

# COVID-19 Consumer Outreach Campaign Highlights

November 2020



# 5 Things You Should Know

1. 1 in 3 patients aware of Safe Care Promise, and nearly half of those said the message was influential in seeking care.
2. Symptom Checker has been used by more than 250K consumers to evaluate their symptoms and triage them to the appropriate level of care.
3. Our gratitude campaign humanizes our workforce and builds trust with patients, while recognizing and thanking our team members for their continued battle on the frontlines.
4. Targeted outreach to educate and enhance access to African American and Hispanic communities who has been disproportionately impacted by COVID-19.
5. Expanded virtual health with over 800K virtual visits and 600K LiveWell app downloads.

# Three-Pronged Strategy

## Resources

Engage with consumers on symptoms of COVID and care access points at Advocate Aurora

## Public Awareness

Educate consumers on proven health mitigation strategies in a meaningful and personal way

## Gratitude

Demonstrate appreciation for our frontline team members

# Objectives

## Awareness

Inform consumers on how to keep themselves safe and access care when they need it

## Connection

Engage with consumers to route patients safely to appropriate care and connect with team members to show support

## Action

Book online to receive care at a variety locations (primary care, virtual visit, IC/UC, or Walgreens Clinic)



## Safe Care Promise



# Multi-Channel Outreach

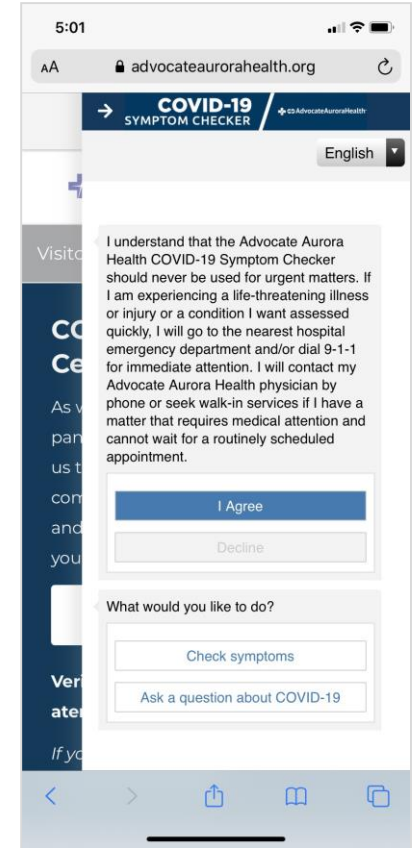
Digital	Social	Internal/ Provider	Misc.
Consumer Webpage <i>English, Spanish</i> Symptom Bot Google Search Google Display Ads YouTube Video	Social Ads Virtual Community Town Halls (Facebook Live) HEN Promotion Infographics Video Ads Videos from physicians	Digital Screens & Intranets  This Week, The Leader, MGU, APP features  Overview to ELT, Medical Group/ APP leadership and operations	Broadcast TV Out of Home On-hold Messaging Employer Solutions (Pardot email) Earned Media Time & Temp M&E Patient Resources
<b>CRM</b>	Targeted Emails (all patients), Consumer Matching		

# COVID-19 Resources Campaign

# Symptom Checker

## Put consumers on the path to diagnosis by enabling consumers to:

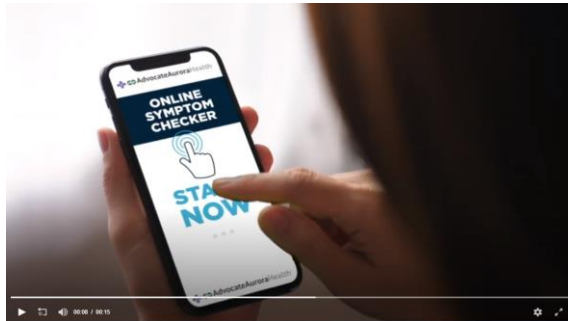
- Recognize their symptoms
- Decide if they're most likely to have a cold, the flu or COVID-19
- Find care appropriate for their symptoms
- Find common questions and answers related to cold, flu and COVID-19
- Will inform consumers of care options:
  - Primary Care Physician
  - Quick Care Video Visit
  - Immediate/Urgent Care
  - Clinics at Walgreens
  - \*COVID Virtual Care Program in IL



