



Connect with **Amazing** People in **Healthcare** and **Digital Marketing**

November 16-18, 2020

About Banner Health

Making health care easier, so life can be better.

Banner Health

AT A GLANCE



\$8.5 billion
in revenue in 2018



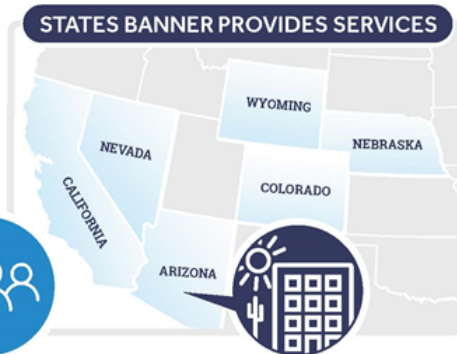
\$598.1 million
in community
benefits, including
\$113 million in
charity



AA-
bond rating



50,900
total Banner
employees



Headquarters
Phoenix, Arizona

OUR PORTFOLIO OF SERVICES



Insurance

- Banner Network Colorado
- Banner Health Network
- University of Arizona Health Plans
- Banner | Aetna
- Blue Advantage



Ambulatory

- Urgent Care
- Ambulatory Surgery Centers
- Specialty Care
- Primary Care
- Occupational Health
- Cancer Centers
- Imaging Centers



Acute

- Academic Medical Centers
- Urban Hospitals
- Rural Hospitals
- Children's Medical Center
- Behavioral Health Hospital



Post-Acute

- Inpatient/Outpatient Rehabilitation
- Skilled Nursing Facility
- Home Health
- Hospice and Palliative Care
- Home Infusion



Services

- Pharmacy Services
- Lab Services
- Telehealth

OUR CUSTOMERS

1,013,933

Covered Lives

5,072,126

Clinic Visits

1,108,611

Outpatient Visits

1,003,615

ED Visits

529,157

Urgent Care Visits

242,933

Admits

112,058

Observation Cases

207,778

Home Health Visits

157,911

Surgeries

33,117

Deliveries

OUR MAJOR PARTNERSHIPS



About Medicom Health

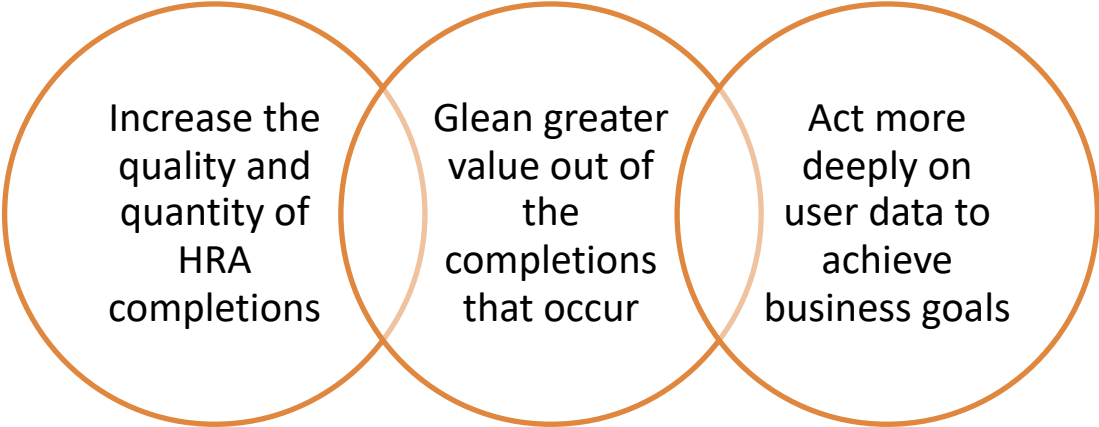
Founded in 2000, Medicom Health is best known for their condition-specific health risk assessments (HRAs) used by hundreds of hospitals to engage millions of patients annually.

The HRAs convert web visits to care visits through personalized, evidence-based feedback and recommendations. In short, they help patients figure out next steps for their exact situation.

The Management Portal for clients features a wealth of customization, automation, integration, and reporting options for seamless use in any digital workflow.



