

Building Favorability With Blog-Based Storytelling

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 Health Care

A Little Background...



6 Hospitals



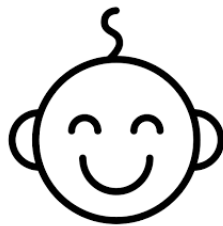
50+ Clinics



600+ Doctors



80+ Specialties



25+ Pediatric
Specialties

=

**We offer a lot
of services
and do a
lot of things**

Despite All We Do, Consumer Perception Told a Different Story

“If you have something wrong and you have to see a specialist, that’s the place to go in mid-Missouri.”

“It’s a teaching hospital.”

“I assumed I’d have to travel to St. Louis or Kansas City.”

“It’s where you go for trauma care.”

“Academic medicine sounds like it’s implying that the research person is administering the care. And I want someone who is actually a caregiver.”

Consumer Perception 2019

▶ Where we ranked high:

- State-of-the-art tech
- Widest range of specialists and services
- Teaching the next generation of doctors
- Being a leader in medical research

▶ What we ranked lower in:

- Overall quality of care
- Relentlessly pursuing excellence
- Being easy and convenient to use
- Coordination of care

Consumer Perception 2019

▶ Where we ranked high:

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- Widest range of specialists and services
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- **Coordination of care**

Humanizing Brand Experience Rankings

- ▶ Reputational study via Monigle, based on four factors:
 - Sensorial – how people **sense** your brand
 - Intellectual – how people **think** about your brand
 - Emotional – how people **feel** about your brand
 - Behavioral – what people **do** with your brand

- ▶ MU Health Care was 108 out of 204 health systems nationwide

Humanizing Brand Experience Rankings

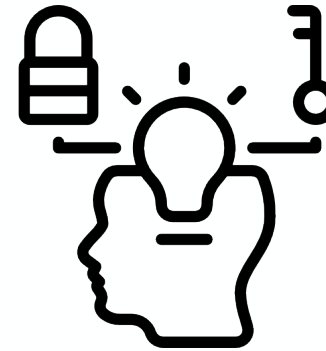
► Where we ranked above average:



SENSORIAL

Score: 73 Average: 60

Attraction, Impression,
Environment, Prevalence, Buzz



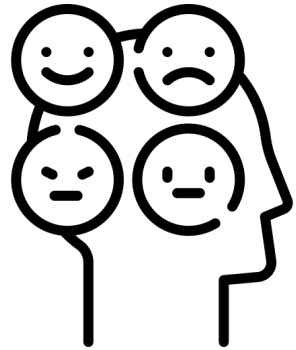
INTELLECTUAL

Score: 73 Average: 66

Quality, Best People,
Coordination, Innovation

Humanizing Brand Experience Rankings

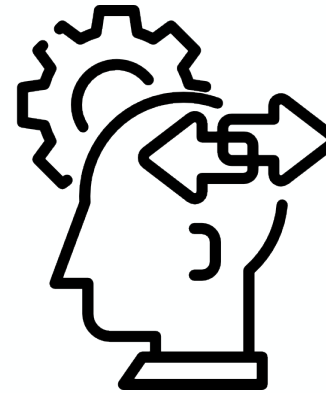
► Where we ranked below average:



EMOTIONAL

Score: 48 Average: 58

Confidence, Success, Well-Being,
Belonging, Excitement



BEHAVIORAL

Score: 32 Average: 43

Enhancement, Stress-Free,
Continuity, Participation

What That Told Us...

1

CONNECT EMOTIONALLY

Connect on a deeper level and go beyond the functional table stakes of health care

2

ADDRESS EXPERIENCE GAPS

Help create an experience that makes people's lives better and changes health behaviors in a positive way

3

DIFFERENTIATE FROM OTHERS

Uncover a piece of our brand and stay true to it through consistent delivery and communications

Looking at Our Content Strategy

▶ What we did well:

- Patient stories
- Magazines
- Media partnerships
- Treatment pages

▶ What we lacked:

- Consistent blog presence
- Feel-good content
- Trending topics
- Patient perspectives
- Provider perspectives

**Introducing
Live Healthy**

Live Healthy

- Digital health and wellness newsletter
- Authentic explorations into relevant health topics
- Three articles, once a month
- Conversation starter and relationship builder rather than hard CTA
- MU Health Care voice with a conversational, down-to-earth tone

 Health Care

Live **HEALTHY**

Hi Amanda! We're taking notes from August and starting and ending the same way the month did: In honor of World Breastfeeding Week (August 1-7) and Black Breastfeeding Week (August 25-31). But of course, we've got some other fun facts and advice "noodled" in. Wait for it...



