Hospitals in the Age of Digital Storytelling

#SHSMDStorytelling
Nice to meet you

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Why we’re here

What you want to say.

What they’re interested in.

Relevance
What we actually like
Why we like it

• First person
• Authentic
• Visual (but more specifically video)
• Adds value
• Allows people to be part of something bigger.
• Above all, TELLS A STORY
What we see too often
Bad content happens to good people

• Service line pressure
• IT constraints
• Limited resources
• Creative risk aversion
• HIPAA and patient complexities
• “But it works.”
But hospitals have the stories that every other sector would dream of
Good stories affect the bottom line

landing pages, blog, email newsletters, paid search, paid social, give.osu.edu forms

MyChart, surveys, email newsletters, blog, social media
Content Marketing Cycle

1. Listen and create personas
2. Determine topics of interest
3. Create content
4. Promote content
5. Measure and evaluate results
6. Refine and repurpose
Three lessons we’ll discuss

1. How to find inspiration.

2. How to source the right stories.

3. How to create a process that sets you up for success.
Find inspiration

"We lived across the street from each other. He was so shy that I didn’t even think he spoke English. One night I heard a car idling outside for over an hour. I went to see what was going on, and I found him passed out drunk in his car. So not exactly love at first sight but it grew from there."

CULTURE: Humans of New York
Find inspiration

FOOD: Tasty Recipe Videos
Find inspiration

NONPROFIT: Movember
Sourcing the right stories

Have you shared what makes your local hospital special? Join AHAs #MyHospital campaign aha.org/myhospital

1. Write what makes your hospital special
2. Take a picture
3. Share your story using #MyHospital
Sourcing the right stories
Sourcing the right stories

Show what it’s like to work with you: OSUWMC
Sourcing the right stories

Expert tips on reducing stress and improving performance can work wonders for young athletes.

Buckeye fans place a lot of pressure on their favorite team to win. What about when we place a similar pressure on our kids to perform well in sports? After all, we only want what's best - and sometimes an extra nudge can make all the difference in getting to the next level.

One of our sport psychologists shares 7 tips for keeping young athletes motivated without going too far. Something as simple as telling yourself, "You've got this," or "No problem, keep going," after a misstep helps athletes reduce nerves and performance anxiety.
Sourcing the right stories

The P.E.R.F.E.C.T. way to help young athletes reduce stress

Laura Boncaster | September 06, 2016 | Fitness | Family | Sports Medicine

Sports are ingrained in our culture, especially here in Buckeye Nation.

We outfit our babies in team onesies, buy them soccer balls and footballs long before they can kick or catch and get them involved in organized play often before they start school.

We hope that, as they grow, playing sports helps them form healthy habits that carry long into adulthood.

Fast forward to today’s student athletes, who put as much effort into excellence on the field as they do in the classroom. And that can be stressful – kids in competitive sports can feel pressure from
Sourcing the right stories

Try a simple homemade sports drink to cut sugar
An Ohio State Sports Medicine doctor shares his instructions for making a less sugary substitute to the post-game drink.

An Ohio State doctor shares surprising facts and prevention tips on Zika
Are you sure you know the best ways to stop the spread of Zika? Test your knowledge using insights and fact facts from our expert on infectious diseases.

A fashion designer’s natural healing technique – for free right in the hospital room
Inspired by Donna Karan, Urban Zen therapy used at The Ohio State University Wexner Medical Center is added to traditional medical care to help with pain, anxiety, nausea and other side effects.

Live healthier and stay inspired.
Get tips from Ohio State experts right to your inbox.
Other considerations

Collaboration between departments

Plan for the unexpected

Paid promotion (particularly paid social)

HIPAA and compliance
Key Takeaways

1. You need to feed the beast.
2. You need accountability and process to succeed.
3. You need to think about the content through the lens of your audience.
4. You need to measure and optimize constantly.
Q&A