# Creative



Little Things: Symptom Checker



<https://www.youtube.com/watch?v=GJHOxjehHVM>



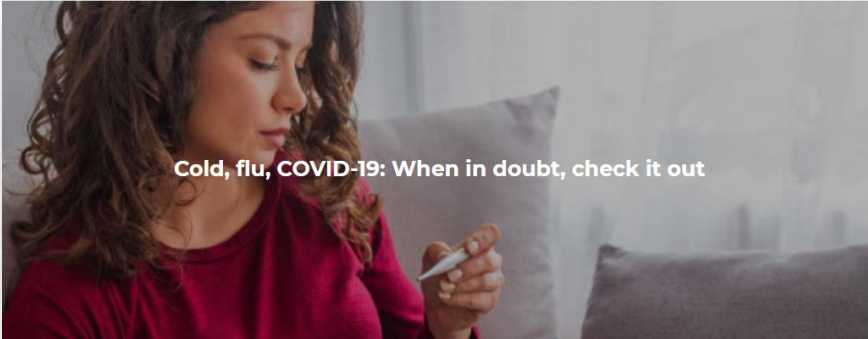
Verifique sus síntomas desde la seguridad de su casa. Nuestro Verificador de Síntomas de COVID-19 en línea gratuito le permitirá saber rápidamente qué hacer después. Empezar ahora.





# Landing Page |

aah.org/symptomcheck




**Cold, flu, COVID-19: When in doubt, check it out**

**Be on the safe side: Check your symptoms**

Trying to figure out the difference among cold, flu and COVID-19 symptoms? Use our symptom checker to check your symptoms. We'll help you get the right care and valuable peace of mind.

[Check symptoms & find care](#)



**Primary care**

Make an appointment to visit your primary care provider – or find one who's right for you.

[Get safe primary care](#)



**Video visit**

We're here for you 24/7 for allergies, colds, pink eye and more. Plus, you can often schedule a video visit with your own provider by calling their office.

[Get started with a video visit](#)

**¿No se siente bien? Encuentre la atención adecuada para usted**

Vea a un proveedor desde su casa o en persona, y reciba la atención que necesita.



**Immediate/urgent care**

Prefer to see a provider in person? Visit us at a location near you for things such as sprains, rashes, burns and respiratory problems.

[Find immediate/urgent care](#)



**Clinic at**

Get convenient COVID-19 immediate

[Find a](#)



**Atención primaria**

Programa una cita para ver a su proveedor de atención primaria o para encontrar uno adecuado para usted.

[Obtenga atención primaria segura](#)



**Visita por video**

Estamos a su disposición las 24 horas del día, los 7 días de la semana para alergias, resfriados, conjuntivitis y más. Además, con frecuencia, puede programar una visita por video con su propio proveedor llamando al consultorio.

[Comience con una visita por video](#)



**Atención inmediata/urgente**

„Prefiere ver a un proveedor en persona? Venenos en una ubicación cerca de su hogar por resaca, erupciones, quemaduras y problemas respiratorios.

[Encuentre atención inmediata o urgente](#)



**Clinica en Walgreens**

Decida una atención conveniente a la vuelta de la esquina. Si tiene **síntomas de COVID-19**, véanos en una ubicación de atención inmediata/urgente cerca de su hogar.

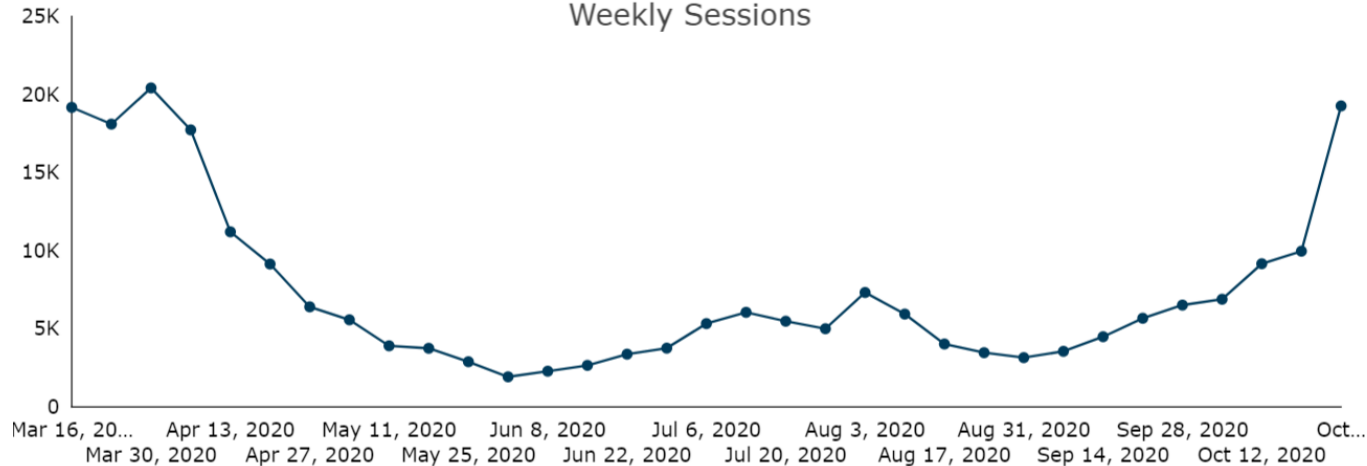
[Encuentre una clínica en Walgreens](#)

