

**DECODE**

# WE SAW OUR AUDIENCE'S NEEDS... AND MET THEM

St. Luke's Health Oncology Campaign

How do you achieve more than 1,500 patient encounters for a service line competing with the best of the best? We drove patient volumes with the power of audience research and individualized messaging.

## THE CHALLENGE

**Turning rankings into awareness — and awareness into patients**

St. Luke's Health is a health system located in the Greater Houston area, which is home to the largest medical center in the world. This dense population of healthcare providers creates a very competitive marketing environment, with

many exceptional programs vying for patients' attention both locally and internationally.

Following their recognition from U.S. News & World Report's hospital rankings in 2022, St. Luke's Health (SLH) came to DECODE Advertising looking to create an umbrella oncology service line campaign. This campaign needed to raise awareness of the program's credibility and high-performing outcomes across cancer types and drive patient volumes overall.



**The ask:** Create an umbrella oncology campaign that would drive patient volumes overall and raise awareness of the program’s credibility and high-performing outcomes across all cancer types – and do it while competing in the backyard of world-renowned oncology-focused health systems like MD Anderson.

## THE RESEARCH

### Here’s what we *discovered* when we dug a little deeper

Based on our research in the healthcare space, we’ve learned that patients care less about general service line offerings and more about treatments specific to cancer type. According to the Advisory Board’s Oncology Roundtable, specialized symptom management is the number one service patients value most across their oncology experience.

This finding transformed our oncology marketing approach, shifting from targeting cancer patients overall with general oncology information to providing patients with catered information about their specific diagnoses.

We also discovered that cancer screenings were continuing to decline. Between 2019 and 2021, breast cancer screenings dropped nearly 3%, and prostate cancer screenings dropped more than 3%.



## THE STRATEGIC APPROACH

### Defining cancer care for each unique patient

After conducting our research, we knew we needed to provide our potential patients with information catered to the cancer type they were specifically interested in. And – knowing that screening patients tend to continue their care within that same health system – we chose to reach people who were due for routine screenings and inform them of the importance of early detection.

For this reason, we broke our creative up into specific segments:

#### General oncology

#### Mammogram screenings

#### Prostate screenings

For each of these segments, we used a programmatic approach to search, display, and social media ads.

With the cancer treatments and screenings we promoted, we used third-party data to target users who had been diagnosed with cancer or were at high risk for developing it. For example, we know that chemical exposure increases the risk of developing prostate cancer, so we specifically targeted men who worked in professions that would expose them to herbicides and pesticides.

We also used general demographic targeting for individuals aged 40+, retargeted users who had visited oncology pages on the SLH website, and geographically targeted the Houston metro area.

# Cancer care focused on you.

Hello humankindness®



# The buddy system. Perfect for mammograms.



## THE CREATIVE

**We developed distraction-free ads and a message that couldn't be missed**

Visually, all our ads were straightforward and text-first. Using friendly, optimistic messaging, we ensured this serious topic would not be fear-based; rather, it encouraged the routine screenings that were in decline among our audiences. Our display and social ads conveyed our message through headlines like "What does early detection mean? Everything." and "Make time for screen time."

This straightforward approach also helped keep attention focused on the ads' message, ensuring that our audience could immediately see that we were talking directly to them about their unique needs within the bigger picture of oncology care.

## THE ROLLOUT

**Deploying individualized messages to the masses**

In general, we leveraged a programmatic media approach to target our audience. Depending upon the service line, we targeted patients by symptoms, medication usage, or risk factors. For example, we were able to target women going through menopause – a life stage that comes with an increased risk of breast cancer.

We also targeted patients based on their proximity to our facilities – or related facilities – as well as the specific communities surrounding those Texas Division locations that needed the most help driving volume.

St. Luke's Health  
September 2 at 9:00 AM · 🌐

Prostate cancer is the second most common form of cancer in American men, and the chances of getting it increase as you get older. But it also can be very treatable when detected early. And early detection begins with regular screenings.

STLUKESHEALTH.ORG  
**The best prevention is early detection.**  
Get screened for prostate cancer.

Like Comment Share

# THE RESULTS

## It's time to *debrief*

Would we call this campaign a success?  
Absolutely.

**This campaign ran for six months on a spend of \$96,805, generating more than 18.6 million impressions and exactly 92,336 clicks for a whopping 6,231 total conversions.**

**An estimated 1,557 patient encounters netted our client over \$2.3 million in total revenue.**

Our work did even more than increase patient volumes and revenue for our client – it connected thousands of people across the Greater Houston Area with the care they need.



total revenue



cost per acquisition



estimated patient encounters



ROAS