

Casestudy

TELEHEALTH: FROM OPTION TO ESSENTIAL OFFERING

Marketing Learnings Based
on Advertiser Success

The State of Telehealth

Our new normal has catalyzed the need for technological solutions to enable patients to interact with healthcare providers from a distance and receive evaluations and diagnostics via digital means. These days, telehealth is top of mind for consumers who are sensitive to visiting a doctor's office or medical facility for non-emergency appointments in person as the global health pandemic ebbs and flows.

As telehealth technology adoption rose quickly in 2020, savvy providers worked to advertise the capability to patients and prospects. 32 percent of U.S. adults now use telehealth services¹ and, for ongoing care and patient monitoring, 50 percent of patients use telehealth services at least once per month.²

This paper explores one such provider that delivered on its advertising campaign goals by reaching its audience with a data-informed campaign fit for the times patients find themselves in. Any advertiser can learn from the strategic approach the healthcare provider used to not only market its services but effectively reach customers.

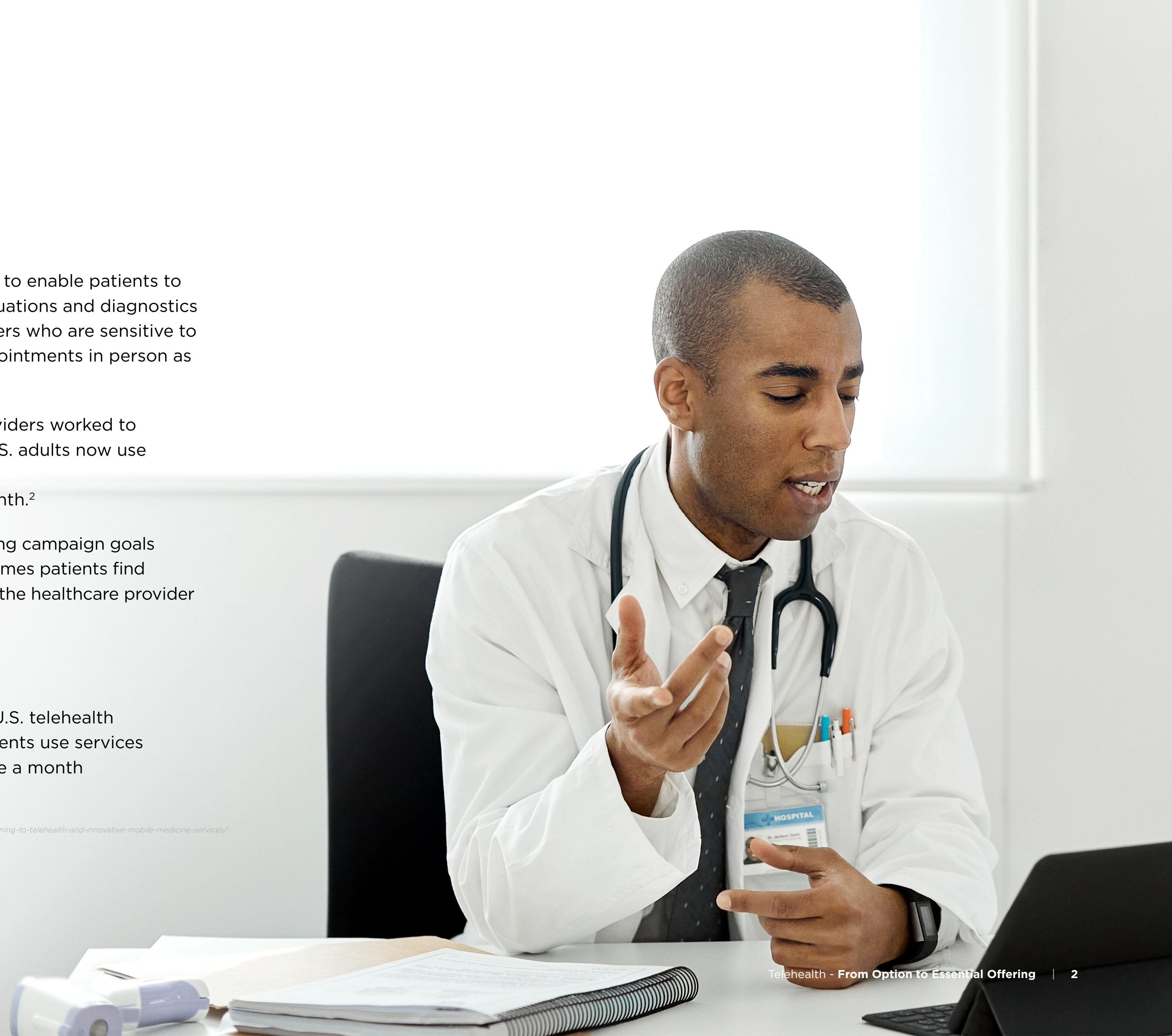


U.S. adults that use telehealth grew from 8% in Dec 2019 to 32% in Jun 2020



Of U.S. telehealth patients use services once a month

Sources: 1. CivicScience as cited in company blog, June 24, 2020. www.eMarketer.com. 2. <https://www.adweek.com/digital/infographic-consumers-are-turning-to-telehealth-and-innovative-mobile-medicine-services/>



CASE STUDY

BASS Medical Group

BASS Medical Group is a leading healthcare specialist provider in the Greater Bay Area. Headquartered in Walnut Creek, California, the organization’s mission is to create a personal and seamless healthcare experience for its patients.

