

DECODE

WE IDENTIFIED A CV AUDIENCE WE COULDN'T AFFORD TO IGNORE.

Franciscan Missionaries of Our Lady Health
System Heart Month Campaign

What does it take to surpass a client goal by 97%? We increased patient volumes through audience research, a resource hub, and a lot of heart.

THE CHALLENGE

Making heart health too bold
to ignore

Like most healthcare systems in 2021, Franciscan Missionaries of Our Lady Health System (FMOLHS) was looking to get patients

back into their hospitals and offices as COVID-19 restrictions began to lift. And in a scenario where our client was already looking to drive patient conversion, there was an added factor: a larger-than-ever CV patient pool caused by both the sedentary lifestyle most people fell into during lockdown and the biological impacts of the COVID-19 virus on the heart.

The ask: Develop a Heart Month campaign that would go beyond just creating awareness in the community of those who were at risk for cardiovascular disease. How? By actually delivering 200 heart screening appointments in 30 days.

THE RESEARCH

Or, as we call it, discovering the true heart of every campaign.

With this particular campaign, it wasn't just about your typical cardiovascular audience — 40+ and predominantly male. It required a true, in-depth understanding of the current,

post-pandemic health landscape and the factors and people that influence your primary audience. We chose to narrow in on three key audiences:



Those who had delayed their cardiovascular care

According to a [JAMA Network survey](#), more than 40% of people delayed care during the pandemic — including those with chronic cardiovascular conditions. This surge in delays was due largely to fear of catching a severe case of COVID-19, considering patients with chronic heart conditions are categorized as high-risk. However, those who had been putting off their regular care didn't realize that by not managing their chronic condition, they were putting their overall health at greater risk.



New CV patients

Although long-term COVID-19 had become a hot topic, a large number of people weren't aware that they could have developed a new chronic cardiovascular condition in as quickly as a few months — or even weeks — after a COVID-19 diagnosis. In fact, risk of heart failure after a COVID-19 infection increased by 72%. Not to mention, the sedentary lifestyle many people adopted during the pandemic increased their risk of heart disease.



Gatekeepers

Men are, historically, the cornerstone of any CV campaign audience. But one of the unique pieces of information we discovered in our research was that although men are a key target audience, it was often the women in their lives who were primarily making healthcare decisions for them. In fact, the U.S. Department of Labor reported over 80% of healthcare decisions are made by women.

Even though we had three different audiences, each had two things in common:

1. Ignorance isn't bliss when it comes to cardiovascular care.
2. The individuals in each audience group had someone influencing the decision-making process.

What do those two things mean? Sometimes, educating the community isn't about talking exclusively to the patient — you have to bring other players into the mix.



THE STRATEGIC APPROACH

How do you define "Ignorance isn't bliss"?

How do you make sure your audience can't ignore their heart health? With intentionally bold — and we do mean bold — creative that captures someone's attention. We centered our approach around the small, humorous moments of everyday life. Things like a tacky Hawaiian shirt or a sink full of dirty dishes. These ads showed our audience, especially those who had delayed care, that there are some things you can ignore in life, but your heart health isn't one of them.



Once we had their attention, our key focus was on educating CV patients that were newly at risk — which made the heart HRA a key component of our campaign — helping to identify those who might benefit from a cardiovascular screening.

We developed a campaign you couldn't help but notice.

As we saw in our research, a key audience in driving those cardiovascular screenings was not actually the patients themselves but their loved ones. Creative targeting this audience revolved around not letting someone's heart health be one of the things you brush aside in life, with various headlines making statements such as, "Ignore Mom's bling, don't ignore her heart health."



THE CREATIVE

Humor and vibrance became the heartbeat of our ads.



**Ignore her glasses,
but don't ignore her heart.**

Take Our Heart
Health Quiz



Digital ads drew the eye and prompted clicks through a heart health quiz.

A series of full-page print ads centered on the unique qualities of the people we love.

THE ROLLOUT

AKA, how we deployed the tactics that got their heart rates up.

With the creative messaging complete, the campaign's focus centered around reaching our key audiences across Louisiana and Mississippi through an integrated campaign that would drive results.

We established a resource hub — a CV microsite that reinforced the "Ignorance isn't bliss" message. This hub allowed individuals to understand their true risk for cardiovascular disease, read educational pieces on prevention, and learn more about cardiovascular services at FMOLHS.

We drove people to this landing page through an omnichannel campaign which included print, outdoor advertisements, radio, and digital approaches.

The traditional tactics really focused on gaining widespread awareness, as well as giving the community a moment to pause just long enough to spark curiosity that would lead them to the microsite and evaluate their level of cardiovascular risk.

On the non-traditional side, we leveraged precision targeting through digital channels to speak in a more one-to-one fashion with unique messages catered specifically to each of our core audiences:

Those who had delayed their cardiovascular care:

For this audience, we leveraged diagnostic codes and prescription data to target patients with conditions such as hypertension or coronary artery disease. We also called on prescription data to reach people taking heart medications like Eliquis. Using this data, we were able to promote display and social ads to the correct audiences, with messaging centered around the importance of not delaying chronic condition management.

New CV patients:

We once again leveraged both social media and display ads as a way to share educational resources — specifically about the increased risk of heart disease in post-COVID-19 patients — by targeting those who recently had it.

Additionally, we provided educational pieces that talked about the lifestyle changes that came with the pandemic, which put a larger portion of the community at higher risk of cardiovascular disease.

Gatekeepers:

Last — but certainly not least — we targeted our gatekeepers, who we identified as women who either were 40+ and married or an adult child who had a living parent. We reached them primarily through social media, with a focus on education and messaging around the influence they could have on their loved one's healthcare.

THERESULTS

Debriefing the heart of the matter.

So how did it all work out? Not too shabby, if we say so ourselves.

Not only did we reach over 3.24 million people in Louisiana and Mississippi with a campaign that even had the cardiologists' hearts skipping a beat, but we were also able to surpass our client's goal of cardiovascular screenings by 97%.

The cherry on top? We brought communities across the region one step closer to better heart health.

