

Real People Real Discoveries: Precision Cancer Treatment Social Media Campaign



Winning the fight against cancer, every day.®

- 
- est. 2000
 - San Antonio, Tx
 - 22 Full-time Employees



GRAY

DIGITAL GROUP





Mission

Gray Digital Group is a full-service interactive agency that combines creativity and technology to develop web-based strategies for our clients.

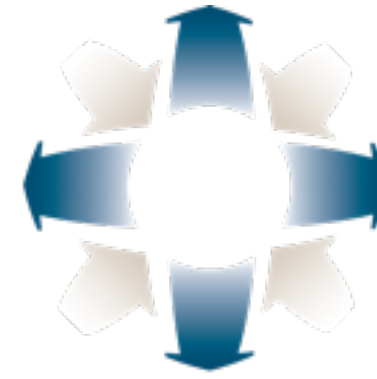




Vision

We will continuously expand our creative and technical knowledge to develop new web-based strategies and solutions for our clients.





S O C I A L H E A L T H I N S T I T U T E

POWERED BY GRAY DIGITAL GROUP

Founded by Reed Smith, the Social Health Institute explores new and innovative ways for hospitals and health care organizations to develop and enhance their social media and digital marketing strategy.

Education

Research

Strategy





Experience

- We understand how you operate
- We are former healthcare and hospital marketing directors, communication directors, and public relation and public policy directors.
- Traditional agency experience, branding, market research, campaign development
- For Profit and Non Profit client experience





Services

- Social Media Strategy & Execution
- Website Development & Design
- Business Development Strategy
- Content Development
- SEO/SEM & Measurement
- Mobile





Team CTCA

Company Leadership/Principals



Jim Aderhold
Partner



Brad Gray
Partner



Reed Smith
Chief Social Strategist -
Founder, Social
Health Institute



Jennifer Dunn
Digital Healthcare
Account Director



Elaine Zuniga
Director of Strategic
Planning



Lance Lunsford
Consultant

CTCA Account Service and Digital Strategist Team



Felicity Nava
Digital Strategist,
SEO Specialist



Aurora Cantu
Digital Strategist, Bilingual



Megan Ortiz
Digital Strategist,
Social Media Specialist



Alexandra Cortez
Digital Account Coordinator



Richard Baugh
Director of Technology



Brian Mackey
Consultant,
Healthcare Design



Sarah Pearson
Associate Creative Director



Jiles Rodriguez
Production Team Lead



Tim Smith
Production Team Lead

CTCA Production, Design and Development Team





Jim Aderhold
Partner

Jim is a self-described “techie.” He thrives on the fast paced and ever-changing nature of digital marketing and enjoys the entrepreneurial nature of the technology industry. Jim has led the expansion of Gray’s product and service offerings and has been instrumental in garnering the company’s positive reputation for our creativity and technical capabilities.

Jim has also been at the forefront of establishing the company’s niche in the health care industry. The ever-changing landscape of the health care industry’s landscape has proven to be the perfect place for Jim to put his marketing and technical training and education to work.

Jim also serves as the company’s Chief Operating Officer, overseeing the day to day business and work flow of the company.





Reed Smith

Chief Social Strategist
Founder, Social Health Institute

A nationally recognized thought leader, and founder of the Social Health Institute, Smith focuses on the integration of social computing into hospitals and other health care hospitals. His health care marketing experience includes time as a hospital marketing director, as well as overseeing product development for the Texas Hospital Association, where he created a social media guide for hospitals, assembling best practices and case studies from hospitals across the country.

Smith was instrumental in bringing the health care track to the SXSW® Interactive festival, and is a member of the Mayo Clinic Center for Social Media Advisory Board. He travels throughout the country speaking to hospitals and health care hospitals about health care social media strategy and best practices.





Jennifer Dunn
Digital Healthcare
Account Director

Jen brings more than 15 years of health care marketing and communications experience to our team. She has worked for both non-profit and for profit health care providers, in addition to a small advertising and public relations firm specializing in health care and hospital marketing. Because Jen has always been motivated to improve the health literacy of the public, she thrives on creating strategies which leverage digital technology to improve connectivity and communication with patients. Jen works with hospitals around the country and provides consultative support to physician practices with an interest in online engagement and social media.





Elaine Zuniga

Director, Strategic Planning

Elaine has a hand in all of our healthcare accounts. Quite simply, Elaine makes sure we are always looking at the bigger picture and she ensures we remain focused on our clients' goals. Elaine works closely with our clients and our thought leadership team to identify and establish the definition of success for each campaign or project. She then assists our team in creating a project plan that ensures the execution of a campaign or that a special project is on target and on time. Elaine will provide this expertise and support to the CTCA team and lead internal and external strategic planning sessions as needed.





Lance Lunsford
Strategic Advisor

Lance currently serves as vice president of advocacy communications for the Texas Hospital Association overseeing all messaging related to legislative and regulatory affairs affecting Texas hospitals, including issues relating to health care system delivery and finance.

Prior to joining THA, Lance worked as director of marketing for UMC Health System, a 400-bed hospital located in Lubbock, Texas. Here, Lance planned and executed more than 20 advertising and public relations campaigns directed at various UMC service lines utilizing traditional and new media platforms synced in a cross-promotional coordination. At the same time, Lance also launched multiple microsite web designs, developed a redesign of umchealthsystem.com, implemented long form online video testimonials and enhanced the system's social media presence. His work at UMC focused on strategic performance marketing practices designed to actively engage consumers while also measuring and tracking audience response and volume growth in various service lines.