# Symptom checker usage

## Sessions

English 217.4K	Spanish 2.3K	FAQ 24.0K	Total Bot Sessions 243.7K
-------------------	-----------------	--------------	------------------------------

## Weekly Sessions



## October Results

Upward trend of symptom checker usage since campaign launch

**19k** sessions within 3 days of sending cold, flu, COVID emails



# Media

## health enews

A news service from AdvocateAuroraHealth



Dr. Donald Beno discusses the importance of this year's flu vaccination



Advocate Health Care

Published by Erica Noonan · October 12 ·

Dr. Kevin Koo, primary care provider at Advocate Lutheran General Hospital, explains why it is critical that adults and children get the flu shot this year.

A simple flu shot is safe, easy and offers the best way to protect you and your loved ones from the flu. To schedule your flu shot appointment, visit: <http://ow.ly/SCGu50BNzP3>



5 CHICAGO | Is It Safe To Celebrate Thanksgiving This Year?

## Is It Safe To Celebrate Thanksgiving This Year?

Thanksgiving is fast approaching and many families are trying to decide if they should get together for the traditional feast.

By Lauren Petty · Published November 10, 2020 · Updated on November 10, 2020 at 5:51 pm



Thanksgiving is fast approaching and many families are trying to decide if they should get together for the traditional feast. NBC 5's Lauren Petty reports on what you need to know.



Advocate Health Care

October 27 at 8:19 PM ·

Illinois Governor J.B. Pritzker and Dr. Ngozi Ezike, director of Illinois Department of Public Health, hosted the daily COVID-19 briefing today at Advocate South Suburban Hospital in Hazel Crest stressing the resurgence of COVID-19 infections across the state. Rashard Johnson, president of South Suburban Hospital, and Dr. Robert Citronberg, Advocate Aurora Health Executive Medical Director for Infectious Disease and Prevention, explained how the health system is seeing the start of a second surge as the number of positive COVID-19 cases and hospitalizations increase. "Our brave doctors, nurses and staff are prepared to do our best for our community, but we need everyone to do their part, too: wearing a mask, keeping your distance, avoiding gatherings and washing your hands," explained Johnson.



# Public Health Campaign

# Creative





# TV Spots

PSA 1.0 – COVID-19



<https://www.youtube.com/watch?v=ct7Qi1ECrIY>

PSA 3.0 – Little Things



<https://www.youtube.com/watch?v=GJHOxjehHVM>

PSA 2.0 - Safe Care



[https://www.youtube.com/watch?v=RyU5nOfD\\_o](https://www.youtube.com/watch?v=RyU5nOfD_o)

Little Things – Symptom Checker



<https://youtu.be/U-bCBRU-z4I>

# Public Health Campaign: Reaching Diverse Communities

## TV Spot

Targeted Spanish language channels during local news and primetime novelas.

## Radio Spot

:30 spots on stations based on ranking, involvement in the community and station format.

## Community Newspaper

Presence in health section of local African American and Hispanic print publications.

## Local Digital

Surface Static Posters and Street Digital strategically placed in Chicago and Milwaukee.

## Social

Hosted Virtual Town Halls to answer community questions. Promoted short videos and infographics in English and Spanish targeting key demographic groups in COVID-19 hot spots

# Hispanic Outreach

RECORDATORIO

## EL USO DE MASCARILLA MÉDICA O DE TELA ES OBLIGATORIO EN TODO MOMENTO

### USO CORRECTO DE LA MASCARILLA

Agarre la mascarilla por las tiras

Verifique que le quede ajustada y que le tape la nariz y barbilla



### USO INCORRECTO

No la use por debajo de la boca, por debajo de la nariz, floja o despegada

### NO APROBADAS

N95s con válvula de exhalación



Braga



Bandana



Visera sin mascarilla



AdvocateAuroraHealth

Advocate Aurora Health  
Sponsored

Con la Promesa de Cuidado Seguro de Advocate Aurora, su salud y seguridad son nuestra máxima prioridad. Conozca las medidas adicionales que estamos tomando para garantizar un cuidado seguro.



