



GROWING THE RIGHT AUDIENCE WITH SPECIFIC TARGETING:

COMMUNITY HEALTH NETWORK



THE TASK:

To some, updating an existing campaign might not seem particularly exciting. To our team, however, it's an opportunity to take what we've learned from years past and turn out something even better. So when Community Health Network came to us wanting to refresh their previous year's cardiovascular campaign, we were ready.

The ask was the same: to create a campaign that would promote brand awareness for its Cardiovascular service line and increase the number of heart scans and vascular screenings.

The campaign would also need to feature different proof points that highlighted each of their regional location's unique-to-their-market offerings — those markets being in Indianapolis, Anderson, and Kokomo.

THE INSIGHTS:

Drawing on the results from campaigns of years past, the team had a wealth of knowledge to pull from. After much discussion, one campaign-defining insight became clear: audiences crave authenticity.

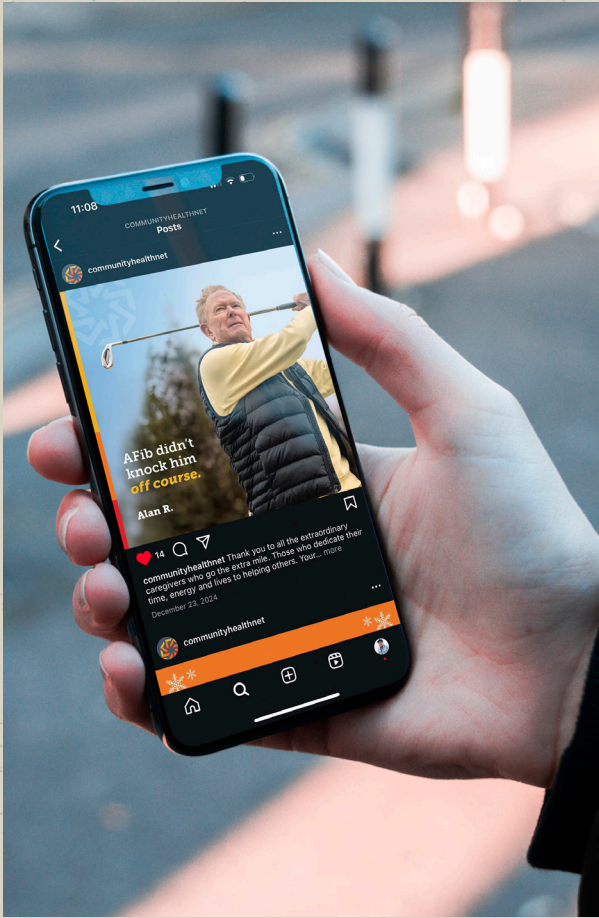
“Sharing patient stories has been hugely successful for us in the past. It's not just an ad; it's someone's life. It resonates on a whole other level.”

— Maggie Branson, Account Director

THE CREATIVE APPROACH:

With that insight in mind, the team decided the best way to personalize the campaign for each of the markets was to tell the stories of real, local patients and how Community Health Network changed their lives.





“The power of testimonials cannot be overstated. They’re relatable, heartfelt, and bring into perspective how quickly one’s life can change. **They’re an opportunity to tell the stories that our audience trusts most — their own.**”

— Michael Griffith, Creative Director

This approach not only added an authentic feel to the campaign, but it allowed the team to seamlessly tell the stories of each location’s differentiator within its market. It’s one thing to say Community’s Kokomo location is the area’s only 24/7 cardiac cath lab with a cardiologist always on call — it’s another to show the face of someone who’s alive because of it.

THE MEDIA APPROACH:

With three markets in mind, the media team was hard at work building out three separate media plans.

“By separating the campaign by market, we were able to not only personalize the messaging, **but where that messaging was targeted.**” — Kristine Warski, Chief Marketing Officer

The team also made sure that each of the media plans had a dedicated budget to ensure each market had appropriate coverage.

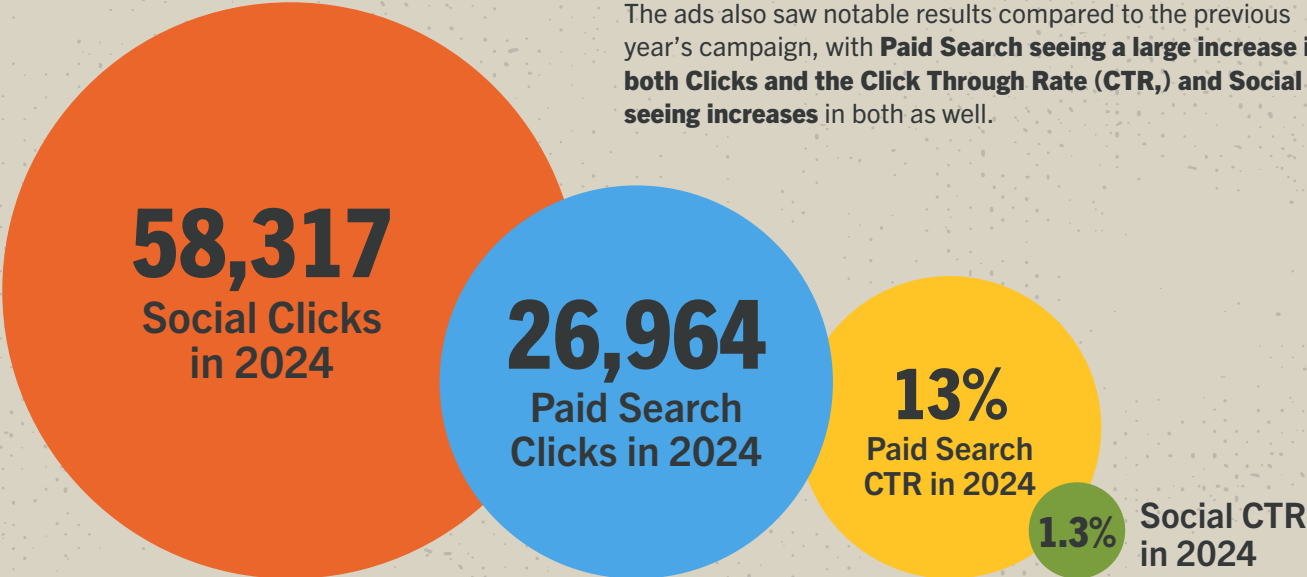


THE RESULTS:

The goal was to increase vascular screenings and heart scans, and that’s just what we accomplished. There were 1,927 more vascular screenings in 2024 than 2023, an increase of 12.5%, and heart scans saw an increase of 4.5% from the year before.

“Any time you see **year-over-year increases** like that, it’s a big win and a testament to the work, strategy, and insights.” — *Kristine Warski*

The ads also saw notable results compared to the previous year’s campaign, with **Paid Search seeing a large increase in both Clicks and the Click Through Rate (CTR), and Social seeing increases** in both as well.



“We can use what we learned from this year’s campaign **to make next year’s even better.** Stay tuned for that.” — *Michael Krieger, Director, Marketing Analytics and Operations*

INTERESTED? LET’S TALK

Contact Kelly Ryan, SVP of Business Development at kryan@mkragency.com to start the conversation.