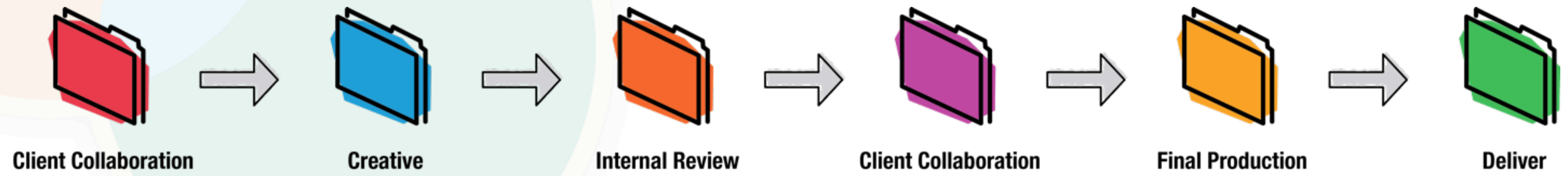


Style

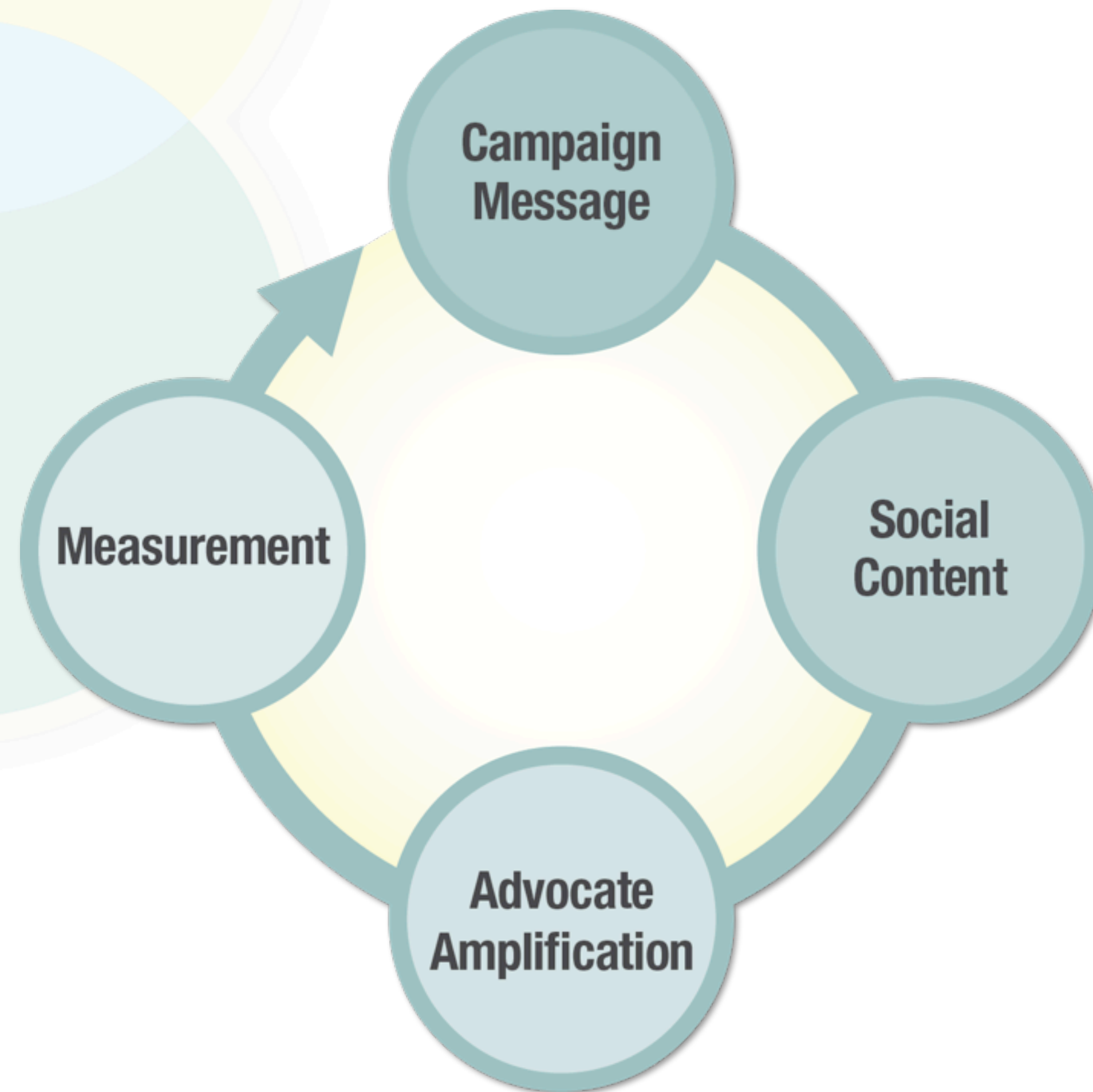
- Collaborative
- Purpose driven - Focus on goals
- Hands on
- Extension of your team



Creation



Our Process



Testimonials



(Personal Message + Call to Action) + Trust = Patient Acquisition



Calling from Lovelace Hospital, Albuquerque

by ME AGAIN | APR 29, 2013



A freak fall on an airport escalator in NM resulted in a broken leg/hip. In order to leave the hospital I needed to make an appointment with a therapist in TX. After therapy a few years ago with Jennifer Abrams, I knew exactly who to call. Pamela, who also provides wonderful service, scheduled a first appointment and I was on my way to dismissal. Just knowing that smiling, competent health care providers would be greeting me made it all a little easier. True to form, Jennifer expertly evaluated, chose exercises and guided my progression to walking in record time. Although I'm planning future visits to only say hello, this number will be safely stored in my phone.



Hispanic Markets



**LAS PALMAS
DEL SOL**
HEALTHCARE



Why GDG?

- 
- Mission
 - Experience
 - Innovation
 - Focus
 - SHI Thought leadership





Real People Real Discoveries: Precision Cancer Treatment Social Media Campaign



Winning the fight against cancer, every day.®





Organizational Opportunities

Directory Management



Ratings, Reviews & Process

StDavid's HEALTHCARE

See what
St. David's HealthCare patients are saying.



Knee

by LAVENDAR | JUL 29, 2013

★★★★★

Jennifer was fabulous in making me work my knee so it became stronger. She was very nice and friendly. Atmosphere of the facility was warm and comfortable and especially clean.

Devotion to thier jobs

by CANNON | JUL 19, 2013

★★★★★

My name is Carl Goines. I was a Back surgery patent, Dr Thomas Loftus was my surgeon. I am 72 years old and I have been a patient in many Hospitals in Fort Worth and Austin. I have never wrote a feed back letter to anyone of them but St David's North is a hospital that well deserves a complement... [Read more »](#)

Search all reviews

Search Reviews

All Reviewed Products ▾

All Review Ratings ▾

Date Created ▾

Descending ▾

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Social Media Response Tips



DISCOVER

YES

WEB POSTING

Has someone discovered a post about the organization?

NO

"Trolling"

Trolls have no valid reason for being angry. Does the attack have merit?

NO

"Rager"

Is the posting a rant, rage, joke or satirical in nature?

NO

"Misinformation"

Trolls have no valid reason for being angry. Does the attack have merit?

NO

"Unhappy Customer"

Is the comment a result of a negative experience with your business?

NO

YES

Monitor Only

Avoid responding to specific posts, monitor site for relevant information and comments.

Fix The Facts

Do you wish to respond with factual information directly on the comment board?

YES

Restoration

Do you wish to rectify the situation and act upon a reasonable solution?

EVALUATE

CONCURRENCE

A factual and well-cited response, which may agree or disagree with the post, yet is not factually erroneous, a rant or rage, bashing or negative in nature. You can concur with the post, let stand or provide a positive review. Do you want to respond?

NO

Let Stand

No response is necessary.

YES

RESPOND

Share Success

Do you wish to proactively share your story and your mission?

Final Evaluation

Write response for current circumstances only. Will you respond?

YES

RESPONSE CONSIDERATIONS

Be Positive

Respond in a friendly upbeat, yet professional tone. Correct mistakes politely. Do not argue, insult or blame others.

Be Transparent

State your name and position with the business. This is your chance to personalize and humanize your business.

Be Honest

Own up to problems and mistakes. Inform customers when and how you will improve the situation.

Be Timely

Response times should be no longer than 24 hours.

Be Helpful

Point users to valuable information on your website or other approved websites. Follow up with users when new information is available.