Planning to Breastfeed? 7 Facts to Guide Your Expectations

Are cracked nipples normal? Should newborns be on a breastfeeding schedule? Why am I leaking? Here's everything you need to know if you're planning to breastfeed.

[DO TELL](#)

Live Healthy

► Goals:

- To build MU Health Care's image and reputation in health and wellness
- To connect with consumers and provide practical healthy living strategies and advice
- To support key priorities through consumer-based content, when appropriate

► Target:

- Women, ages 25-50

The screenshot shows the LiveHEALTHY website homepage. At the top, the logo "LiveHEALTHY" is displayed in yellow and black, followed by navigation links: "Sign Up for Our Newsletter", "Our Picks", "Popular Stories", "Contact Us", and a search icon. The main header image features a close-up of a doctor examining a patient's mouth with a dental mirror. Below this image is a featured article titled "6 Must-Ask Questions When You (or Your Child) Are Sick" with a "Read more" link. A section titled "Our Picks" contains four smaller article thumbnails: "Called Back After Your Mammogram? Answers to 5 Common Questions" (Women's Health), "Are Plants and Dairy the Newest Powerful Superfood Pairing?" (Healthy Living), "Did You Know: Growing Pains Aren't Real — 5 Facts About Pain in Growing Kids" (Child Health), and "Building Breastfeeding Support for Black Women" (Real Talk). At the bottom, a "GUEST BLOG" section features a circular profile picture of a woman and a child, with the title "So This Is What It Feels Like to Be a Parent" — Overcoming Postpartum Depression" and a short excerpt of the article. A "Read More" link is provided at the end of the excerpt.

Choosing Content

What are our **strategic priorities**?

What **campaigns** are running or coming up?

Do we have anything **timely** coming up?

Do we have any **service lines/providers** that need a little love?

What health topics are **trending**?

What **questions** is our target audience asking?

What are some practical **health tips** not many people know?

Where are there **gaps in patient experience**?

Is there a patient/provider with a **strong message or experience**?

What's the **unique spin** on it?

How do we **differentiate** our brand?

How can we **empower** our readers?

Some Guidelines

▶ Headlines need a unique spin

- Signs You May Be Overly Stressed

vs.

- Sorry to Tell You, But Your Weirdest Symptoms May Just Be Stress

▶ Content must be simplified, but not simplistic

- “Make goals that are attainable.”

vs.

- “Focus on what you will do instead of what you won’t.”

▶ Emphasis and personality > AP guidelines and “doctor speak”

- “The “bad” protein is defeated and everything from the vaccine is gone — except! Those precious memory cells.”

Putting It Into Action

► Service Line Love: Pelvic Floor Therapy

<https://www.verywellhealth.com> › ... › Physical Therapy

Pelvic Floor Therapy: Purpose, Benefits, What to Expect

Sep 26, 2022 — **Pelvic floor therapy** involves physical methods of strengthening and/or relaxing the muscles of the pelvic floor to help improve core ...

<https://my.clevelandclinic.org> › health › diseases › 144...

Pelvic Floor Dysfunction: Symptoms, Causes & Treatment

May 26, 2020 — **Pelvic floor physical therapy**: Physical **therapy** is commonly done at the same time as biofeedback **therapy**. The **therapist** will determine which ...

<https://www.regionalonehealth.org> › East Campus


When should I see a pelvic floor therapist, and what can I

Jan 27, 2020 — **Pelvic floor therapy** also has a number of applications for pregnant women and women who have recently given birth. It can help with everything ...

Putting It Into Action


► Kegels Don't Fix Everything — 6 Surprising Facts About Pelvic Floor Therapy

- Still covered symptoms
- Still covered who it's for
- Still covered therapy types
- Still had CTA pointing to providers
- Met people where they were at
- Empowered readers

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[HOME](#) / [KEGELS DON'T FIX EVERYTHING — 6 SURPRISING FACTS ABOUT PELVIC FLOOR THERAPY](#)

Kegels Don't Fix Everything — 6 Surprising Facts About Pelvic Floor Therapy



People say you don't know what you've got until it's gone. They're usually talking about love and money. But for many women, especially if you've given birth, the saying may also apply to your pelvic floor. Here's why.

