Advanced Social Media and Digital Marketing in Health Care Live Virtual Conference

Showcasing the Patient Experience through Social Media Content

Presented by: Sarah Scroggins & Caitlin Ruiz

#MayoSHSMD

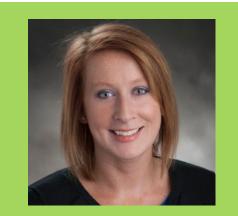




Society for Health Care Strategy & Market Development™



Introductions



Sarah Scroggins Director, Social Media @SarahAScroggins



Caitlin Ruiz Manager, Social Media @MrsCaitRuiz

FUN FACT: Sarah and Caitlin saw each other IRL at a live TV show taping where Caitlin worked... met on Twitter... chatted over LinkedIn... and Caitlin was hired a month later! NOW that's social networking.





10,000 team members & 10,000 Volunteers

8,300 physicians

500+ locations & 28 hospitals



What we'll cover

- Creating an engaging content strategy with UGC and the patient experience at the core
- Tips to avoid risk and how to capture patient consent
- Utilizing UGC to tell a bigger story outside of social media (earned media, video, etc.)



🕂 😋 Advocate Aurora Health



Poll

Who else gets excited when a brand engages with you or reposts your photo?

Me! Not so much...



How do you compete with viral cat videos?

How do you inspire people to take action with all the clutter and ads in newsfeeds?

How do you engage an audience with short attention spans?



"The average person scrolls through 300 feet of mobile content every day. That's equivalent to the size of the Statue of Liberty."

- Andrew Keller, Global Creative Director, Facebook





Be Authentic.

Be Personal.

Be Thumb-Stopping

🕂 😋 Advocate Aurora Health



Poll

Is your organization using UGC as part of their content strategy?

Yes No



Our Strategy

- Tell real stories, unedited and unfiltered
- Create and share content that fits the platform
- Use content that already exists and tells your best story
- Strategically align with system priorities and growth areas to highlight particular service lines/services, technology/innovation, team member engagement, etc.
- Post often on your channels (and don't forget Instagram Story!)
- Actively source and ask for the content

How we got started

- Created guidelines for our channels
 - Ex: If it's Instagram, we do not post stock images, graphics or filtered images.
- Identified risks and how we get patient consent forms
 - Set up process on how we get consent from social media images - working on online consent form
- Set up daily check-ins to find UGC
 - Utilizing Instagram check-ins as our first source of this content
 - Facebook tags, private messages, comments in posts, etc.





Poll

Does your organization have an online consent form?

Yes No



Risks/Things to Remember

- Review profiles to ensure nothing glaring stands out on the patient's story you are re-sharing
- Kids in the photos? Make sure you have consent from the guardian/parent
- Medical ID bands or other identifying info in background? Be sure to blur out or crop
- Team members in photos? Make sure they are comfortable
- In depth patient experience and medical information from a patient? Ensure the information is factual from care team.



Impacting Patient Experience

- Our stories and posts always showcase the patient experience in some way
 - A baby born at our hospital
 - A patient recovering from a surgery
 - A patient thanking the nurse for saving their life
 - A group of team members celebrating a milestone
 - A cancer survivor ringing the bell for their last chemo treatment
- We know patients don't share their experiences unless they were phenomenal or the worst experience ever



Let's get to the content...



Patient Testimonials



Q Iked by sarahanne425 and 573 others



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Iked by sarahanne425 and 248 others

aurorahealthcare "A special shout out to the surgical team who made my daughter's baby a little hair net and mask. It made it ~that~ much easier for her, and for me." Thanks to mom, Kat, for sharing this adorable photo of her daughter, Audrey, with us from their recent visit to Aurora Medical Center in Kenosha. advocatehealth Advocate Illinois Masonic Medical Center



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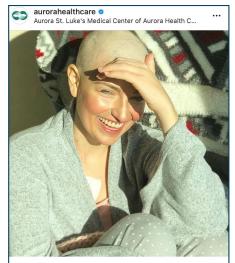
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() Liked by sarahanne425 and 352 others

advocatehealth Sometimes four legs, a wet nose and a wagging tail can be the best form of medicine. "Thank you guys for having a therapy dog program! I was super nervous for my surgery but seeing the dogs made all that go out the window."



