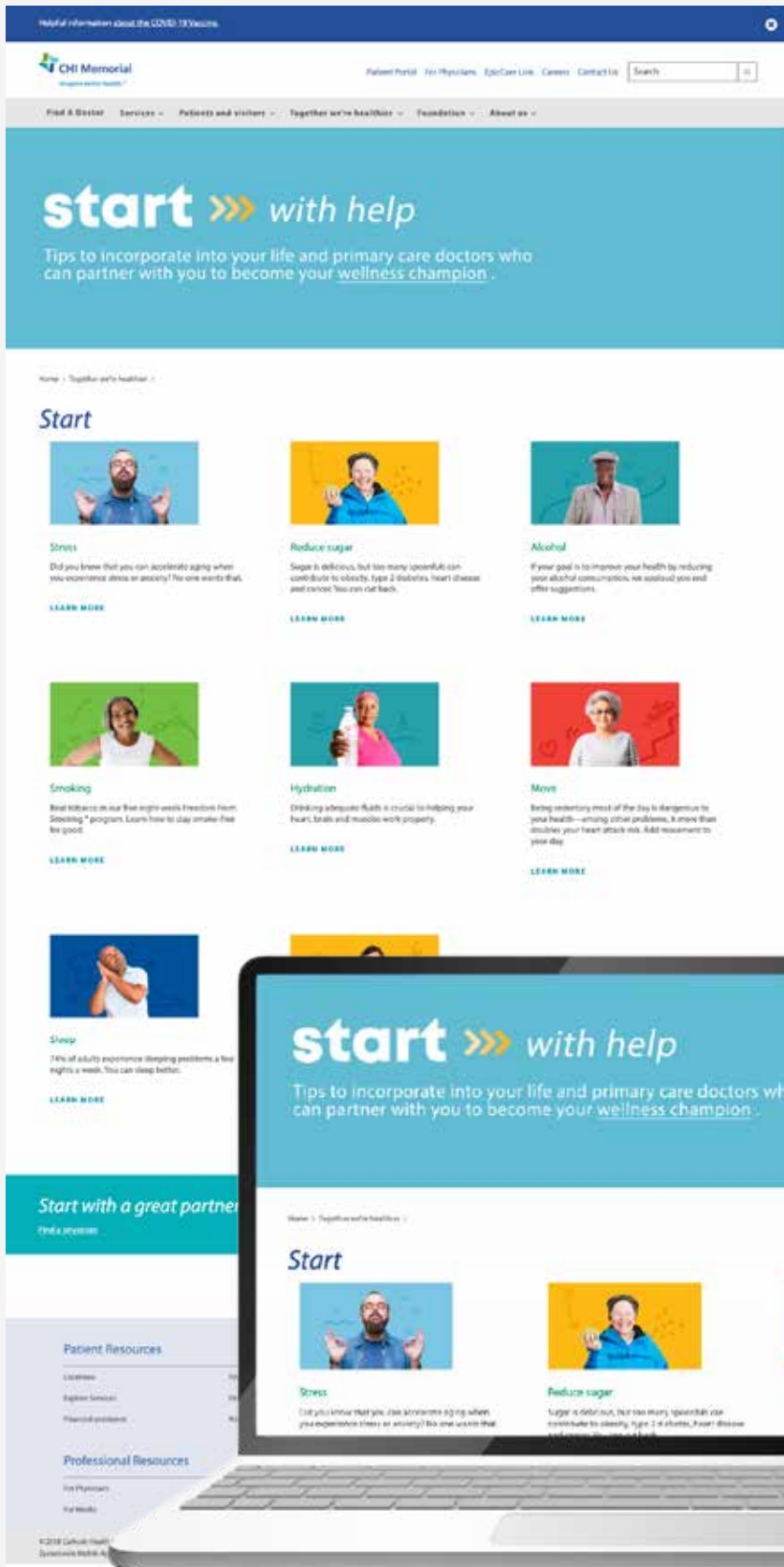
Digital Ads



Social Ads



Facebook Ad



Landing Page
www.memorial.org/en/together-were-healthier/Start



Videos



9,689 NEW PRIMARY CARE APPOINTMENT REQUESTS

RESULTS

Within the first 60 days of the campaign, nearly 10,000 prospective patients clicked from the advertising to view and request appointments with CHI Memorial physicians.

Which goes to show: meet your prospective patients where they are, offer compassionate support, and invite them to take the next step in their healing journey. And they will.

Hailey Sault is a health care marketing firm specializing in human connection. We work with brands across the country to deliver patient acquisition, engagement, and advocacy.

We believe that great insight, blended with resonant, artful messaging, is why the results we achieve are remarkable. We do this by studying the patient's journey throughout their lifetime to know when and how to connect with them: so they connect with you.

Whatever your goal, whatever your destination, we say: let's go.

WELCOME
TO THE
Pursuit ✖