

Content Strategies That Maximize ROI from Health Risk Assessments (HRAs)

Tips, Tricks and Best Practices for Optimizing Online HRAs

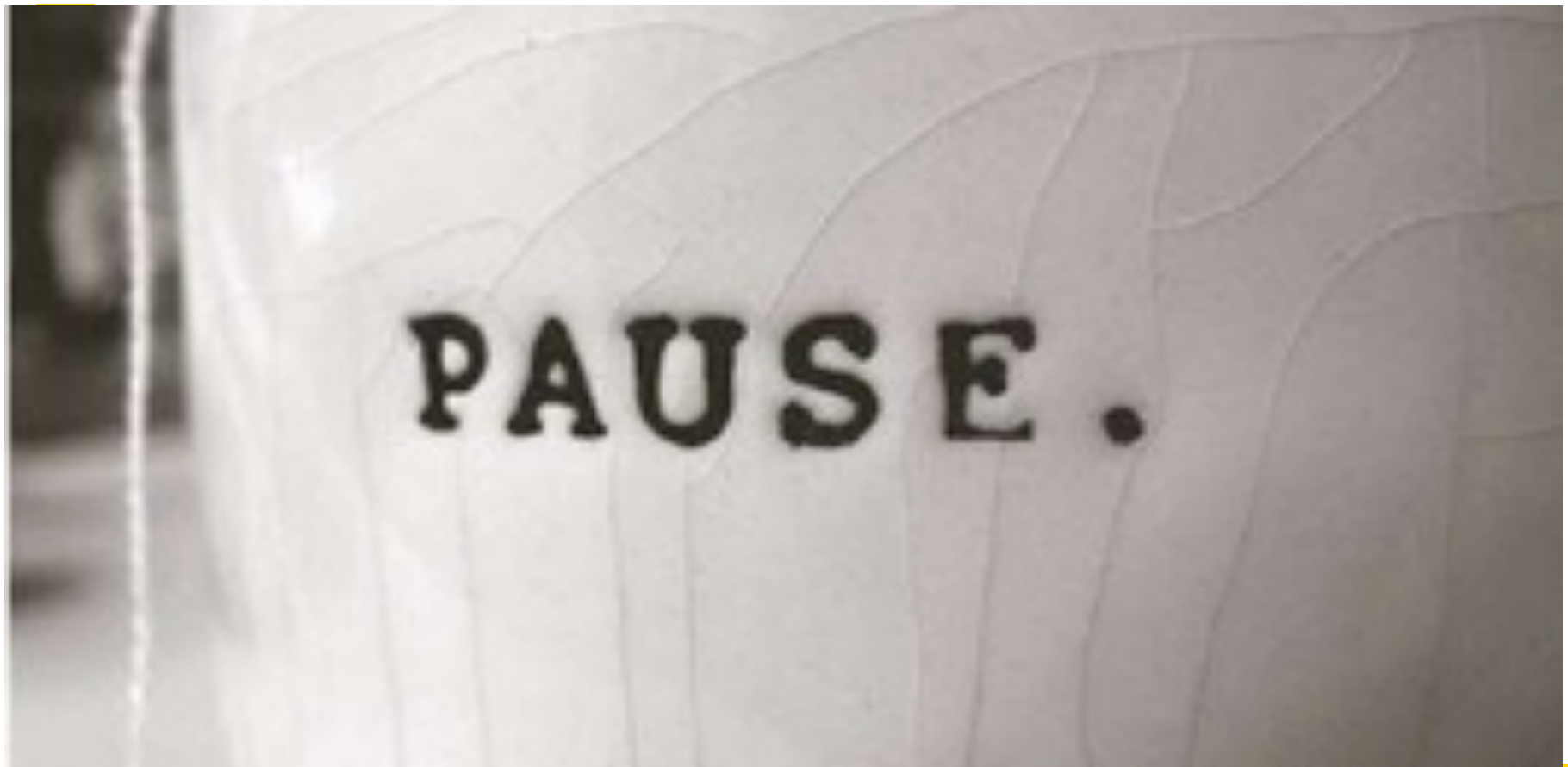




Key Takeaways

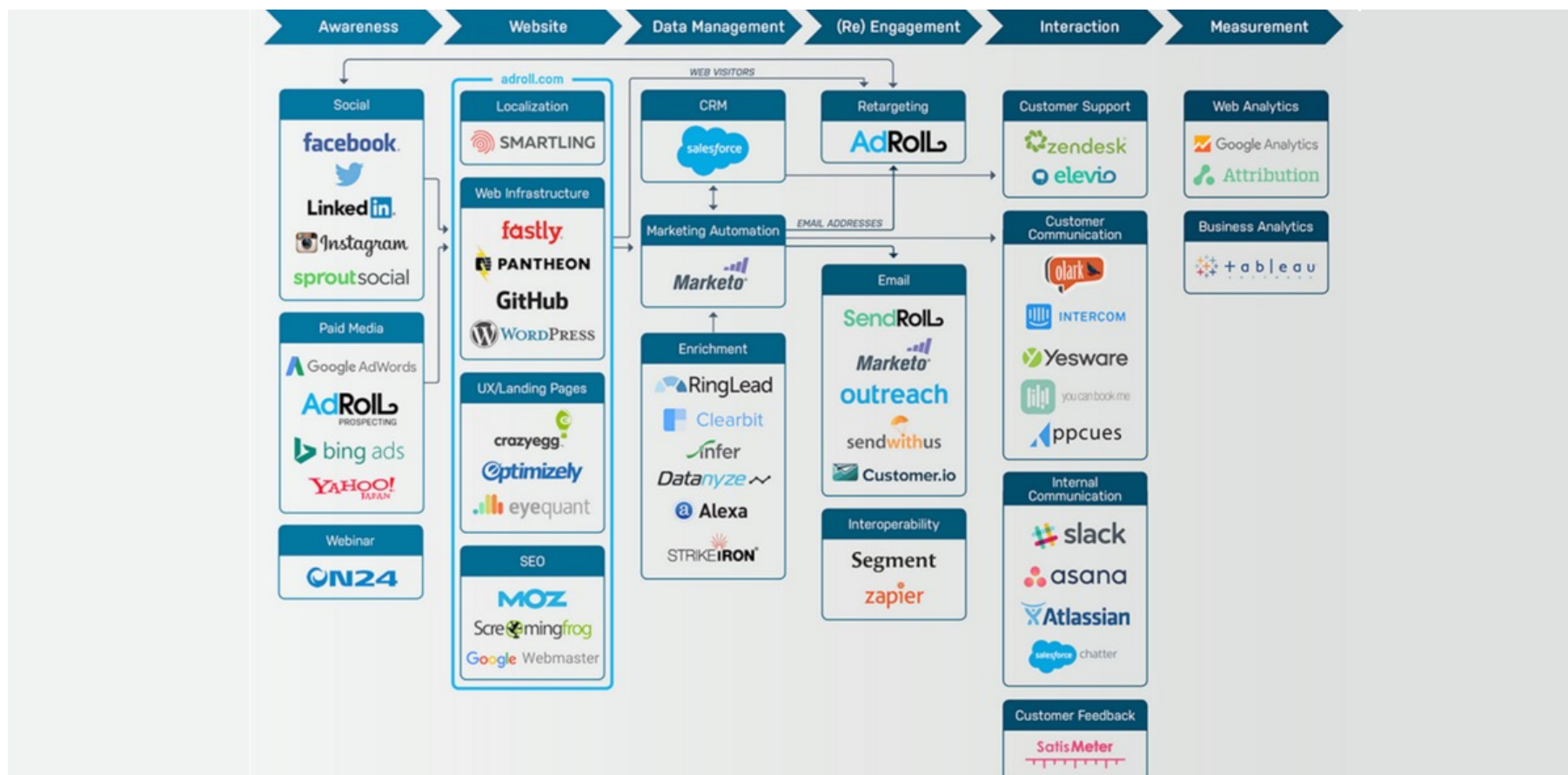
- Content strategies to best leverage your HRAs
- Tuning your targeting for the right audiences