Patient Testimonials Cont.



() Liked by sarahanne425 and 373 others

aurorahealthcare #Regram: Tiffany was recently rediagnosed with Acute Lymphocytic Leukenia after 5 years in remission. She is currently being treated at Aurora St. Luke's Medical Center. Tiffany says this about her time with the staff: "They treat me like a human not a cancer, we become friends, we become family. We rise together we fall together. I was here in patient 5 years ago and I still talk to the nurses - they impacted my life on another level. They were key to my survival the first time I was diagnosed and they will always be my greatest fans. I love St. Luke's T12 cancer nurses!" Thank you for sharing your journey with us, @tiffany.reichenberger.

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advocatehealth Advocate Illinois Masonic Medical Center



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()) Liked by sarahanne425 and 261 others

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advocatehealth Thank you to @zaeisbae for sharing his daughter's inspiring story:

"Chloe was born 3 months premature on March 22. She's my world and is a strong baby girl. The nurses at Advocate Illinois Masonic Medical Center were amazing and kept me updated about everything as I stayed by her side throughout her development."

Congrats on your beautiful and STRONG baby girl! #regram e: @zaeisbae



Diked by sarahanne425 and 419 others

advocatehealth We love our nurses! So does Baby Michael! He came in to the world prepared to show his appreciation for Nurse Skyleigh at Advocate BroMenn Medical Center in Normal.



Creating Magical Moments

Setting the stage for great content through events and activations with our partners (both internally and externally) to provide once-in-a-lifetime experiences for our patients and their families.



AdvocateAuroraHealth

Creating Magical Moments

8 MONTHS

OR

Congratulations on the new addition to your team!

During the month of March, all babies born at an Advocate hospital will receive a special Baby Bull welcome off courtesy of Advocate Children's Hospital and the Chicago Bulls.

Aurora Health

WE'VE BEEN

ADVOCADE

WAITING OUR

CR THIS!

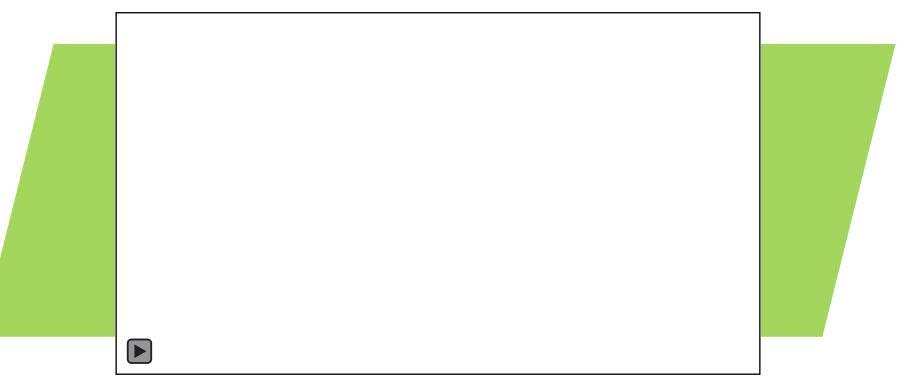
Share a photo of your Baby Bull wearing this onesie and tag aAdvocateKids and a Chicago Bulls on Twitter and/or Instauram for a chance to be featured as a "Baby Bull of the Game" this month!

