



**Real People Real Discoveries:**  
Precision Cancer Treatment  
Social Media Campaign



Cancer  
Treatment  
Centers  
of America

Winning the fight against cancer, every day.®



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# Social Media Background

Cancer Treatment Centers of America (CTCA) has done an excellent job overall on social media. To take current engagement to the next level within this category of communication, its social media marketing will have to live as one voice.



## 4 Organizational Opportunities

### **Recommendation #1: Create a proactive directory management strategy**



In many cases, the first interaction a patient or potential patient has with CTCA will be online. The goal would be to have them interact with the CTCA website or social property, but in some cases consumers will find a Yelp, Healthgrades, Google+ Local, or Foursquare listing first. With hospitals in five cities, a clinic in Seattle, and close to 350 physicians, CTCA has over 2,800 online listings to worry about.

### **Recommendation #2: Build an advocacy strategy to include ratings and reviews**



Unlike many hospitals, CTCA has done a great job of recruiting and empowering advocates. CTCA Cancer Fighters and the Patient Advisory Council (PAC) are both great sources of content and testimony. Other compelling sources of brand advocacy would include CTCA's 5000 employees and the Pastoral Care team.

### **Recommendation #3: Expand content creation beyond physicians**



CTCA has done a nice job of identifying, training, and deploying content from physicians. Taking this program one step further will help round out the current content strategy. Engage nurses, therapists, dieticians, and other clinical staff to create compelling content. This will amplify your reach and engagement.

### **Recommendation #4: Expand social reach strategically to the right audience**



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.

<sup>1</sup>Estimated based on eight major online directories

# Precision Cancer Treatment

## “Real People. Real Discoveries.”

According to ChatMine Research conducted on behalf of CTCA, 32 percent of patients making inbound calls included an emphasis on “hope,” and 42 percent emphasized the importance of not feeling like a number.

By launching the “*Real People. Real Discoveries.*” Social Media Campaign, CTCA places emphasis on key aspects of its core care delivery of genomic tumor assessment by emphasizing the importance of the individual’s genetic response and the potential it has for determining the best course of medicine and treatment. This focus inherently drives thoughts of “hope” without a specific reference to the word itself.

## The Plan

Create a process that empowers brand advocates, both internal and external, to spread the message and call to action the “precision cancer treatment” campaign. Doing so will increase exposure, impact, reputation and educate targeted audiences.



# Campaign Message

CTCA now offers more precise cancer treatment for complex or advanced stage cancer patients by using expanded genomic tumor assessment, a more direct and precise treatment that is designed specifically for each patient CTCA treats.

## Social Content

### Video

- Implement a concise non-linear storyline. Emphasize a patient's health and well-being following treatment within the first 15-20 seconds of online video.
  - Emphasize activity and getting back to normal life.
  - Focus on marathon runners, outdoorsmen, and other active patients who were quick to get back to active lives.
  - Focus on older active patients (boomers) chronicling healthy social lives with friends and family.
- The feature physician to deliver a simplified version of the technical aspects of care provided to the patient.

### Live Events

By providing engaging live activities on Twitter, Google+, Facebook, and even Vine — CTCA not only affects its brand, but also highlights its services.

- Live tweet a surgery/procedure with selected physicians
  - Include a third-party oncologist to blog/live tweet/provide commentary in Live video to enhance physician satisfaction/engagement.
- 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/Facebook

#### ■ TV Ad Targeting on Twitter - Second Screen

The TV ad doesn't end after 30 seconds. It continues on Twitter by augmenting TV audience and moving the audience to additional micro-messages as well as the CTCA website. This allows CTCA to identify key times audience did and will engage on social media.

#### ■ Facebook Paid Media

- Paid Posts and Sponsored Story campaigns:
  - Create a campaign schedule based on the following:
    - Precision Cancer Treatment Videos
    - TedMed Video
    - Events: Dr. Staren announcement, print publications, news articles, media tour events
    - Infographic
    - Genomic FAQ/Assessment
- Each ad would have its own Facebook post, landing page within facebook and embedded call to action.

- Targeting
  - Mid-to-High income zip codes around CTCA locations
  - Friends of Fans Targeting
  - Interest targeting: Cancer, cancer treatment, #cancer
  - Competitor targeting: (names of competitors) We can find people who are fans of CTCA competitors and target them
  - Socioeconomic targeting: Net worth, Home value, family size, renter vs homeowner, parents, age range, number of kids, kids age, etc

## **Call to Action**

A call to action could be as simple as a like or as complex as a completed assessment. Much of this campaign revolves around comprehension and therefore could benefit from a variety of actions by the audience.

# Advocate Amplification

Identifying advocates and having them spread the message brings a new element into most campaigns. Advocates allow for a new layer of trust and reach for each message.

## **Internal**

Many hospitals and healthcare organizations have bypassed the involvement of their own staff when engaging on social media. The advantage of creating a plan to engage internally first allows your message a chance to reach many more non-fans through each employee's own social network.

Creating an internal community (both desktop and mobile) where endorsed and approved content is shared allows for ownership internally. It would be very effective to take this one step further and add rewards for stakeholders who become an advocate for the brand.

## **External**

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

The goal is to expand the existing content calendar and creation process outside of physician created content. Engaging existing external brand advocates to purposefully create content on a systematic basis lifts both reach and perception.

# Measurement

If you can not measure it, you can not improve upon it. The goal of any social media campaign is to launch with goals identified. Once launched, measurement of the identified goals allows CTCA to value its investment and even change course if needed.

Measuring volume, engagement, and financial ROI for each campaign allows CTCA to understand if the message is resonating, the call to action is compelling, and the conversion is happening.

## Volume

Volume measurement is important to help understand trends. Volume trends will help to identify if the message is on point. If volume is low or declining, it is safe to say that messaging or audience targeting should be updated. Volume can be measured by:

- Pageviews
- Number of Fans
- Number of Followers
- Impressions
- Time on site

## Engagement

Measuring engagement allows CTCA to gauge effectiveness of the call to action. If the engagement is low or decreasing then it is time to rethink the ask. Engagement can be measured by:

- Retweets
- Repins
- Comments
- Likes on posts
- Form completion
- Seminar registration
- Rating or review

## ROI

There is only one way to truly measure ROI. What CTCA has earned or saved minus cost divided by cost. Focusing at the Measurement stage on the most engaging messages affects our ability to prioritize the most valuable messaging thereby maximizing ROI. Traditional tracking and measurement for conversions allows us to provide an accurate portrait for your social campaign's effectiveness.