Content Advocates



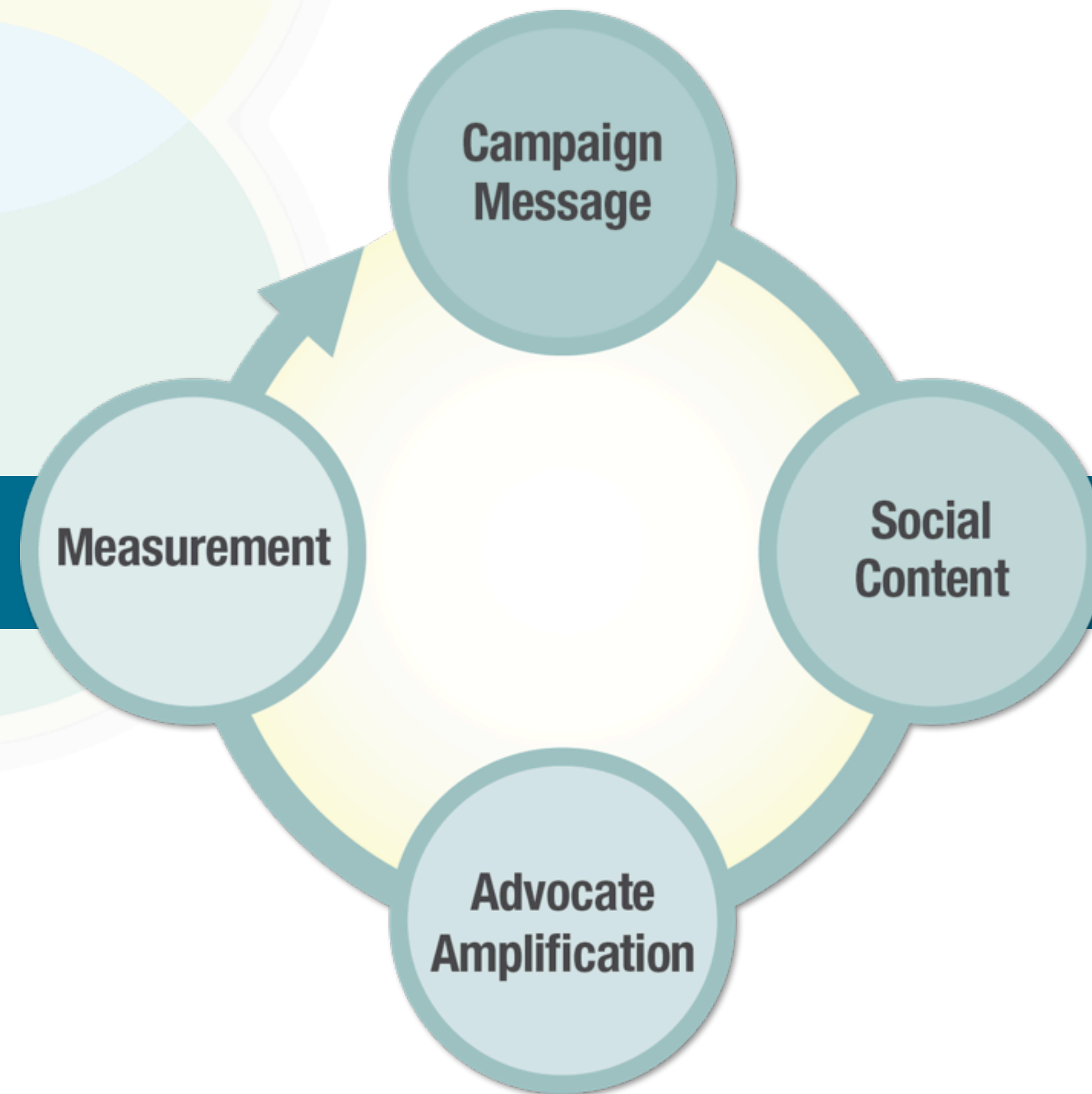


Expand Social Reach

Adding likes and followers is only beneficial if it is the right follower. CTCA has a robust following currently where targeting friends of fans, geographically relevant consumers and users who are similar to your current fan base can be very powerful.



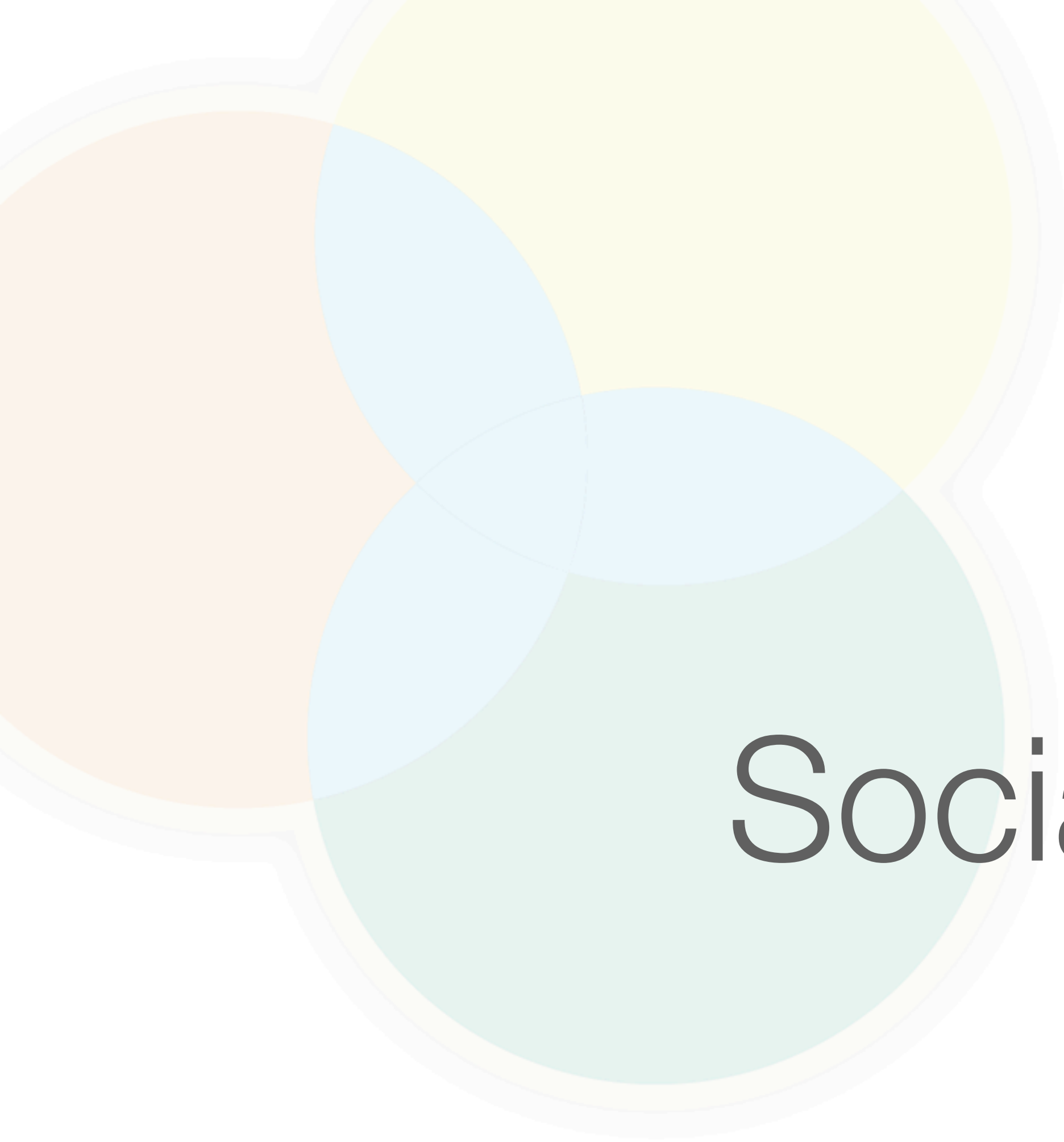
Real People. Real Discoveries.





CTCA now offers more precise cancer treatment for complex or advanced-stage cancer patients – by using expanded genomic tumor assessment.





Social Content



Video



- Emphasize a patient's health and well-being following treatment within first 15-20 seconds of online video.
- Focus on marathon runners, outdoorsmen, and other active patients who were quick to get back to active lives.
- Feature physician to deliver a simplified version of the technical aspects of care provided to the patient.
- Feature a social call to action. Allow users to share their own experiences online.

