

CASE STUDY (De-identified for client privacy)

Digital Agency Using BrightWhistle for Healthcare Clients
Assessment and Prevention – Direct Response

Example Campaign

General Health System
Did you know that 1 in 8 women will be diagnosed with breast cancer in their lifetime? Breast cancer can run in families but most of the time the risk of developing breast cancer is determined by lifestyle and personal health history factors. These factors may or may not be things you can change. Take our free Breast Cancer Risk Assessment to explore your risk of breast cancer and what you can do about it. Early detection is key to successful treatment.

Click here to take our free Breast Cancer Risk Assessment
Or call (512) 843-8245 to reach our Nurse Hotline

No matter your emergency, we're ready. We have been providing quality



Questions - General Background

Age: 38 years

Gender: Male Female

Height: 5 feet 10 inches (172.2 cm)

Weight: 120 pounds (54.4 kg)

Ethnicity: White (Select your answer)

Smoking: Never smoked

Weekly exercise: 10-14 hours of moderate activity, 1-9 hours of vigorous activity

How did you hear about this website? Social Media

Primary care physician: I have a primary care physician, My last check-up was less than 1 year ago

What is breast cancer? Cancer starts with cells that change and grow out of control. Most cancer cells form a lump or tumor. Some breast cancers stay in one place in the breast and do not spread to other parts of the body. Other breast cancers spread and damage other tissues of the breast or nearby lymph nodes (breasts) and are the most serious type. Most lumps are not cancer and are not life-threatening. Breast Cancer Basics

Background

A leading healthcare system located in the southern region uses online Health Risk Assessments (**HRA**) to identify prospective patients who have a high risk for developing various medical conditions (breast cancer, prostate cancer, stroke, and more). **Early identification** can lead to **preventative care**, which greatly benefits the patient and also **reduces healthcare costs** to the provider and payor.

This healthcare system was using traditional methods, including direct mail and organic SEO, for raising awareness of the HRAs which made the ROI hard to determine. Their digital agency (**Gray Digital**) suggested implementing BrightWhistle for a targeted Facebook marketing campaign designed to identify high-risk prospective patients through social media.

Challenge

The end of the year was rapidly approaching, and **time and budget were limited**. Could the campaigns be launched rapidly? Would there be sufficient results in such a short period of time to justify campaign expansion in 2014? Social media also added two new complexities to the mix:

1. Would patients engage with an HRA in a social setting?
2. How would mobile affect HRA completion rates?

Approach

Gray Digital used **hidden News Feed-only posts** as part of several targeted Facebook campaigns to drive quality traffic to the HRAs. Success would be measured based on 3 criteria:

1. Rapid Results: Time to launch, time to results.
2. Cost-per-HRA: Which HRA would be most cost-effective?
3. Quality of the HRA: Would completion % be high?



“What impresses me about BrightWhistle is the simplicity in which you can make good decisions.”

– Reed Smith, Chief Social Strategist, Gray Digital

Health Risk Assessments

- Heart
- Breast Cancer
- Prostate Cancer
- Stroke Risk
- Colorectal
- Hip & Knee
- Neck & Back

Over **90%** of **HRA**s were completed via mobile



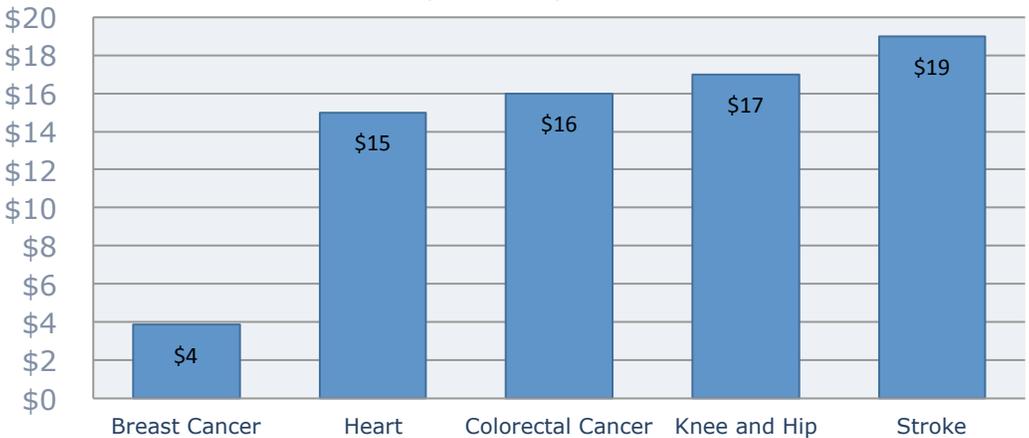
Results

The initial launch of five HRA campaigns took **less than 5 business days** from concept, to creative, to post, to live results. Previous direct mail and SEO solutions took several months to design, implement, and measure.

In addition to this **rapid impact**, Facebook showed dramatically faster and higher quality results. Using BrightWhistle enabled Gray Digital to specifically measure which targeting worked best for each individual HRA and adapt the campaign by increasing budgets in successful campaigns and phasing out ineffective ones.

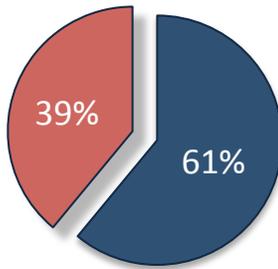
Currently HRAs are being completed at a rate of **over 100 per week**, and the success produced a multi-service line campaign expansion within the health care system.

Cost-per-Complete HRA

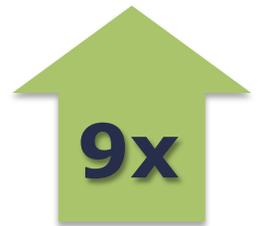


HRA Patient Analysis

- Med-Low Risk
- High Risk



Increase in Completion %



Increase in Completed HRAs



For more info:

Brightwhistle.com/contact
 Facebook.com/BrightWhistle
 @BrightWhistle
 (877) 941-2454

Gray Digital is a full-service interactive agency with a specialization in healthcare. In 2012, Gray Digital established the Social Health Institute to expand their leadership in healthcare marketing.