- Tactics for promoting, incentivizing and measuring HRAs















What is Content Strategy?

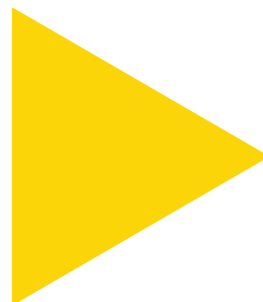
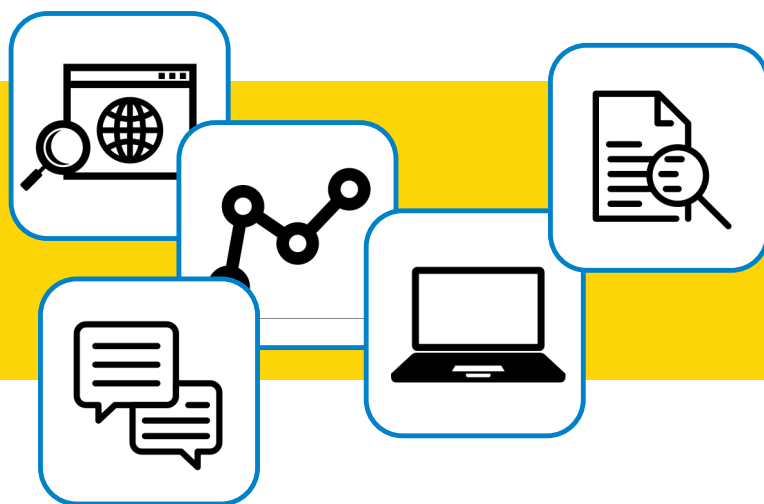
Content strategy refers to the strategic planning, development, publication, and governance of your organization's content assets.