Your pelvic floor has important jobs — it supports your abdominal organs, helps you go to the bathroom (or hold it in) and allows for pain-free sexual intercourse. When everything works as it should, you probably don't give it a second thought.

But if your pelvic floor is dysfunctional (yes, that's a thing) or the muscles are weak, you'll suddenly be very aware of it. It could mean less control of your bladder (urinary incontinence), painful sexual intercourse or pelvic organs that slip down into your vagina (pelvic organ prolapse).

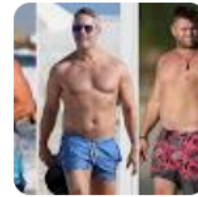
Putting It Into Action

► Trending Topic: Dad Bods

<https://nypost.com> › 2021/03/25 › dad-bods-are-the-bi... ⋮

'Dad bods' are the biggest turn-on for singles amid pandemic

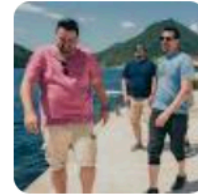
Mar 25, 2021 — A 2019 Planet Fitness survey found that 61% of respondents said men with **dad bods** are “sexy” — a stat that was 10% higher than in 2018.



<https://www.menshealth.com> › fitness › what-is-dad-bod ⋮

What Does It Even Mean to Have a 'Dad Bod' Anymore?

Jan 29, 2021 — The phrase "**dad bod**" refers to an average guy who doesn't have a lean, shredded physique. He might instead have a paunch or visible beer ...



\$25.00

<https://www.urbandictionary.com> › define › term=Dad ... ⋮

Dad bod - Urban Dictionary

1) "**Dad bod**" is a male body type that is best described as "softly round." It's built upon the theory that once a man has found a mate and fathered a child, ...

Putting It Into Action

▶ The Science Behind the “Mom Bod”: Permanent and Temporary Changes Caused by Pregnancy

- Positioned us as experts
- Educated women in a way that empowered them
- Reframed the conversation in a positive way

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[HOME](#) / [THE SCIENCE BEHIND THE “MOM BOD”: PERMANENT AND TEMPORARY CHANGES CAUSED BY PREGNANCY](#)

The Science Behind the “Mom Bod”: Permanent and Temporary Changes Caused by Pregnancy

By: Megan Johnson, MD



Putting It Into Action

► Campaign: Interventional Psychiatry

<https://www.jnj.com> › health-and-wellness › 4-facts-abo... ⋮

4 Things We Now Know About Treatment-Resistant Depression

Apr 30, 2018 — Imagine being **depressed** and trying **medication** after **medication**—only to find none work. That's the plight of people with **treatment-resistant** ...

<https://www.webmd.com> › Depression › Guide ⋮

Treatment-Resistant Depression - WebMD

May 2, 2022 — This might include different drugs, therapy, and other treatments. If you're still struggling with **depression** despite **treatment**, here's what you ...

<https://www.ncbi.nlm.nih.gov> › articles › PMC6982454 ⋮

Management of Treatment-Resistant Depression - NCBI

by D Voineskos · 2020 · Cited by 126 — Major **Depressive** Disorder (MDD) and associated mood syndromes are among the most common psychiatric disorders in specialist and general...

Putting It Into Action

► It Ketamine the Latest Psychedelic Breakthrough in Treating Depression

- Psychedelics in depression is a trending topic
- Positioned us as experts
- Explained interventional psychiatry in a tactile way

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[HOME](#) / IS KETAMINE THE LATEST PSYCHEDELIC BREAKTHROUGH IN TREATING DEPRESSION?

Is Ketamine the Latest Psychedelic Breakthrough in Treating Depression?



Psychedelics (also known as hallucinogens) are mind-altering substances that can alter your perception, mood and reasoning. But researchers are finding psychedelics may offer more than just an escape from

Putting It Into Action

► Priority Service Line: Oncology

Family Time Means More Than Ever For Columbia Breast Cancer Survivor

After turning 40, she had scheduled her first mammogram, following the advice of doctors who recommend the procedure at that age. But about a month before her appointment, she felt a lump in her left breast one evening as she was getting ready for bed.