Key Takeaways



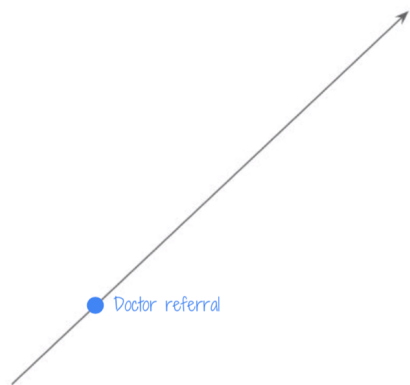
Increase the
quality and
quantity of
HRA
completions

Glean greater
value out of
the
completions
that occur

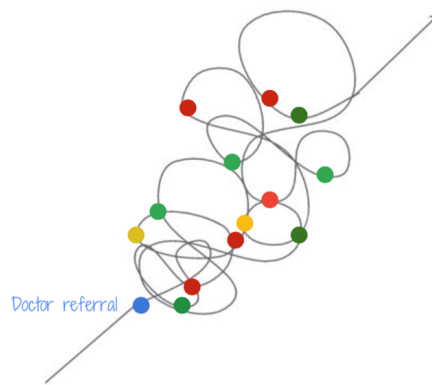
Act more
deeply on
user data to
achieve
business goals

The Challenge

Marketing for a non-linear customer journey



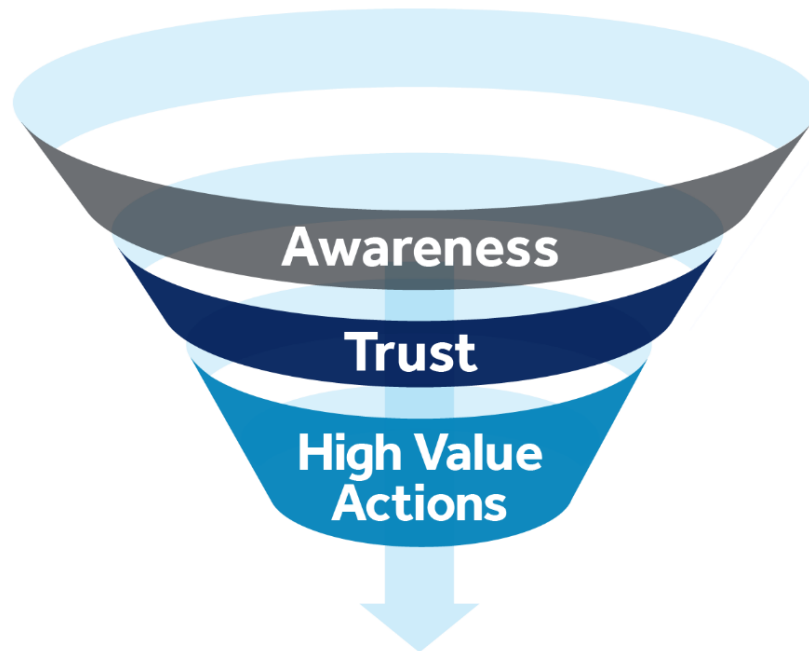
What we think it looks like



What it actually looks like

Following the Funnel

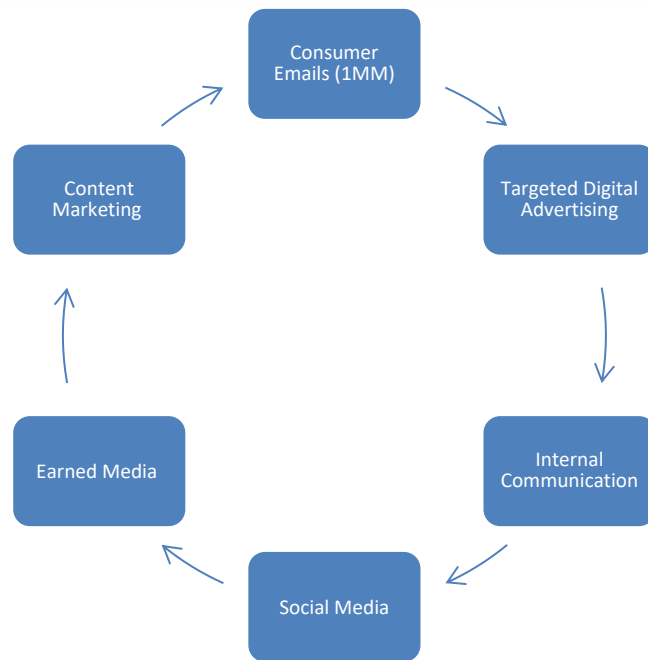
- How far down we can track a patient engagement?
- Where can we intercept customers and nurture them further down?