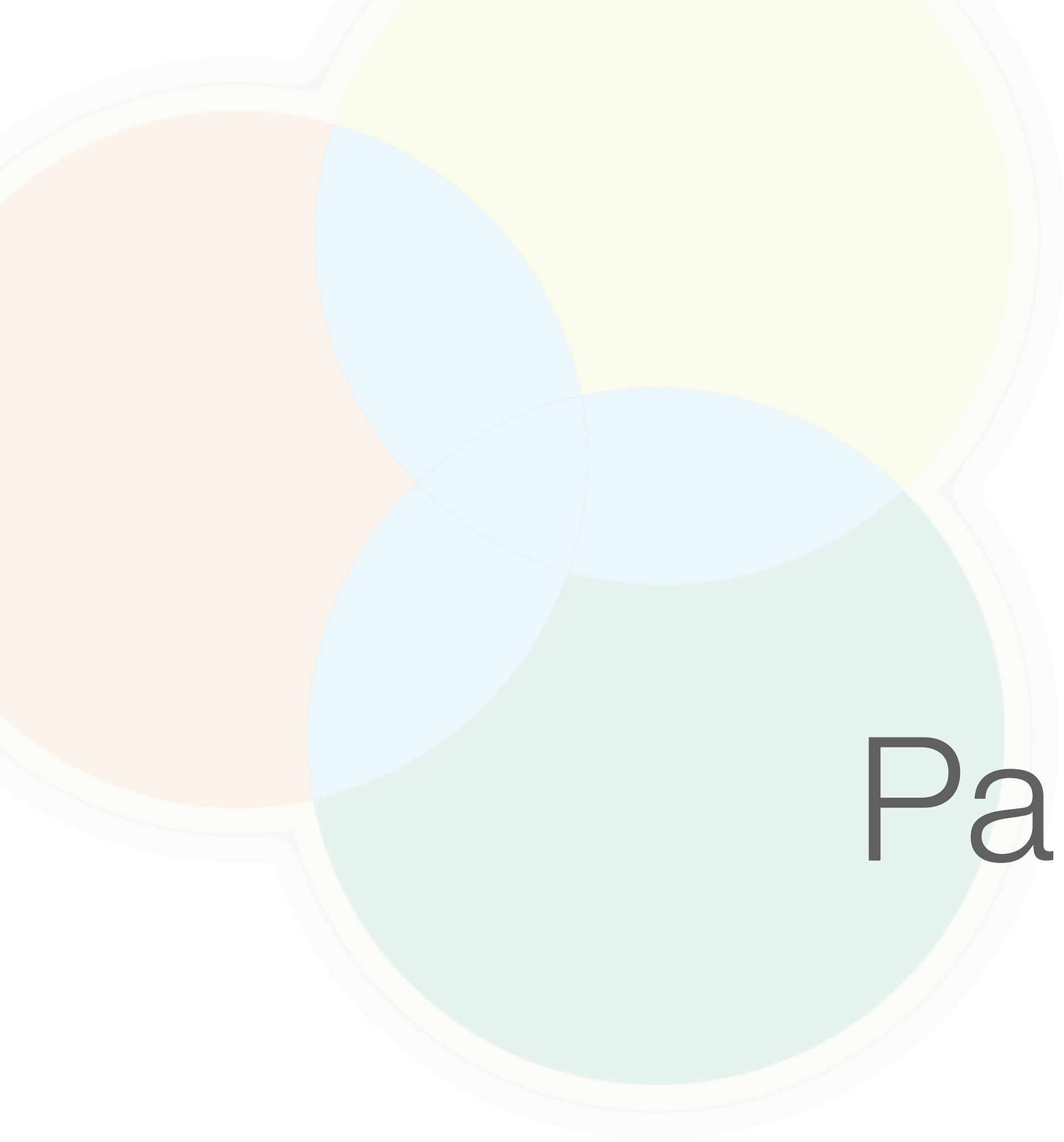


Live Events



- Live tweet a surgery/ procedure with selected physicians
- Include a third-party oncologist to blog/ live tweet/ provide commentary in Live video.
- Live tweet unique procedure such as genome testing or collection as a major step in the process of precision cancer treatment in the delivery of genomic tumor assessment.
- Coordinate and execute live video of patients and physicians discussing specific discovery cases that define precision cancer treatment through expanded genomic tumor assessment.
- Invite Participants to ask questions via hashtags:
 - #precisiontrtmt | #bcsm | #realdiscoveries





Paid Media

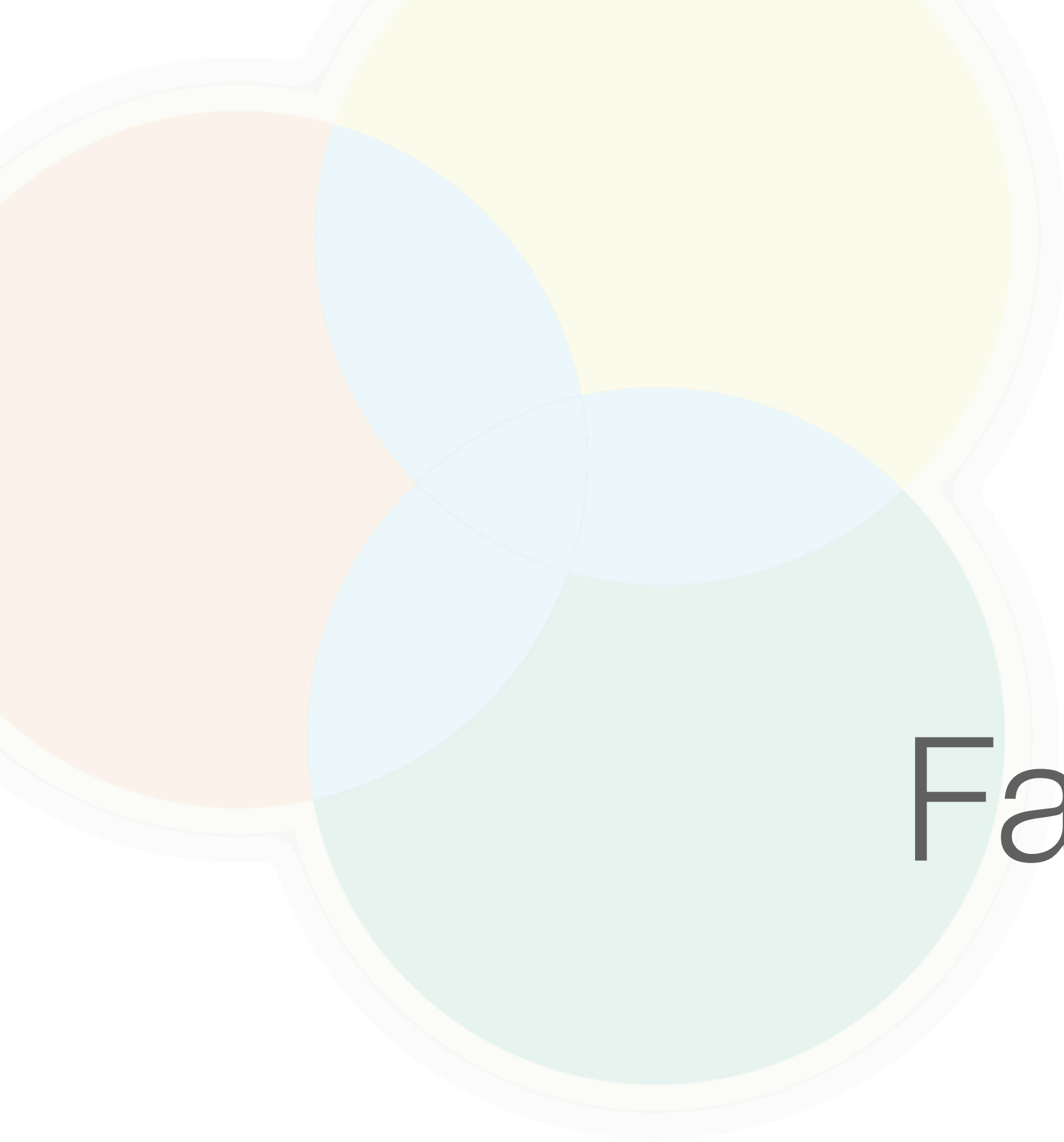


Twitter



- Prioritize most popular/ engaging tweets.
- Call-to-action posts:
 - Register for events/ programs
 - Patient testimonial videos
 - Multiple post variations on each over campaign to continue life of the video





Facebook





Home

Cancer Treatment Centers of America®

Genomic Tumor Testing

The Promise of Precision Cancer Treatment

Shayma M. Kazmi, MD, RPh
Medical Oncologist/Hematologist
Cancer Treatment Centers of America

Cancer Treatment Centers of America (CTCA) now offers expanded genomic tumor assessment that may identify cancer treatment options not previously considered.

Genomic tumor assessment reveals the DNA alterations that are driving the growth of a cancer. As we understand more about these gene mutations, we are better able to provide cancer treatment therapies that specifically target changes in the tumor's genomic profile. Your oncologist will help determine if you are a good candidate for genomic testing.

How Does Genomic Testing Work?

If you and your oncologist decide you are a candidate for genomic testing, the following steps are taken:

- CTCA collects a sample of your cancer tissue (if available) or a biopsy of your tumor and sends it to a respected genomic sequencing lab.

Call Us!

404-716-3024

Precision Cancer Treatment

Contact Us!

Full Name

Phone Number

Email Address

Birth Date

Cancer Treatment Centers of America®

- ✓ Fighting advanced and complex cancer since 1988
- ✓ State-of-the-art technology at every hospital
- ✓ Fully accredited cancer hospitals
- ✓ For more information please visit www.cancercenter.com



 **Cancer Treatment Centers of America** shared a link. Yesterday

Watch this video to learn more about genomic tumor assessments. Learn how we can reveal the DNA alterations that are driving the growth of a cancer. As we understand more about these gene mutations, we are better able to provide cancer treatment therapies that specifically target changes in the tumor's genomic profile. Contact us or leave us a comment with questions, we would love to hear from you!



[Click Here To Learn More](#)
or call at 404-716-3024

Genomic testing is the future of cancer treatment, learn why

 **Cancer Treatment Centers of America** Watch this video to learn more about genomic tumor assessments. Learn how we can reveal th...



[Click Here To Learn More](#)

 [Like This Page](#)


 **Facebook User** likes **Cancer Treatment Centers of America's** link

Watch this video to learn more about genomic tumor assessments. Learn how we can reveal th...




[Click Here To Learn More](#)


 13  2

 **Cancer Treatment Centers of America**

[Cancer Treatment Center...](#) [Our Hospitals](#)

 Like

Genomic Tumor Testing



The Promise of Precision Cancer Treatment

Shayma M. Kazmi, MD, RPh
Medical Oncologist/Hematologist
Cancer Treatment Centers of America

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Precision Cancer Treatment

Contact Us!