Advocate Aurora Health  
Nonprofit Organization

LEARN MORE

Los casos COVID-19 están en aumento y es importante hacer su parte para prevenir la propagación del virus. Podemos hacerlo juntos siguiendo algunos pasos sencillos:

- Practicar el distanciamiento social – evite el contacto innecesario con los demás.
- Lavarse las manos cuidadosamente y con frecuencia.

Si cree que ha estado expuesto al COVID-19 o está experimentando síntomas, visite nuestro Centro de Recursos de COVID-19 en: <http://ow.ly/fixsO50AcXif>



AdvocateAuroraHealth

#InThisTogether #EstamosJuntos

Advocate Aurora Health  
Sponsored

Cuidar de sus amigos y de su familia puede aliviar el estrés, pero debe ser equilibrado con el cuidado de usted mismo. Sobrellevar el estrés de una manera saludable lo hará a usted, a las personas que le importa y a su comunidad más fuertes. Haga clic aquí para obtener más información y recursos de los CDC: <http://ow.ly/meXx50Ce2Uj>

## 8 ALTERNATIVAS SALUDABLES PARA SOBRELLEVAR EL ESTRÉS

- Sepa qué hacer si se siente enfermo y le preocupa el COVID-19.
- Sepa dónde y cómo acceder a un tratamiento (presencial o a través de los servicios de tele salud).
- Cuide su salud emocional, lo ayudará a pensar con claridad y reaccionar ante la necesidad urgente de protegerse y proteger a su familia.
- Tómese descansos y deje de mirar, leer o escuchar las noticias. Esto incluye redes sociales.
- Cuide su cuerpo comiendo saludablemente, haciendo ejercicio de forma regular y durmiendo bien.
- Evite el consumo excesivo de alcohol y drogas.
- Hágase un tiempo para relajarse. Trate de hacer otras actividades que disfrute.
- Comuníquese con otras personas. Hable con quienes confía sobre sus preocupaciones y cómo se está sintiendo.

AdvocateAuroraHealth



AdvocateAuroraHealth

Detenga la propagación

AdvocateAuroraHealth



# African American Outreach



**WORKING TOGETHER TO STAY APART**

COVID-19 is serious and can be deadly. And within our African American communities, the impact seems to be greater. Let's take care of each other by staying home except for work and grocery shopping. If you have to go out, stay 6 feet away from others, wear a cloth mask and wash your hands often.

If you have questions or think you have symptoms, visit [aah.org/covid-19](http://aah.org/covid-19).

**AdvocateAuroraHealth**  
#InThisTogether

**AdvocateAuroraHealth**

**SHOW LOVE ❤️ STAY HOME**  
TOGETHER WE CAN SAVE LIVES

**Stay home**

- Do not gather or play sports with others in places like parks.
- Do not go to others' homes to socialize. Do not have visitors.
- Do not have family gatherings.

**If you must leave home, take precautions**

- Do not leave home except for essential needs (work, groceries).
- Keep 6 feet between yourself and others.
- Only ride the bus if you **MUST** (work, pharmacy, urgent care).
- When home, take off your shoes and leave them at the door.
- Wash your hands often for 20 seconds.

**If you must go out, wear a mask**

- Do not place a mask on children 2 years old or younger.
- Use a blanket to cover an infant carrier.

**How to make a no-sew cloth mask**

-  1  
Cut 7-8 inches off the bottom of a t-shirt.
-  2  
Cut the strings 6-7 inches in from the right.
-  3  
Tie the strings around the neck and over the top of the head.

Content source: Centers for Disease Control and Prevention

continued

**We are home not because they're making us. We are home because of love.** Because there are thousands of people dying right now—our people. And even if we think we will be okay, they might not be.

**We are home because of solidarity— to combat something that is killing our community.** We are home because it is saving us. Because wearing masks and gloves is an act of love.

**We are home because the people we love deserve a chance at life.** And if I, by doing this, can give them a chance at life, I am going to do it no matter how uncomfortable it makes me. This is not an act of punishment. This is an act of love. So stay home.