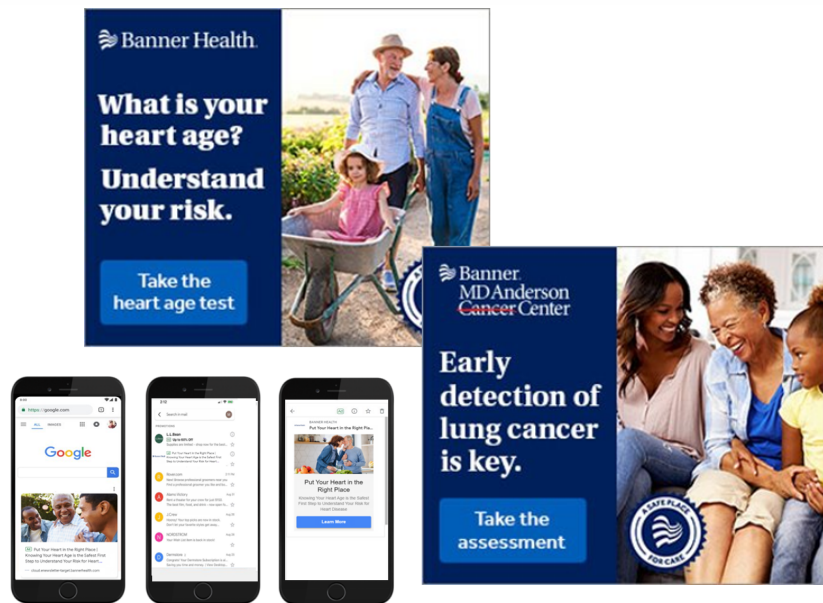
Finding the Solution

- **The right tool for the right job, one that matches our strategy**
- **Online where 80% of health care decisions are made**
- **Create right digital media/channel mix that can be optimized as the campaign runs**
- **Have stakeholder buy-in**
- **Work with a multi-prong approach with tracking, information flow through our marketing automation system, digital front door**

Banner's HRA Performance Campaigns



Targeted Digital Advertising



- Top-of-funnel channels (display and native) were leveraged to drive awareness and downstream conversions.
- Last-click HRA completions were driven by mid/bottom funnel channels including social, Google Discovery and Google, Bing paid search.
- Path to conversion reports were also implemented in campaign tracking to enable us to understand the types of media and ads best at influencing and driving conversions by highlighting the longer path of exposures needed to lead to conversion. (Exposure is an impression or click on an ad)

Content Marketing



Only smokers are at risk of getting lung cancer, right? Wrong. This is just one of many misconceptions about this disease, which is the [most common cause of cancer-related deaths](#) and second most common cancer in both men and women in the United States.

Lung cancer forms in the tissues of the lungs, most often in the cells that line air passages. It occurs when



Are you trying to reduce your cholesterol or lower the amount of fatty foods you eat? With so many choices on the grocery store shelves, it's hard to know where to start.

Banner Health registered dietitian, Lindsey Manz, explains, "It's not just about eating the right foods. It's

Consumer Email (Heart Month)

Emails	Send Date	Total Sends	Open Rate	Unique Click to Open Rate
Heart HRA Single Send 2.6	2/5/20	66,036	15.51%	18.43%
V2 Heart HRA Single Send 2.6	2/5/20	67,011	17.18%	26.58%
V2 Heart HRA Single Send 2.6	2/7/20	498,729	16.48%	25.30%
V2 Heart HRA Single Send 2.6	2/7/20	297,525	11.34%	22.21%
Total		929,301	15.13%	23.13%

 **Banner Health.**



Celebrate heart month - take our Heart Age Test

Staying on top of your heart health is important. February is heart health month, so it's a great time to see how your heart is doing.

Do you know if you're prone to heart disease? Take our [Heart Age Test](#) and learn more about your heart health.

[Try it now](#)



Organized by: Greystone.Net

November 16-18, 2020

#HCIC20

Connect with **Amazing People** in **Healthcare** and **Digital Marketing**

Results and Key Findings

Digital Advertising Results

HRA	Survey Starts	Survey Completes	Completion Rate*	CPA
Heart HRA	31,331	14,372	46%	\$25.31
Lung HRA	9,479	3,441	36%	\$62.21
Overall	40,810	17,813	44%	\$32.43

- Once the campaigns were live and ramped, we generally saw consistent monthly conversions and CPAs
- The broader the assessment type, like Heart, we saw more completed HRAs, which drove down CPAs
- The more niche the assessment type, like Lung Cancer, we saw fewer completed HRAs, which drove up CPAs
- Weekly review and optimizations