Content strategy:

- Uncovers how to align the needs of your target users (what they want to do or learn, when they want or need it, and how and where they expect it) with your strategic business goals
- Guides successful content execution and ongoing optimization and usefulness



Benefits of Effective Content Strategy



- Engaging, useful, clear, up-to-date content that's easily found, easily navigated, and drives conversions
- Consistently delightful digital brand experiences
- Improved understanding of your target audiences and their needs
- Insights into the quality and performance of your marketing efforts
- Identification of opportunities for improvement



Key Elements of Content Strategy



What?

A health risk assessment (HRA) is a screening tool that helps individuals identify and understand their health risks and monitor health status over time.





Who?

The foundation of good content strategy is knowing who you are trying to reach.





HRAs in the Patient Journey



An HRA can:

- Help patients take an active role in their health
- Educate a patient about their risk factors for a condition
- Help start or inform conversations with their primary care provider
- Lead to a health screening (and/or more frequent screenings)



Universal User Preferences

Whatever the HRA topic, all users prefer:

- Convenience, accessibility and intuitive user experiences
 - Easily found
 - Available when and where they want to use it
 - Optimized for the devices they use
- Assessment experience that's understandable, engaging and doesn't take a lot of time
- Personalized, actionable results



Audience Analysis for a Specific HRA

- What are our goals for this HRA? How does it fit into our promotion strategy for a service, type of provider, location, campaign, etc.?
- Is the HRA topic more relevant to certain segments of our market?
- How is our non-HRA content about this topic meeting the needs of the target audience today?
- What messaging has resonated with this audience in the past? What messaging channels and devices does this audience prefer?
- What are common questions or concerns your target market may have about the HRA's topic?



Tips for Finding Answers

- Avoid making assumptions or generalizations
- Interview patient-facing providers and team members
- Gather data
 - Demographic data from credible sources
 - Your website analytics and other marketing data sources
 - Any relevant, data-driven marketing personas
 - Localized, relevant keyword queries, trends and volumes



Let's Practice: Example Health System

Example Health System serves the state of Iowa. Our objectives:

- Support population health initiative to lower stroke rates and improve stroke outcomes
- Drive patient acquisition; increase screening and diagnosis volumes

Our consumer-facing marketing channels include:

- Website
- Social media (Facebook, Twitter and Instagram)
- Blog/content marketing hub



Let's Practice: Stroke HRA

According to the Iowa Department of Public Health:

- Stroke is the 7th most common cause of death in the state
- More men than women died of stroke in the age groups younger than 74 years
- Over the age of 75, more women than men died of stroke
- Black and Asian/Pacific Islander Iowans had a higher stroke death rate than White Iowans; Black men had the highest stroke death rate

(Source: <https://idph.iowa.gov/hdsp/reports>)



Let's Practice: Stroke HRA

- Generation X and Baby Boomers are more often diagnosed with conditions that increase risk of stroke; however, strokes are spiking among Millennials

(Sources: <https://www.bcbs.com/the-health-of-america/health-index>,
<https://www.scientificamerican.com/article/more-millennials-are-having-strokes/>)

- Iowans have diverse levels of health literacy proficiency

(Source: <http://healthliteracymap.unc.edu/>)



Let's Practice: Stroke HRA

According to Example Health System's Google Analytics:

- More than half of our total website visitors are women; most users are 25 to 54 and visit the site on a mobile device
- The Stroke Care page on our site sees an equal number of male and female users; most users are 45 to 65+ and visit the site on a mobile device



Let's Practice: Stroke HRA

Keyword research shows users in Iowa are interested in:

- Stroke causes
- Stroke prevention
- Stroke risk factors



Where?

Across our digital ecosystem,
where should users find or
navigate to HRAs?