Full Name

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Email Address

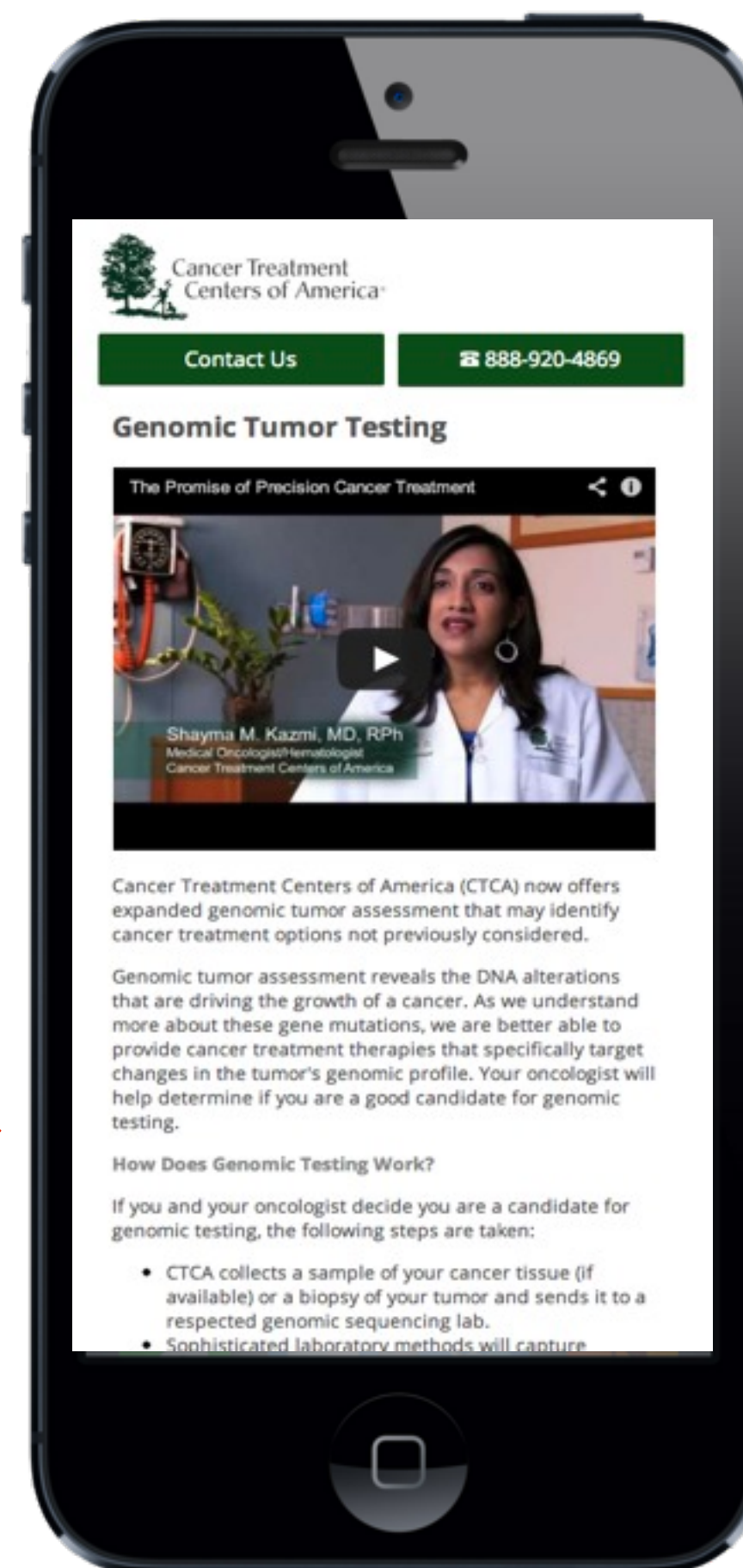
Birth Date

[Submit](#)

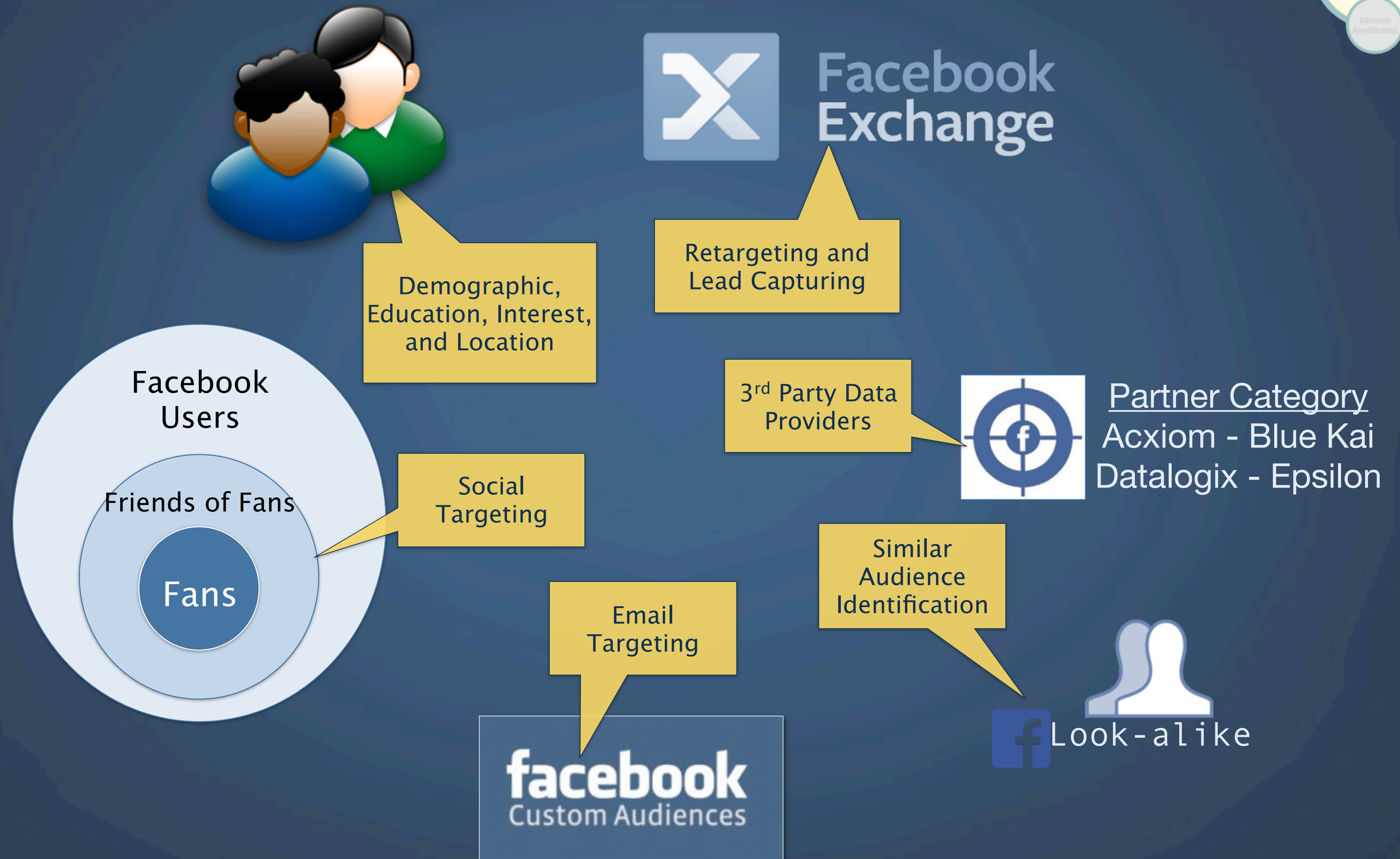
 **Cancer Treatment Centers of America**

- ✓ Fighting advanced and complex cancer since 1988
- ✓ State-of-the-art technology at every hospital
- ✓ Fully accredited cancer hospitals
- ✓ For more information please visit www.cancercenter.com





Facebook Targeting – Overview



Potential Targeting



- Fans – 22,000
- Friends of Fans – 5,500,000
- Atlanta and Newnan, GA – 3,600,000
- Ages 35+ - 2,200,000
- Own their own home – 980,000
- Home value is greater than \$250k – 260,000
- Affluent Baby Boomers – 300,000
- Corporate Execs – 162,000
- Healthy and Fit – 198,000

- High Spenders – 138,000
- Health and Wellness Buyers - 440,000
- Average to Above Average Propensity to Buy Online - 280,000
- Recently moved into the area – 18,800
- Parents – 520,000
- Smartphone or Tablet users – 1,640,000
- Cancer Interests – 140,000 - Cancer, tumor, cancer research, cancer treatment






Advocate Amplification



Internal Advocates





Cancer Treatment Centers of America®
Winning the fight against cancer, every day.®

Reed Smith ▾

Cancer Treatment Centers of America - Demo

★ Featured Posts

CTCA supports production of **CANCER: The Emperor of All ...**
Video Posted Jul 25, 2013
Documentarian Ken Burns is turning the Pulitzer Prize-winning book about cancer, *The Emperor of All Maladies: A Biography of Cancer*, into a six-hour series that will air on ...
[Share »](#)

Suggest a Post

Select a type ▾

Have a link to share with the community?
Submit your post and earn bonus points if it's approved!