Reverend Julian DeShazer  
Pastor of University Church  
Chicago

**FACT**

**You can pass COVID-19 without showing symptoms.**

**Wearing a mask or bandanna can help stop the spread of COVID-19.**

**Wash your hands often for 20 seconds.**

**Staying at least 6 feet apart helps stop the spread of COVID-19.**

**Our communities will survive as long as we trust the facts to stop the spread of COVID-19.**

**FALSE**

**Black or brown people cannot catch COVID-19.**

**Drinking alcohol can kill COVID-19.**

**5G mobile networks spread COVID-19.**

**Hand dryers can kill COVID-19.**

**If you can hold your breath for 10 seconds without coughing you don't have COVID-19.**

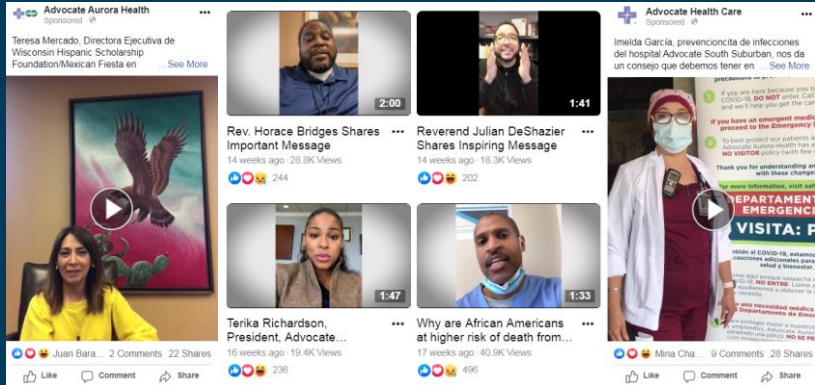
Content source: Project Brotherhood

**AdvocateAuroraHealth**

1/20/2020 02:20:04 AM

# Social Media Video Series

- Tips and resources in short videos
- Featured clinical experts, faith leaders, a news anchor, mommy blogger and prominent figures in the African American and Hispanic communities
- Topics included masking, social distancing, handwashing, back-to-school safety, the importance of getting a flu shot and not delaying emergent care, our Safe Care promise, mental health tips and more



## Highlights:

- 65 videos shared to date with over 1.3M Impressions
  - 24 videos targeting African Americans
  - 17 videos in Spanish
- Lived primarily on Facebook and was extended, shared internally and in health enews, pitched to media and shared with community health and DE&I partners
- Mental health mini-series launched in November with tips and resources for coping during the holiday season

# Virtual Community Town Halls

- Held a series of 4 Facebook Lives answer questions from our consumers and patients, which **more than 320k people watched live**
- Topics weaved in with Safe Care messaging included:
  - Adult Wellness – resuming preventative screenings and elective procedures, and the importance of seeking emergent care when necessary
  - Pediatric Wellness – back-to-school safety tips, mental health and importance of flu shots and immunizations
  - En Espanol – featuring a panel of Spanish-speaking experts
- Promoted through our social media channels, via an email to our patients and internal channels – a total of more than 500k views.
- Extended in shorter clips on social, in health enews and pitched to media.



# We Got You Campaign

**Working in partnership with the State of Illinois and Birk Creative to launch a campaign aimed at diverse communities in the Chicagoland area disproportionately affected by COVID-19.**

## **The campaign:**

- Promotes the COVID-19 Virtual Care Program
- Provides reliable facts about COVID-19 and its impact
- Supports population health outcomes
- Reinforces our position as trusted health care partner





# Creative

Whether you are in  
your home—or ours



**WE GOT YOU.**

 Advocate Health Care | 

Advocate + Illinois HFS  
We Got You.  

**WE  
GOT  
YOU.**

More Ad

Sea que estés en  
tu hogar o en el nuestro



**ESTAMOS CONTIGO.**

 Advocate Health Care® | 

 **INSCRÍBETE** para las  
opciones de atención  
virtual para la COVID-19.

I have  
symptoms.  
What now?



**WE GOT YOU.**

 Advocate Health Care | 

 **Click here for trusted COVID-19  
information and virtual care options**

**WE GOT YOU.**

Visit [aah.org/WeGotYou](https://aah.org/WeGotYou) for  
COVID-19 virtual care options.

 Advocate Health Care® |  Illinois Department  
of Healthcare and  
Family Services



# Media



Telemundo



# CBS NEWS



CBS Chicago

CBSN Chicago WATCH +



## The Kohler Villager News

INDEPENDENT COMMUNITY NEWSPAPER | KOHLER, WI

LATEST NEWS

County and pediatricians recommend no trick-or-treating amidst COVID19 surge

Mom Has To Wait A Week To See Premature Baby Because Of COVID-19, But All's Well That Ends Well

Author: Marissa Davis

health news

HOME HEALTH TOPICS RECIPES VIDEOS BLOG

HOME / HEALTH CARE HEROES / Health Care Heroes: Answering the call to service

Health Care Heroes: Answering the call to service

By: Matt Queen



f t e in

In times of crisis, some people are drawn to service. For Kyle Bellaire, his desire to help others took him to the epicenter of the COVID-19 outbreak in the United States.