It’s no surprise that when—like many other medical providers—it was forced to pivot in 2020 to meet client needs. BASS Medical Group prioritized its patients, making their visits with doctors safer through its digital telehealth solution. BASS media set out to launch a campaign with the goal of informing patients of this change and to also connect with the community in a meaningful way.

Campaign Goals

01 Reach

Effectively reaching the determined target audience with relevant messaging and creative to connect with the community

02 Action

Drive website visitation and engagement with BASS Medical Group’s digital telehealth services

Campaign Length

October 1 - December 31, 2020

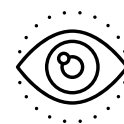


Here’s how they did it



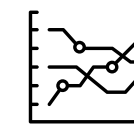
Connect

BASS Medical created a message that resonates



Audience

Effectiv identified a data-led strategy to reach the desired audience



Results

The BASS Medical 3-month TV campaign achieved positive results



“

The campaign’s goal was to reach a target audience and it was important to have creative content that would resonate, but also a media plan designed for a specific demographic. With Effectv’s guidance and activation of first-party viewership data, we created a successful plan that reached our audience across linear TV and streaming screens as they were viewing video content.”

– Anisha Kalra
Marketing & Communications Manager, BASS Medical



Meeting the Moment

BASS Medical Group set out to connect with its community while also conveying how it has adapted to the COVID-19 pandemic.

The TV commercial creative encapsulated the new normal for doctors and patients alike as visits occurring virtually became mainstream. It was important to convey that we are all in this together and BASS Medical Group shared how it is putting that into practice. Alignment to appeal to BASS Medical's core audience of families with children was key, and the creative told a story pertinent for this audience.

The message is what matters in advertising because it is the way you engage your audience. Great creative begins with understanding what you are about as an organization. From there, it is important to be aware of the environment you are in and the tone you want to set.

Click [here](#) to watch the BASS Medical TV commercial



Following the Audience

In order to connect with the Greater Bay Area community, BASS Medical Group used its first-party data to better understand its audience. With insights from Comcast's first-party data and Effectv's audience targeting capabilities, the team built a campaign that reached BASS Medical's desired audience comprised of the following characteristics:

- Affluent
- Middle-aged families with children
- Couples
- Active lifestyles

The campaign was built around Effectv "flourishing families" audience segment and included flighting the TV commercial on all relevant networks and across dayparts. In addition to live TV with an emphasis on cable news and VOD, the TV commercial was delivered on streaming platforms as well.

Audience Viewing Behavior:

7:08

hours spent with TV daily

88%

of time spent with live TV

67%

of viewing done outside of primetime viewing hours

63%

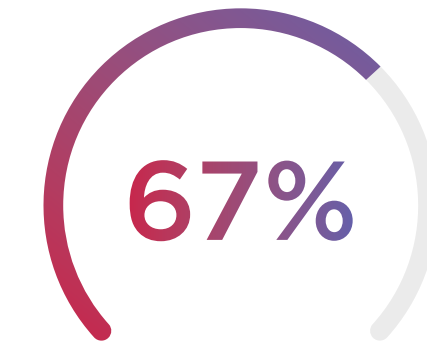
of viewing time spent with with cable TV
(vs. broadcast and/or premium)

Source: Comcast Aggregate Household Viewership Data. (Q4 2020)



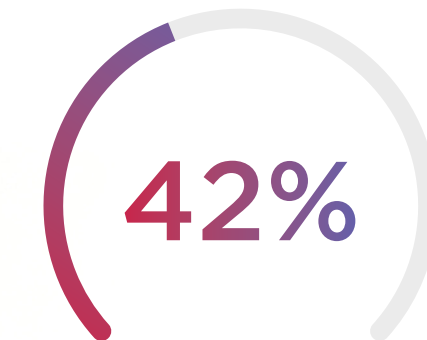


Campaign Results



Audience Reach

The campaign reached 67% of the target audience an average of 5.3 times



Took Action

The campaign delivered an incremental +1,200 visitors to their website and 42% took an action while there*

*Visited the desired pages on the web site
Source: Analysis of client campaign performance using post-campaign Comcast Internal Data; Analysis of Instant Impact campaigns using TVSquared ADvantage metrics (Q4 2020)

Summary

By setting clear goals and establishing KPIs to track success measures, BASS Medical Group's campaign achieved and surpassed expectations to reach its audience. Effectv's ability to measure campaign results demonstrates the campaign performance over its three-month tenure on air. For this advertiser, its telehealth service went from being a rudimentary option for patients to an essential offering for the communities it serves.

To learn more about advertising to an audience most receptive to telehealth services, download Effectv's Telehealth Advertising Guide at Effectv.com/Telehealth.



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