Digital Advertising Findings

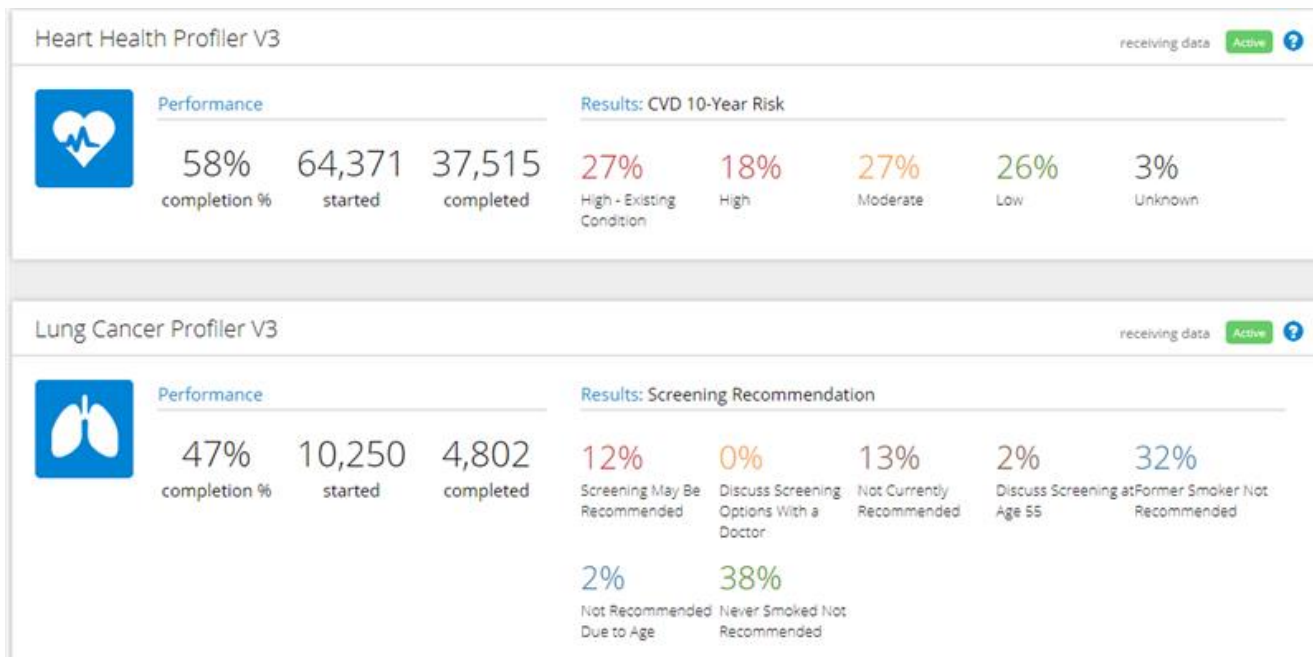


- Paid Social is a must-have channel
- Delivers three-quarters of all completed assessments
- Results in more completed assessments (32% for Heart and 29% for Lung Cancer)
- Drives efficiencies with CPAs half the plan average



- Discovery is our newest channel delivering the second lowest CPA
- This new placement is freshly out of Beta and unfortunately a policy around sensitive content in health care advertising has flagged our ads due to the mention of specific health conditions targeting users based on their behaviors and demographics versus immediate search behavior that indicates they are actively seeking treatment or health care information
- While we remain hopeful that we can work with Google on this policy and find a way to successfully leverage the platform for our HRA campaigns, we have had to suspend our use of the channel until the policy issues have been resolved

YTD Results for two HRA campaigns





Organized by: Greystone.Net

November 16-18, 2020

#HCIC20

Connect with **Amazing People** in **Healthcare** and **Digital Marketing**

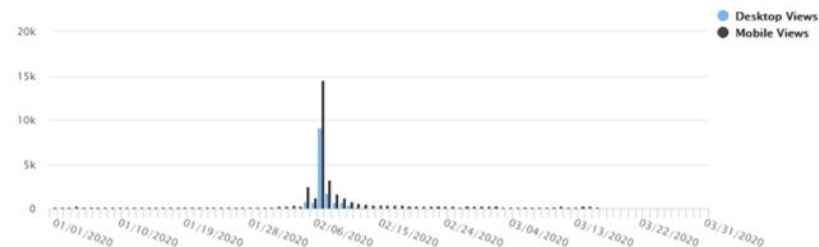
A Heart HRA that stands out during Heart Month

Heart Month Peak Results

Month	Oct 2019	Nov 2019	Dec 2019	Jan 2020	Feb 2020	Mar 2020	Apr 2020	May 2020	Jun 2020	Jul 2020	Aug 2020	Sep 2020
Visits	422	5,521	4,994	5,984	47,123	3,768	285	172	4,269	1,438	5,672	7,468
Starts	261	4,434	3,787	4,465	32,341	2,511	100	59	3,130	798	4,006	5,276
Completions	133	2,565	2,053	2,379	19,600	1,407	70	31	1,796	420	2,211	3,010
Completion %	51%	58%	54%	53%	61%	56%	70%	53%	57%	53%	55%	57%