Bellaire, 25, joined Aurora at the beginning of the year as a cardiology LPN at St. Luke's. However, his journey to the front lines started before that. A Racine native, Bellaire also serves in the U.S.



Illinois reports the highest number of COVID-19 cases in a single day Pandemic



Dr. Michael Anderson



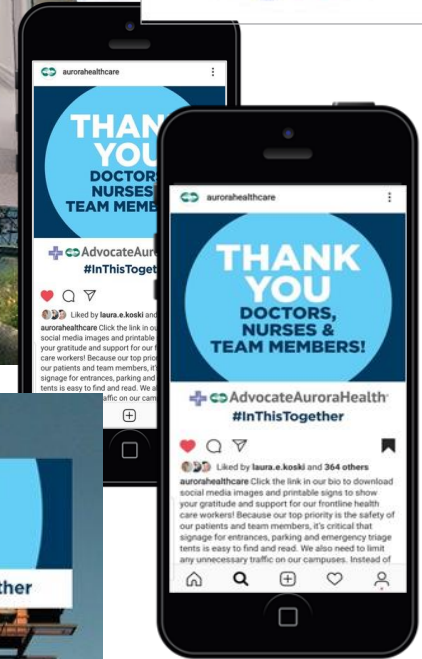
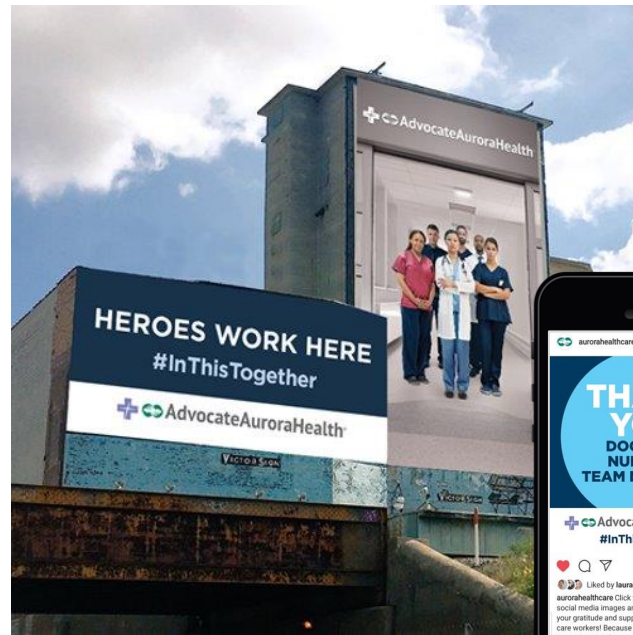
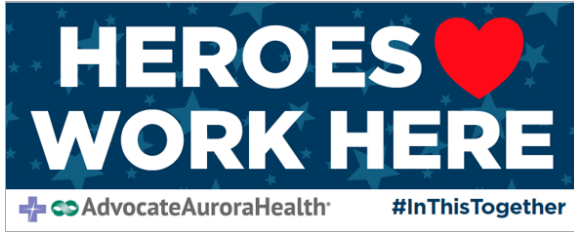
## The Journal Times

10 local pediatricians say families in Racine and Kenosha should not trick or treat this year

Adam Rogan Oct 29, 2020 12

# Gratitude Campaign

# Creative 1.0



**YOU ARE**

**KEEPING OUR  
COMMUNITY  
SAFE**

**CARING FOR  
EACH OTHER**

**SAVING LIVES**

**THANK YOU  
DOCTORS,  
NURSES &  
TEAM MEMBERS**

#InThisTogether






# Creative 2.0

Advocate Aurora Health  
April 18 at 7:53 AM · 🌐

Behind that mask is a mom, a dad, a friend, a colleague, a warrior. Dedicated, willing to risk their lives for us. To fight against an invisible and deadly virus. Their courage, and what they sacrifice for others, what they face for us, is beyond measure.



**COURAGE OF A WARRIOR**

AdvocateAuroraHealth

401 · 8 Comments 21 Shares

Like · Comment · Share


Most Relevant

Write a comment...

View comments

12:19 4 · 70% 🔋

Aurora Health



**RESILIENCE OF A WARRIOR**

Every single day they're here, for us.