Where to Leverage Your HRAs

Consider housing HRAs long-term on:

- Your organization's website, ideally within relevant content that aligns with the awareness/prevention stage of the patient journey
- Patient portal

When first launching an HRA or during a special promotion or throughout ongoing long-term promotion:

- Take a multi-channel approach
- Meet your target audience where they are



Where to Leverage Your HRAs

Promote and drive traffic to HRAs from:

- Your website – homepage, campaign landing page, CTAs, effective cross-linking strategy, etc.
- Social media
- Email marketing/e-newsletters
- Blog/content marketing hub
- Google ads
- Print materials

Custom Content. Custom Experience.



Let's Practice: Stroke HRA

To meet target user needs and preferences and successfully launch the Stroke HRA, Example Health System:

- Creates a Stroke Risk Assessment campaign landing page
- Drives traffic to the campaign landing page from:
 - Facebook and Twitter, social media platforms likeliest to be used by the target audience
 - Monthlong Google ads campaign
 - Website homepage
 - Relevant pages across the website: Heart-Healthy Lifestyle, Neurology Diagnosis & Screening, Stroke Care, newly created Stroke Prevention page
 - Blogs published to coincide with the campaign

Custom Content. Custom Experience.



Let's Practice

After the campaign, Example Health System gets the most out of its content investment by:

- Moving the stroke risk assessment to the website's service line section
 - Updating the primary CTA for the Stroke Prevention page to link to the HRA
 - Referencing and linking to the assessment where relevant throughout service line content
- Promoting the stroke HRA on social media platforms when relevant
- Promoting the stroke HRA in relevant blogs

Custom Content. Custom Experience.



How?

How can we optimize our content and best promote and leverage our HRA investment to reach our goals?





How to Leverage Your HRAs & Measure Performance

- Optimized content that promotes, references or houses the HRA according to user experience, web writing, SEO, and accessibility best practices
- For a campaign, consider using an incentive
- Set measurable goals with a clear timeline
- Monitor performance and make iterative tweaks
 - Website analytics – traffic, conversions, engagement, etc.
 - Social media analytics
 - HRA analytics

Custom Content. Custom Experience.



How to Leverage Your HRAs & Measure Performance

Through the assessment:

- Capture user-provided information
 - Integrate with CRM, segmented email lists, etc.
- Monitor HRA completion rate and user paths
 - Do they leave your website? Engage with other content?
- Provide personalized recommendations for next steps

After the assessment is completed, stay top-of-mind with ongoing, personalized communications

Custom Content. Custom Experience.



Let's Practice: Stroke HRA

Example Health System:

- Incentivize consumers to take the HRA and enter a drawing to win a Fitbit
- Time social media posts to align with highest usage
- Optimize content
 - Integrates high-value keywords; follows SEO best practices
 - Aims for a user-focused, 8th-grade reading level
 - Uses imagery that reflects the target audience demographics

Custom Content. Custom Experience.



Let's Practice: Stroke HRA

Example Health System:

- Publishes campaign content marketing assets on:
 - What Men Under 75 Need to Know About Their Stroke Risk
 - Why Strokes Are Spiking in Millennials
 - 10 Stroke Causes & Risk Factors
 - Q&A with a Stroke Specialist on How to Lower Your Risk [Video]

Custom Content. Custom Experience.



Let's Practice: Stroke HRA

Example Health System:

- Creates a segmented email list of consumers that have taken the Stroke HRA, sending emails periodically with relevant content (heart healthy cooking class, stroke-related blogs, etc.)
- Regularly tracks Stroke HRA performance and makes small tweaks to find what resonates best

Custom Content. Custom Experience.



When?

When to strategically promote HRAs and continuously drive engagement





When to Promote HRAs

Align HRA promotion with:

- Your editorial calendar
- National health observances
- New, relevant patient story, especially if it references early detection
- Relevant current events/breaking stories ("newsjacking")

Consider establishing governance rules around ongoing and/or annual promotion of an HRA



Let's Practice: Stroke HRA

Example Health System launches their Stroke HRA in May, National Stroke Awareness Month, and monitors and documents campaign success and learnings. After May, Example Health:

- Makes small changes to content to be evergreen/not campaign-specific
 - Retires campaign landing page
 - Houses Stroke HRA in website service line section (Neuro, H&V or Stroke)
 - Updates links to campaign landing page from blogs, service line content, etc. to Stroke HRA assessment
- Promotes the Stroke HRA when relevant throughout the year
- Plans to promote next May, applying lessons learned from first campaign and adjusting goals

Custom Content. Custom Experience.

Why?

It's our commitment to our mission and to improving the health of our communities.





Open discussion



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