Ellis Fischel Gives Columbia Woman Peace of Mind During Breast Cancer Journey

As a marketing director, Allison Kurpius' job is to view the world from the point of view of others and consider what messages might resonate with them. But after Kurpius was diagnosed with breast cancer, she saw firsthand the impact and importance of promoting breast cancer awareness.

With Breast Cancer Now Behind Her, Columbia Woman is Ready to Celebrate

Last December, a heaviness hung over Christie McCullough's holiday season. She had just learned that the lump she noticed while reading in bed was breast cancer. But McCullough and her husband, Michael, wanted their 11-year-old son, Jacob, to have a carefree Christmas, so the hard conversation about tumors and treatment would wait.

Putting It Into Action

- ▶ **10 Days Left With the Girls: One Woman's Countdown to a Double Mastectomy**
 - Emotional journey
 - Praised our surgical team and services
 - Genetic testing component
 - Linked to breast cancer health risk assessment

10 Days Left with the Girls: One Woman's Countdown to a Double Mastectomy

By: Christina H.



Diagnosed with breast cancer in early 2020, Christina Holzhauser recalls her personal journey preparing for a double mastectomy.

Feb. 15: So You Have Breast Cancer

Three weeks ago, I had a mammogram. Then another. Then a biopsy. Then they called to say I have cancer, but the best kind. I've spent hours weighing my options. My biological mother had breast cancer when she was 32 and my biological grandma when she was 70. There didn't seem to be much of a choice.

In 11 days, I'll no longer have breasts.

Defining Success

Defining Success

▶ Email

- Subscribers
- Click-to-open rate
- Story click-through rates

▶ Website

- Page views
- Time on page
- SEO ranking
- Click-throughs on CTAs

▶ Organic social

- Engagement (likes, comments, shares)
- Reach

Defining Success: Email

Subscribers: 600+
As of Oct. 2022

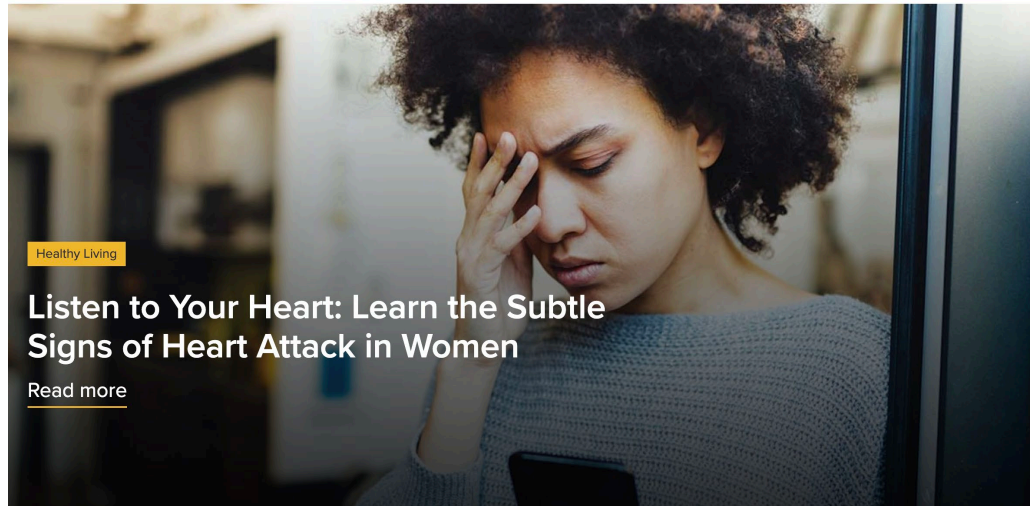
	Health Care Specific Newsletter Benchmarks	Live Healthy Averages
Open Rate	20.5%	57.8%
Click-to-Open Rate	13.9%	26.6%
Click-Through Rate	2.8%	15.4%