SWIPE UP

Send message

**COURAGE OF A WARRIOR**

AdvocateAuroraHealth



Warriors Work Here



<https://advocatehealth.sharethis.com/9-se7d307781-12431>


A Part of History



<https://www.youtube.com/watch?v=widMBeqR5Uc>

**RESILIENCE OF A WARRIOR**

AdvocateAuroraHealth



AdvocateAuroraHealth

# Media

## The New York Times

'I can never do enough': ICU workers record their anguish as the coronavirus surges.



Jodie Good, Manager of Patient Care at Aurora St. Luke's Medical Center, outside the hospital Tuesday. Credit...Lauren Justice for The New York Times



## Daily Herald



Last year, Carmen and Mary Siciliano celebrate their 75th wedding anniversary at Heritage Woods in Batavia. Behind them, their daughters, Cayle Siciliano Grazian, center, and Joyce Siciliano Andrijts prepare the cake.

### A lifetime shared together ends with COVID-19

Carmen and Mary Siciliano married more than 60 years ago. They read a 70-page letter to a friend at the hospital soon after they shared their COVID-19 diagnosis. Mary, 88, died at 10:48 a.m. Monday at Advocate Good Samaritan Hospital in Chicago. She died after he was given a bed need to Mary, who was diagnosed with the coronavirus.

"We asked if he wanted to be in the same room holding my dad's hand when he goes to heaven, and she said yes."

Gal Gravano of Naperville



This photograph from their first date was a good omen for Carmen Siciliano and Mary Siciliano. They were married for more than 70 years, and they enjoyed the ride, like before in 2007.



## Brown County hosts 'Faces of COVID' briefing



### STORIES FROM THE MARKET

#### Southlanders dedicate 3 new healing gardens

Advocate Health Care hospitals across Illinois took a moment to honor the memory of those lost and to express heartfelt gratitude for all health care heroes during these challenging times.

ACMC, ASSH and ATH team members and leaders joined sites across Illinois in simultaneous, socially-distanced ceremonies to dedicate newly installed memorial healing gardens and reflect on the experiences of patients, families, team members, physicians, and communities as we continue to fight the pandemic.

Recently, each hospital site installed its own permanent and unique healing garden or marker to honor patients, families and communities who fought and are still fighting COVID-19. Each South Chicagoland site installed permanent benches in the newly-dedicated spaces, which now serve as tranquil places where patients, visitors and team members can come to be strengthened, seek courage, and find peace year-round. The outdoor healing gardens are open to patients and visitors during visiting hours at the following locations:

ACMC - 95th & Koester (East Corner) | ASSH - ICU Garden | ATH Administrative Building (facing 93rd Street)

ICYMI, you can read excerpts from the dedication ceremony here.



## Outpatient Surgery

Embracing Change During the Pandemic



—featuring—  
Kelly Hull, RN

## health news

Is it OK to get back out on the field?



# Promoting Preventative Care



# Preventative Screenings

## Colonoscopies



**ACABANDO CON LOS MITOS DE LA COLONOSCOPIA**

- 1 MITO: LAS COLONOSCOPIAS DUELEN. ES RARO QUE UNA COLONOSCOPIA SEA DOLOROSA. LA MAYORÍA DE LOS PACIENTES ESTÁN SEDADOS PERO CONSCIENTES Y NO RECUERDAN CASI NADA.
- 2 MITO: NO TENGO NINGÚN SÍNTOMA, ASÍ QUE NO NECESITO UNA COLONOSCOPIA. EL CÁNCER COLORRECTAL RARA VEZ PRESENTA SÍNTOMAS HASTA QUE LA ENFERMEDAD HA PROGRESADO.
- 3 MITO: LA PREPARACIÓN PARA UNA COLONOSCOPIA ES LO PEOR. SE HAN REALIZADO GRANDES MEJORAS PARA MEJORAR EL SABOR Y TAMBIÉN PARA QUE NO SEA TAN SEVERO AL ELIMINAR LOS RESIDUOS DE SU ORGANISMO.

AdvocateAuroraHealth

**SOCIAL Spotlight**

**Debunking colonoscopy myths**

You may have heard many things about getting a colonoscopy but get ready to have all those myths debunked! Our expertly trained providers hosted a Facebook video Q&A session to get you the facts.

*Watch for the answers you've been looking for.*

## Heart Scans



**A healthy heart is music to your ears**

Schedule a \$49 Heart Scan

A heart scan can help you detect your risk of heart disease and help prevent heart attacks. It's fast and simple and takes just 10 minutes.