Visits

[Download as CSV](#)



Heart Month Peak Results

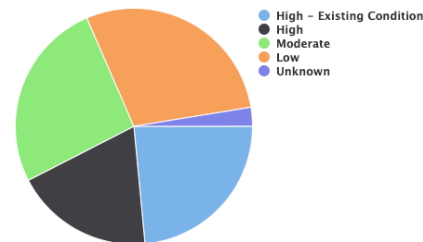
Benchmark Comparison [?](#)

[Download as CSV](#)

Name	Completion %	Time Spent	Contact Info	CTA Any	CTA 1	CTA 2	CTA 3
Heart Health Profiler V3 - All	58%	2:14	58%	73%	72%	2%	0%
Heart Health Profiler V3 - National Average	43%	4:03	43%	70%	60%	9%	8%

CVD 10-Year Risk

[Download as CSV](#)



Category	Users	%
High - Existing Condition	4,603	24%
High	3,707	19%
Moderate	5,104	26%
Low	5,661	29%
Unknown	504	3%

Customer sentiment and COVID-19

Arizona doctor: Don't delay during heart attack

Despite virus fears, every minute crucial to save lives



Posted Wednesday, June 17, 2020 5:42 pm



By **Matt Roy**
Twitter: @AZNewmedia

The novel coronavirus has stoked fears around the globe and closer to home with more than 39,000 cases and 1,200 deaths confirmed in Arizona as of Tuesday, June 16, according to the Arizona Department of Health Services.

A healthy fear of infection may help motivate safe, preventative behaviors, including social distancing, wearing face masks and gloves, and frequent hand washing.

But that same fear may also promote less healthy choices, such as avoiding care for other serious and life-threatening conditions — such as heart attack.

Sandi Davis, a registered nurse and director of the emergency department at Banner Del E. Webb Medical Center in Sun City West, explained the risks of waiting to call for help during a heart attack.

"Everyone's afraid to come in because they're afraid to get COVID," Ms. Davis said. "Don't be afraid to come, please come in."

 **Banner Health.**

What is your heart age?

Understand your risk.

Take the heart age test



- Advertising changes focus to safety
 - Safety seal added to all creative
- Overcoming customer sentiment - more than 50% delaying care due to COVID fears
 - Acquity of patients increasing
- HRA risk levels another way to encourage patients to not delay care





Organized by: Greystone.Net

November 16-18, 2020

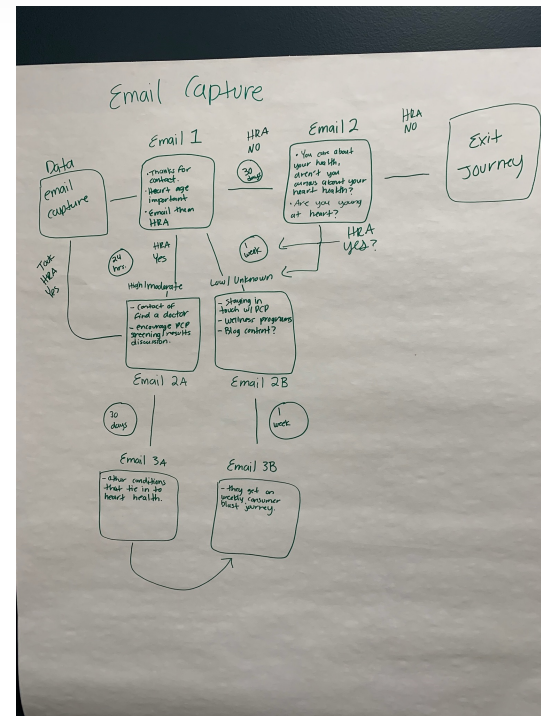
#HCIC20

Connect with **Amazing People** in **Healthcare** and **Digital Marketing**

Guiding the Patient Journey

Finding Greater Value

- **Journey Mapping exercise to develop nurture pathway**
 - Build your capture/nurture journey with the broader team
 - Journey map content based on participant's risk result and PCP status
- **Monthly Newsletter**
 - Build brand affinity, cross-sell services
- **Look further down the funnel**
 - Heart – cultivate engaged consumers through targeted emails to nurture, share other services, promote new HRAs
 - Lung – check HRA completion list against lung screenings to establish conversion rates
 - All – Track online appointment booking including in-person or telehealth





Organized by: Greystone.Net

November 16-18, 2020

#HCIC20

Connect with **Amazing People** in **Healthcare** and **Digital Marketing**

Thank you