Community Feed

All Types ▾

Meet clinician blogger Christina Shannon
Article Posted Jul 25, 2013
Let me start off by sharing my goal for writing this blog. I would like to share information on integrative medicine and the benefits that can be obtained from a team approach to healthcare. As a naturopathic doctor and specialist in treating people ...
[Share »](#)

Exercise, prevention and quality of life
Article Posted Jul 25, 2013

Available on the Android Market

Available on the App Store

P Leaderboard

[How do points work?](#)

1	Joe Bunner	0
---	------------	---

Showing 1-1 of 1 members

f Facebook Feed

Voicestorm CTCA Demo
July 25, 2013

Never say "God only gives you what you can handle" to a patient battling cancer, says Reverend Michael Langham. Do you agree? Click on the link to hear the rest of his tips. <http://ar.gy/4pvY>

What to Say When Your Loved One





Actually reach your Employees, not their Computers

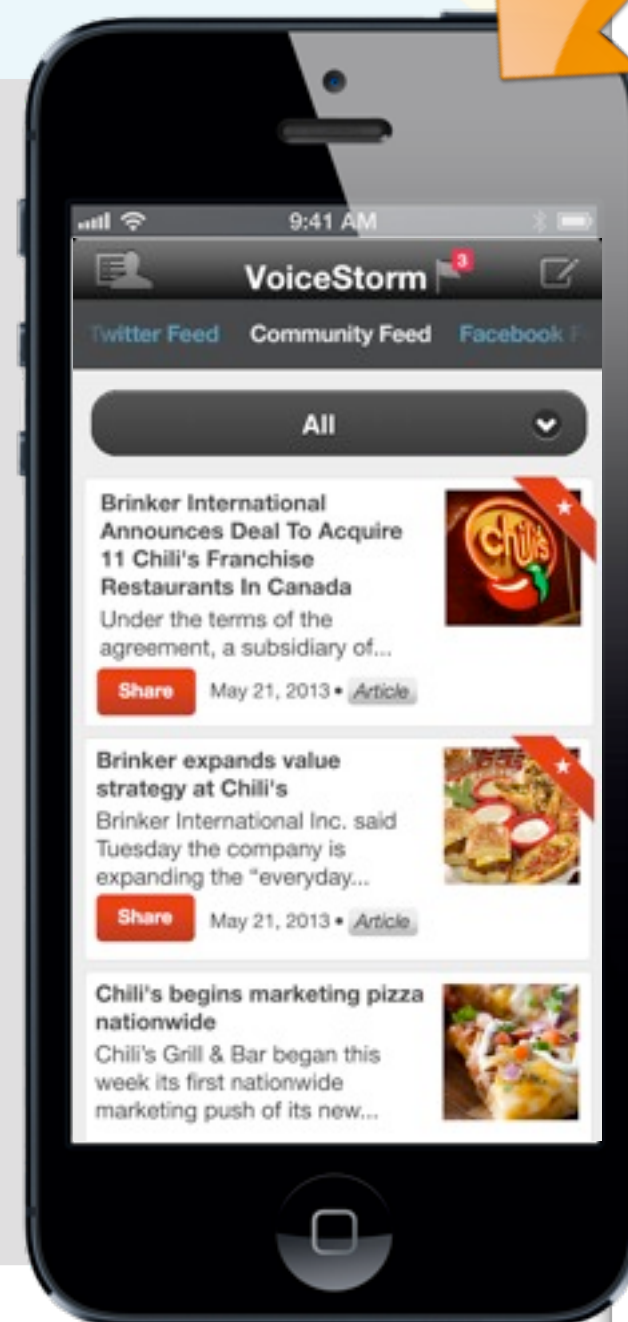
Sharing Stream

Enables one click sharing of content

Employees easily connect to personal social channels

Notified of new content via push notifications

Insights tracked on all



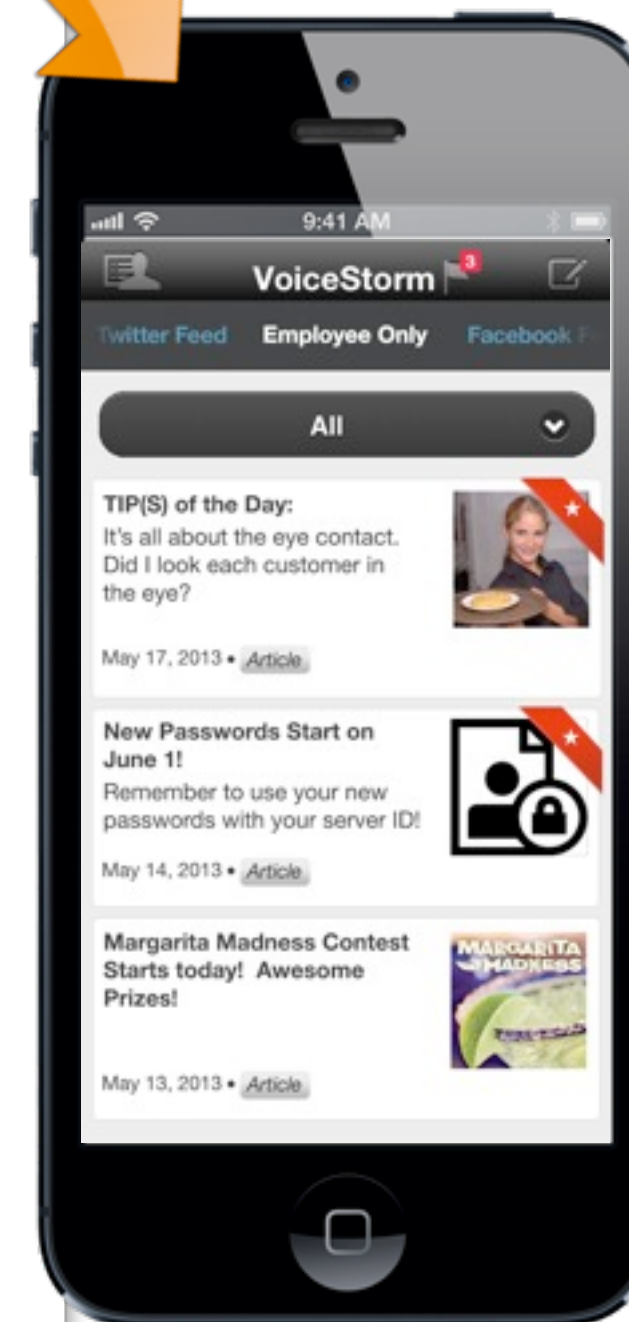
Employee-only Mobile app

Powered by Dynamic Signal



One mobile application with two distinct purposes.

Empower employees to share relevant content (deals, offers, job listings) while engaging them with company news and information.



