An Organized Approach to Healthcare Content Marketing

February 19, 2015
What’s driving marketing communications today?

1. Media Convergence
2. Content with Purpose
3. Analytics Driven
Media Convergence

PAID MEDIA
(requires a media buy)
- Digital and print advertising such as banner ads or rich media
- Social media advertising such as promoted posts or tweets

OWNED MEDIA
(wholly owned by brand)
- Branded blogs
- Microsites
- Social media channels such as Facebook, Twitter or LinkedIn

CONVERGED MEDIA

EARNED MEDIA
(user-generated content, media relations)
- Media features, news articles and op-eds
- Social media posts such as tweets, likes, comments or shares
Content with Purpose

**WHY**
do you want to communicate?
Enhance reputation
Foster engagement
Support sales
Differentiate
Create affinity
Be a thought leader
Build awareness

**WHO**
do you need to reach?
Prospects
Customers
Influencers
Employees
Leadership
Investors
Media
Donors

**WHAT**
do you have to say?
Statistics
Trends
News / Culture
Expertise
Brand Messages
Points of View
Breakthrough

**HOW**
can we get the word out?
Videos
Emails
Newsletters
Infographics
White papers
Social media
Webinars / live chats
Podcasts
Mobile apps
In-person events
Print magazines
Books / Ebooks
Case studies
Games
How to guide / Demos
Reviews
Comics

**WHEN**
is the best time to reach them in the relationship?
Awareness
Interest
Desire
Action
Using Content to Rebrand and Reposition
UF Health
There were two distinct brands within the system
One over-arching brand was created
Patient stories served as content
Stories were told across multiple media platforms
Good content was shared by employees
Good content results in favorable outcomes

<p>| | | | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>NEW FANS</strong></td>
<td><strong>VIDEO VIEWS</strong></td>
<td><strong>PHOTO VIEWS</strong></td>
<td></td>
</tr>
<tr>
<td>2,487</td>
<td>12,651</td>
<td>20,796</td>
<td></td>
</tr>
<tr>
<td><strong>LIKES</strong></td>
<td><strong>SHARES</strong></td>
<td><strong>COMMENTS</strong></td>
<td><strong>REACHED</strong></td>
</tr>
<tr>
<td>2,942</td>
<td>277</td>
<td>163</td>
<td>820,000</td>
</tr>
</tbody>
</table>
Using Content to Establish Thought Leadership
Deloitte Health
Core content was parsed into smaller, specialized segments

Workforce Reporting and Analytics
The three-minute guide

Finance analytics
The three-minute guide

Risk analytics
The three-minute guide
Infographics illustrated long-form content for short attention spans
Content was used to engage audiences through LinkedIn polling.
@DeloitteHealth: Steps to Enhanced Content Marketing

<table>
<thead>
<tr>
<th>Category</th>
<th>Socializing Dbriefs and webinars</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>• Assign hashtags to track conversations</td>
</tr>
<tr>
<td></td>
<td>• Live tweet webinar content</td>
</tr>
<tr>
<td></td>
<td>• Follow participants and generate leads</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Category</th>
<th>Socializing studies</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>• Optimize format for social platforms</td>
</tr>
<tr>
<td></td>
<td>• Utilize relevant hashtags and existing conversations</td>
</tr>
<tr>
<td></td>
<td>• Identify and promote to social influencers</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Category</th>
<th>Socializing conferences</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>• Monitor and use conference hashtags</td>
</tr>
<tr>
<td></td>
<td>• Follow and connect with conference attendees</td>
</tr>
<tr>
<td></td>
<td>• Align collateral and messaging with social efforts</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Category</th>
<th>Identifying opportunities to connect</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>• Track current conversations</td>
</tr>
<tr>
<td></td>
<td>• Identify opportunities to respond or offer relevant information</td>
</tr>
<tr>
<td></td>
<td>• Generate traffic to website or blog</td>
</tr>
</tbody>
</table>
Actual results after smart targeting

Followers are flocking. Faster.

We are attracting followers twice as fast as at the start of the year.

At the current growth rates, we are gaining 500 new followers per month.

Jan. 2, 2012
Jan. 15, 2013
Feb. 17
Apr. 17
June 10
Sept. 26
Nov. 23

Days needed to reach 1,000 new followers

106
84
78
58
53
17,000

© 2013 Capstrat LLC. All Rights Reserved.
Using Content to Increase Patient Enrollment
Carolina Advanced Health
For Carolina Advanced Health, an innovative collaboration between UNC HealthCare and BCBSNC, non-traditional media drove patients to a non-traditional practice.
Welcome to the revolution.

Carolina Advanced Health is changing expectations of what health care can and should be. It's a new, comprehensive approach. One where doctors and medical professionals from multiple disciplines collaborate with each other (and you) to set achievable health goals.

Many disciplines. One team. Built around you. Take the tour to learn more.
The campaign more than doubled the number of patients in the first six weeks, setting the practice on a path to reach its goal by year end.
Thank You

Angela Connor, SVP, Group Director, Media

Kelly Calabria, SVP, Group Director, Healthcare