The information can help your doctor if you're interested in taking primary prevention - the most common form of heart disease.

Schedule your \$49 heart scan today.

Advocate Aurora Safe Care Promise

When you call us, you'll experience our safe care promise: respectful, efficient care with a safe care, team health and safety as our highest priority.

AdvocateAuroraHealth

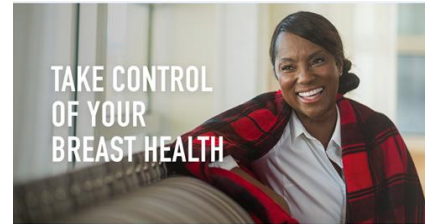
**Schedule a \$49 Heart Scan**

Show Your Heart Some Love

Advocate Aurora Safe Care Promise

AdvocateAuroraHealth

## Mammograms



Barbara Krueger, MD, F.A.C.S.  
Director, Breast Cancer Program  
Advocate Christ Medical Center  
AdvocateAuroraHealth

**QUÉ ESPERAR DURANTE UNA MAMOGRAFÍA**

- Una mamografía requiere que se desnude de la cintura para arriba, por lo que debe usar un atuendo de dos piezas el día de su revisión.
- Durante el examen, cada seno se coloca sobre la superficie plana de la unidad de mamografía. Esto ayuda a obtener imágenes nítidas y claras.
- Por lo general, se toman dos imágenes de cada seno. Si tiene implantes de seno, es posible que se requieran más imágenes.
- Algunas mujeres reportan molestias, pero esto generalmente desaparece cuando la prueba ha terminado.
- Si las imágenes no son claras o si hay algo sospechoso, se requerirán más pruebas.

AdvocateAuroraHealth

# Media



## Column: Montgomery cancer survivor inspires others to 'feel strong'

By: JENNIFER CHERRY  
PHOTO: JENNIFER CHERRY / GETTY IMAGES FOR THE POST



**Advocate Health Care**  
 October 8 at 7:05 PM · 🌐

Our very own Emilio Nicolasin, an intraoperative Advocate Lutheran General Hospital in Park anthem singer as the **Chicago Bears** take a sneak peek at his pre-recorded video that evening.



## Why you shouldn't put off your colonoscopy

By: Jennifer Benson

## Colonoscopy myths debunked

By: Jennifer Benson



**Advocate Health Care** posted a video to playlist Safe Care Promise.  
 July 14 · 🌐

1 in 23 people will get colon cancer in their lifetime. A colonoscopy is the best screening test available for colorectal cancer. Don't delay this important, life-saving screening because of COVID-19. With our Safe Care promise, we've taken extra steps to ensure your safety. Make an appointment with your gastroenterologist or schedule your colonoscopy today.  
<http://row.ly/SRAas50AYr3t>



## Continuing an active lifestyle while living with breast cancer

By: health\_ewens Staff



## Devastating diagnosis sparks a singular mission for Hawthorn Woods woman



# Making an Impact

- **250K+** symptom checker uses, observed **93% increase in sessions** during Oct./Nov. surge
- **36.6% open rate** for patient emails, which generated **47k page views** to symptom checker
- **Advocate Aurora is the only health system** in our market executing a cold/flu/COVID Google paid search campaign, which lead to 18K engagement on symptom checker.
- Our History, Health Care Heroes video has **1.2M views** and PSA 1.0 has **1.4M views** on YouTube
- **1.5M+ Facebook Impressions** on COVID-19 related education content
- **\$27M+ in earned media** elevating our clinicians, educating the public on COVID-19 and proven mitigation strategies
- The colon campaign resulted in **49.6% increase in online colonoscopy appointments** in IL
- **1,200 heart scan appointments** scheduled in IL since reactivation mid-September
- **14% MoM increase** in screening mammograms

# Appendix

# Responsive Creative Rotation

## GROWTH

### LiveWell

:30 & :15



### PSA 4.0 What Matters Most

:30 & :15



### PSA 4.1 What Matters Most, Service Line Messages

:15s



## ACTIVATION

### LiveWell

:30 & :15



### PSA 3.0 Little Things PSA

:30 & :15



### PSA 2.0 Safe Care

:15



### PSA 3.1 Little Things, Service Line Messages

:15s



## CAUTION

### PSA 1.0 COVID Resources

:30 & :15



### LiveWell

:30 & :15



### PSA 3.1 Little Things, Symptom Checker

:15s



### PSA 2.0 Safe Care

:30 & :15