Employee Info Stream

Distribute important internal information and content to hard to reach employees

Successfully communicate with desk-less employees while on the go

No sharing capabilities on this content

Notified of new content via push notifications



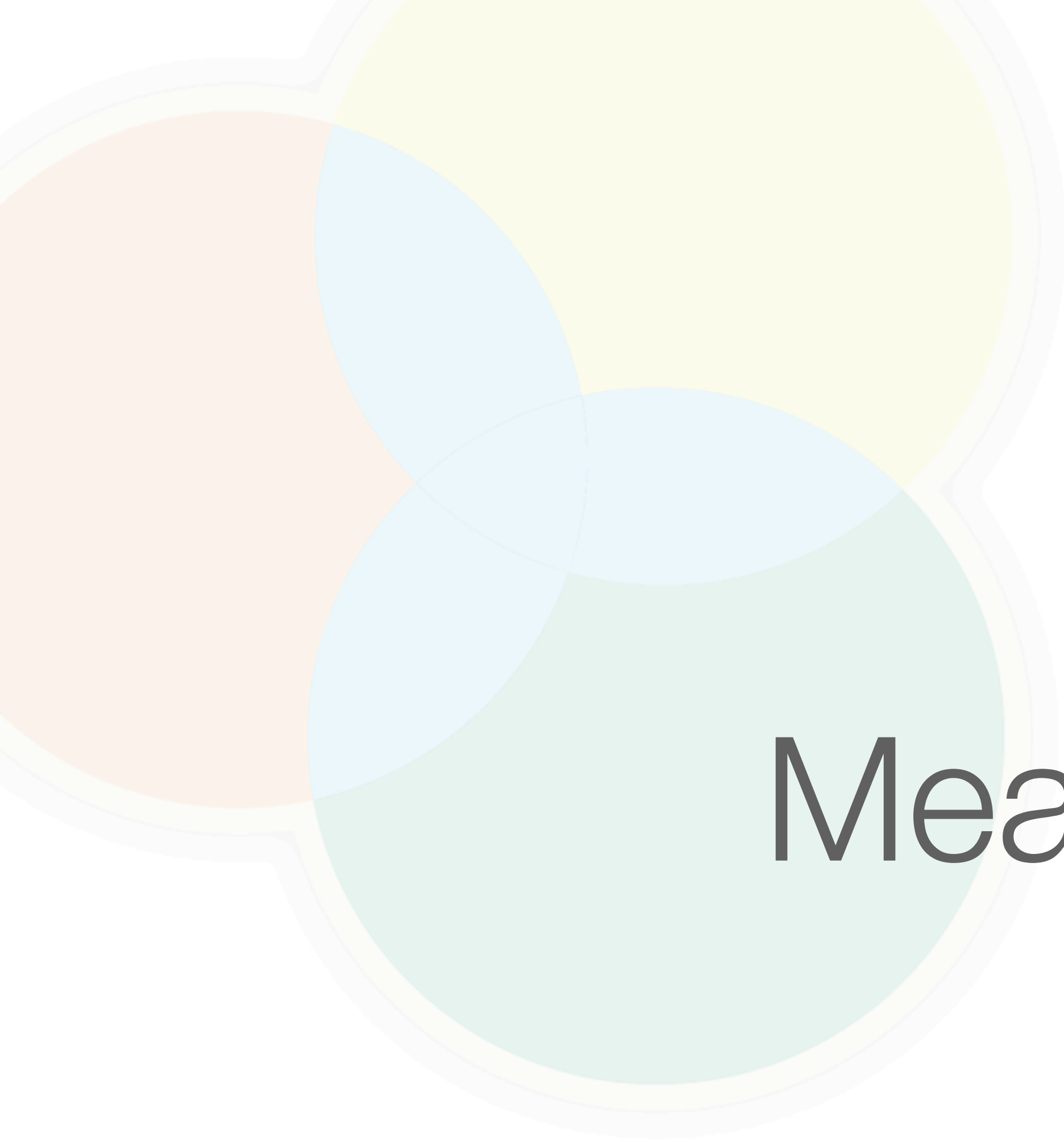
External Advocates



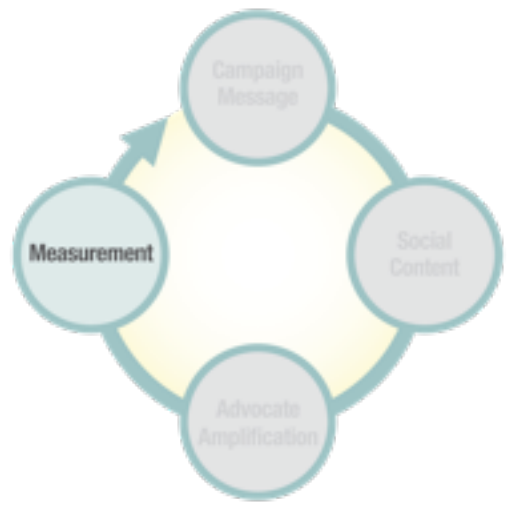
Like internal advocates, external advocates allow for a new layer of trust and reach. CTCA is very fortunate to have several groups of individuals to craft a long term plan around:

- CTCA Cancer Fighters
- CTCA Patient Advisory Council
- CTCA Pastoral Care team



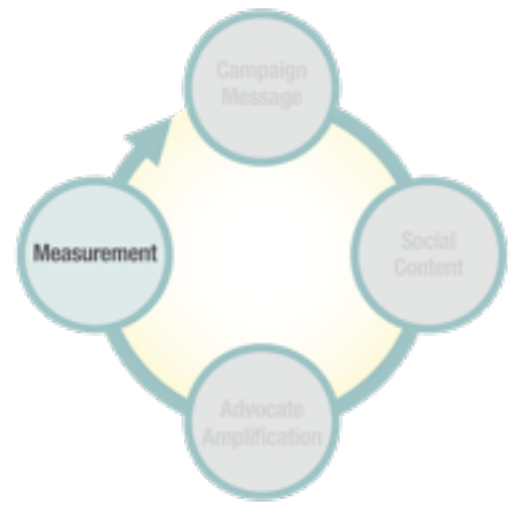


Measurement



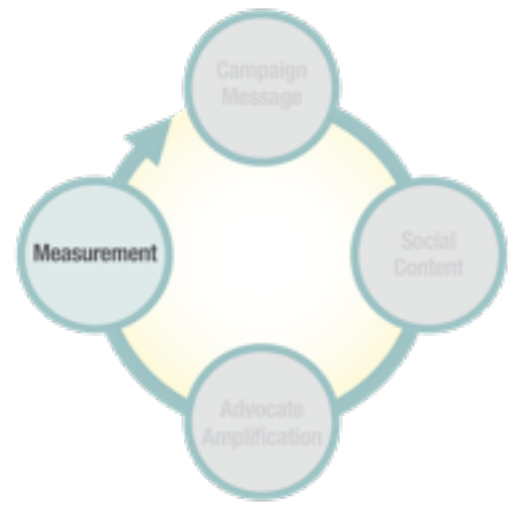
Volume

- Number of visitors
- Time on site
- Number of fans
- Number of followers
- Page views
- Impressions



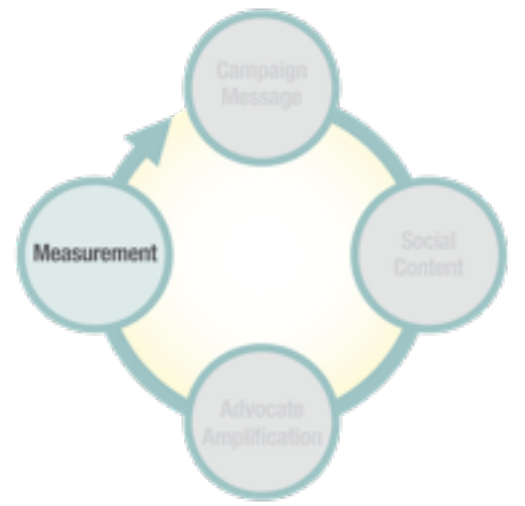
Engagement

- Retweets
- Repins
- Comments
- Likes on posts
- Form completion
- Seminar registration
- Review submission