H Advocate Advocate Children's Hospital





"All the NICU Babies"





UGC during COVID-19

aurorahealthcare 🧶 Aurora Sheboygan Memorial Medical Center



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Liked by advocatekids and 130 others

aurorahealthcare "Even though it was just through the window, we finally got to see my grandpa today! He is doing well, in good spirits & coming home on Saturday! We love you grandpa!" Thank you @blondegirl07 for sharing this sweet photo with us. We know visitor restrictions can be hard for patients and their families during these difficult times. We appreciate your partnership as we work to keep our communities safe and healthy, #InThisTogether #Regram



advocatehealth

Advocate Lutheran General Hospital

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Liked by sarahanne425 and 472 others

advocatehealth "We went to work for you, so stay home for us 🤎. Thankful to have my fiancé by my side through this stressful and crazy time!"

Thanks to Liz, a registered nurse at Advocate Lutheran General Hospital, for sharing this photo with us! #HealthCareHeroes

aurorahealthcare 🥹 0 Aurora Medical Center in Summit

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Iked by sarahanne425 and 328 others

aurorahealthcare "This is my life now." Pamela, an RN at Aurora Medical Center in Summit, shows what it's like to be a nurse during the COVID-19 pandemic. We are forever grateful for our #HealthCareHeroes working on the frontlines.



Liked by sarahanne425 and 1.006 others

advocatehealth "Cutest surprise EVER when I came home from work today! Thank you to my awesome family! This made my year! "The cutest photo shared by Sarah Pruitt, a Clinical Practice Specialist at Advocate Christ Medical Center in Oak Lawn, #HealthCareHeroes

The Impact

185% increase in engagement on our content during COVID-19

3x more engagement on our UGC content than other posts



Extending the Story

- We always ensure our stories live on outside of social media
 - Share within our internal newsletter
 - Pitch to the media
 - Do we tell a bigger story?
 - Write a health enews article
 - Turn their story into a video
- Recognition: Share the positive story with our patient experience team to raise up to leadership and the team members who were impacted

Chemo Celebration



kvill86 LAST DAY OF CHEMO!!!!!!

I don't even know what to say... I'm so grateful for everything I've been through (what doesn't kill you makes you stronger) and for everyone in my life, especially the staff at Advocate. This is such a wonderful surprise from them and I can't thank them enough for their friendship and their care they've made this journey less scary and gave me a lot of strength.

I look forward to getting the news that I am officially cancer free when I take my last scan at the end of this month. In the meantime, I am definitely going to celebrate finishing the end of my chemotherapy journey!!!!!! Home / Cancer Care / The end of a long journey with chemotherapy

The end of a long journey with chemotherapy By: Meghan Murray.



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Cancer can affect anyone, regardless of age and how healthy they are. Karen Hughes, a young and active woman experienced firsthand how cancer can strike out of nowhere.

"Hy journey with cancer started when I returned from a trip to Kenya with my best friend, Saarah, on June 11, 2019, "Hughes says." An hour after landing, I noticed a big bump on my collarbone, had severe hot flashes, and my face and neck started to svell and go numb. We thought it was some sort of allergic reaction, so I took Benadry! and didn't thirk anything else of It*

But after days of denial, light-headedness, difficulty breathing, excruciating pain, frustrating trips to multiple doctors, and finally a trip to the <u>emergency room</u>, Hughes received the life-changing diagnosis.

"After X-rays, CT scans, uttrasounds of my neck and chest, and more bloodwork" she says, "I found out I had multiple tumors, including a tumor in my heast that was so large it had pushed both of my lungs to my sides, 100% blocked my left brachlocephalic vein, 80% blocked my superior vena cava, and two out of the three tumors in my neck had wrapped around and were pressing against another main artery."

🕂 😋 Advocate Aurora Health

Wrap-Up

- Where does our social strategy take us post-COVID-19?
- How will our UGC strategy be affected?

Patient experience will be more important than ever.





Poll

Would you like to implement a UGC strategy?

Yes, we already have a UGC strategy Yes, it's in the strategy for this year Not quite there yet Not in the plans



QUESTIONS?



THANK YOU