Source: HubSpot

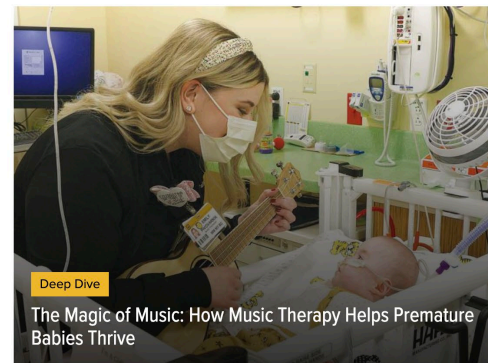
Defining Success: Website

Live**HEALTHY**

Sign Up for Our Newsletter Our Picks Popular Stories 



Our Picks



Live Healthy

- 77 total stories
- > 36,000 total page views
- 470 average views per story
- 2:48 average time spent on page

MU Health Care

- 31 total stories
- > 301,200 total page views
- 9,700 average views per story
- 3:28 average time spent on page
- Consistently ranked in top viewed pages
- **ALL ORGANIC SEARCH TRAFFIC**

Success Stories to Date



6 Things Your OB/GYN Wants You to Know About Your Lady Bits — Including Why You Should Avoid Calling Them Lady Bits

If you're a woman and you've ever wondered, "is that supposed to look like that?" you're not alone. Here are the things an OB/GYN wishes every woman knew about their most intimate parts.

[TELL ME MORE](#)

Email CTR: 25.5%
Organic SEO: Ranked #2
for "lady bits"
#1 overall viewed page
2:49 avg. read time



The Science Behind the "Mom Bod": Permanent and Temporary Changes Caused by Pregnancy

It's safe to say, growing and birthing a baby does "some things" to the body. And while many of those changes are temporary, like strange skin conditions experienced during pregnancy, some may be more permanent, like altered DNA.

[SHOW ME THE SCIENCE](#)

Email CTR: 21.3%
Organic SEO: Ranked #9
for "mom bod"
#2 overall viewed page
5:51 avg. read time



Why Are Birth Outcomes so Different for Black Women?

Can racism experienced 400 years ago still impact pregnancy outcomes today? Read why Dr. Barnes says absolutely, and see her efforts to make a difference.

[SEE WHAT SHE HAS TO SAY](#)

Email CTR: 4.7%
Organic SEO: Ranked #4
for "birth outcomes for
black women"
#7 overall viewed page
4:59 avg. read time

Lessons Learned



What's the Deal With Antibody Testing?

We're breaking down everything you need to know about antibody testing — including when it is, and isn't, helpful.

[READ MORE](#)

Email CTR: 1.9 %
#74 overall viewed page
on Live Healthy

0:50 avg. read time
(5:17 on MU Health Care)



Five Lifesaving First Aid Skills You Need to Learn Right Now

Are you prepared for a medical emergency? Knowing these five first aid skills could be lifesaving.

[DIVE IN](#)

Email CTR: 1.7%
#30 overall viewed page
on Live Healthy
1:32 avg. read time



Back-to-School Anxiety in Children

As the pandemic continues and children head back to school, students (and parents) are bound to be nervous. Although a little anxiety is to be expected, see which symptoms could be a sign your child's anxiety is getting the best of them.

[WHAT TO WATCH FOR](#)

Email CTR: 2.1%
#63 overall viewed page
on Live Healthy
1:22 avg. read time

Social insights



Engagement rate: 0.9%
Reach: 1,768 on Facebook






Engagement rate: 3%
Reach: 6,000 on Facebook;
1,763 on Instagram

Back to Preference

Consumer Perception 2021

▶ Remember those three preference drivers?

- Overall quality of care  + 0%
- Being easy and convenient to use  + 2%
- Coordination of care  + 6%

Consumer Perception 2021

- ▶ Not only that...

*If you could choose any hospital or health care system, **which would you personally prefer to use** if you or a member of your household needed hospital care?*

2019 —→ **2021**
+5%

Consumer Perception 2021

▶ What's even more...

Based on what you know or have heard, which area hospital, health systems, or physician group would you **prefer to use for each of the following medical services?**

2019 —————> **2021**

Maternity/Childbirth: **+ 5%**

Women's Services: **+ 7%**

Children's/Pediatrics: **+ 8%**

Primary Care: **+ 6%**

All of That to Say...

▶ Content is a powerful tool!

- Explore ideas
- Set some goals
- Play around
- Test
- Tell your story

HAVE FUN! (and subscribe to Live Healthy!)

livehealthy.muhealth.org

Thank you.

Now let's talk!