ROI

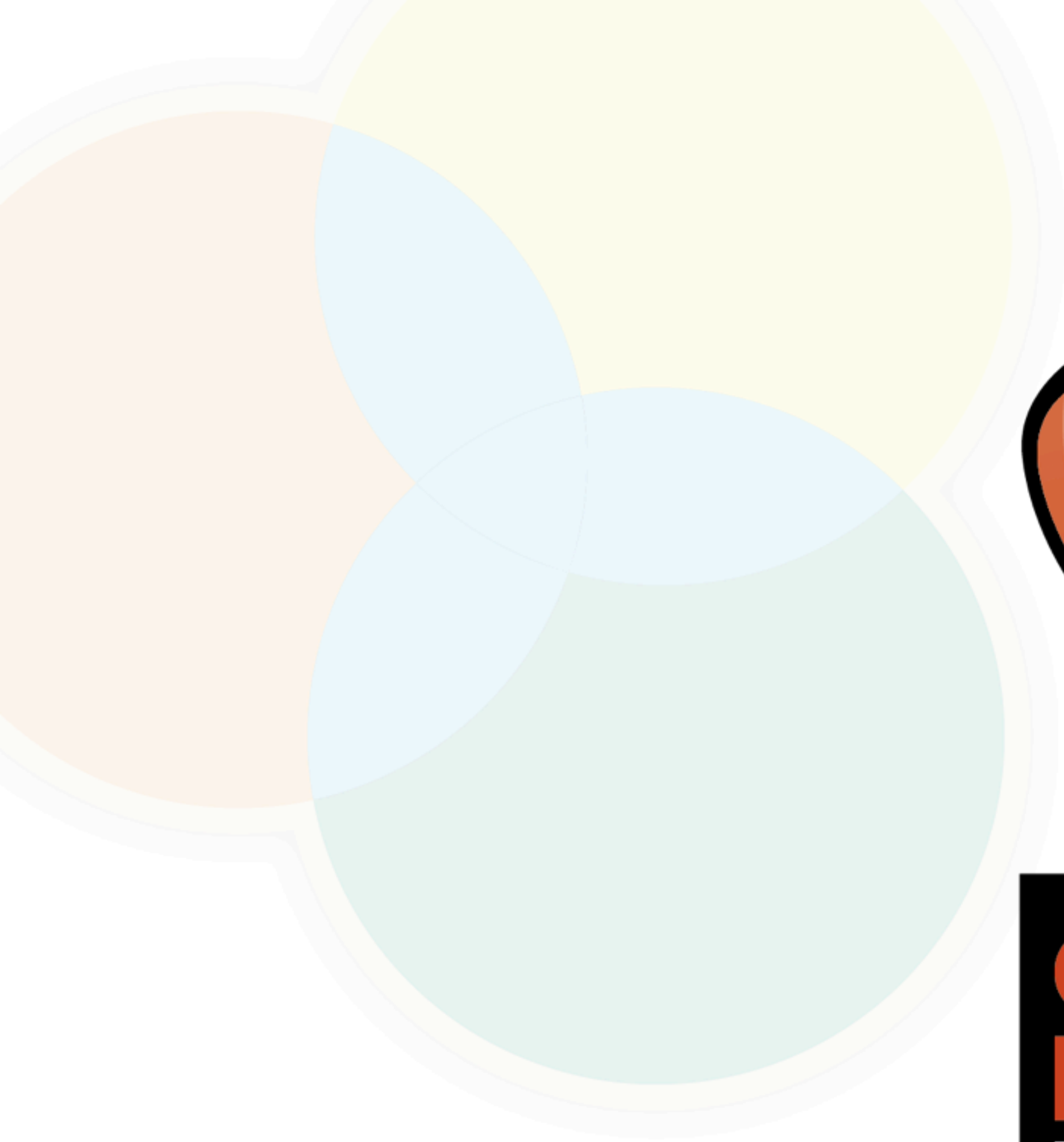
$$\text{ROI} = \frac{(\text{financial gain/savings} - \text{cost})}{\text{cost}}$$





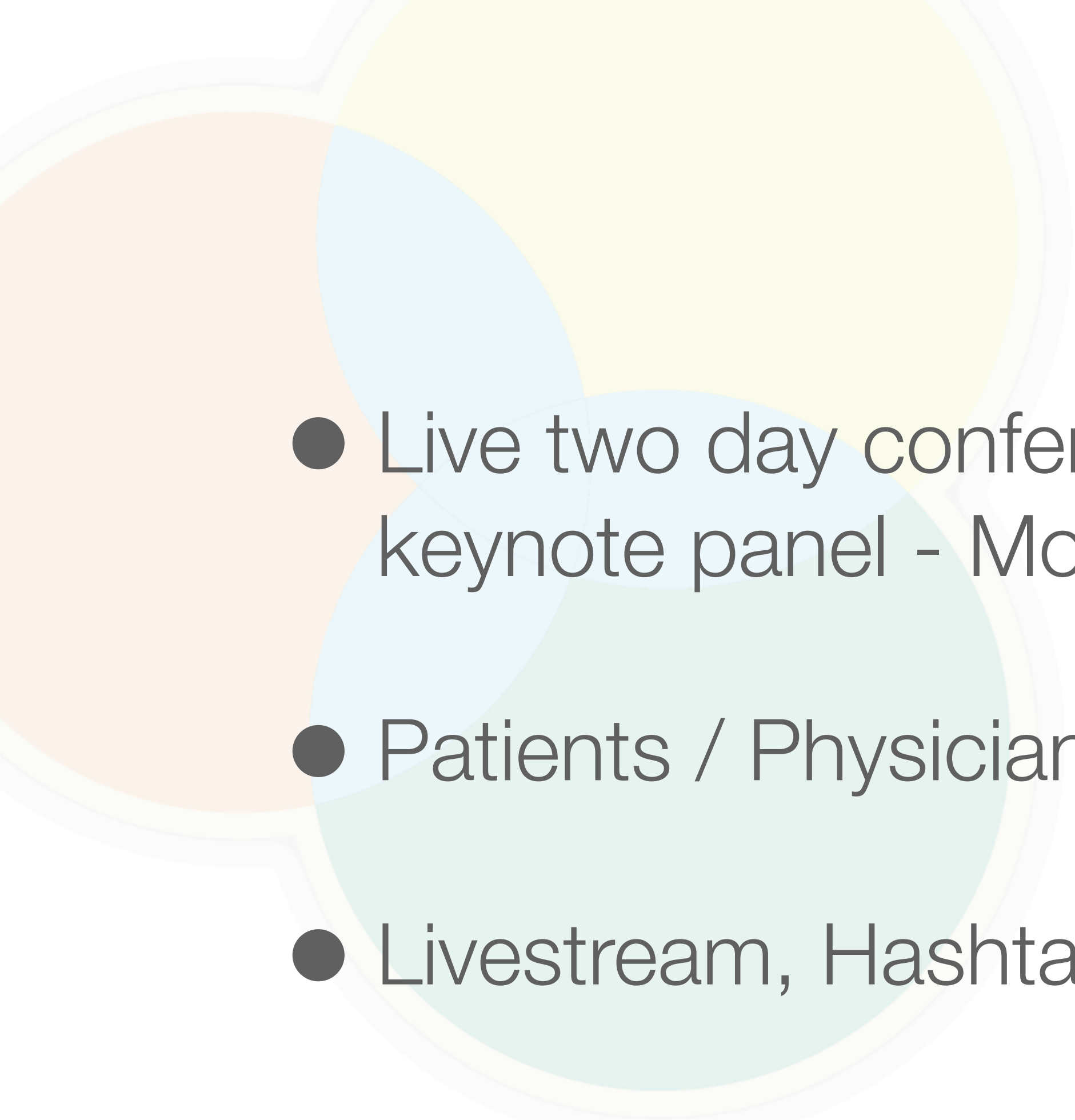
One **BIG** Idea

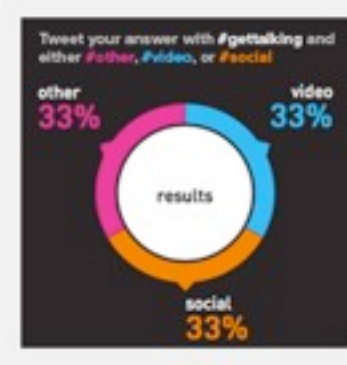




**CANCER
FIGHTER
FORUM
2014**



- 
- Live two day conference - high profile moderator for keynote panel - Modern Healthcare
 - Patients / Physicians / Leaders
 - Livestream, Hashtag chats
 - Become the leader



Polls & Voting

Increase engagement and participation by asking a question or taking a poll – allowing people to vote in real time via social posts and hash tags.



Question & Answer

Use social to engage a live audience or a live streaming audience directly, facilitating a more interactive question and answer session during live panels and interviews.



Galleries

Bring together the best photos and videos from Instagram, Vine, Pinterest, Flickr, and other sources to build a unified, engaging media showcase.



Topical Filtering

Rather than displaying content by source or feed (Twitter, Facebook, etc.), allow visitors to explore content more intuitively, with content across all channels grouped by topic.



Personalization

Enable site visitors to self-select the categories or topics they are interested in – or serve up a customized blend of content automatically based on user profiles.







Thank You

