

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

# CEOs Taking a Stand: Building a National Thought Leadership Position

Presented by: Cristal Herrera, MBA & Emily Bacheller, APR

#MayoSHSMD

# Meet the Presenters:

Cristal Herrera, MBA, Director of  
Marketing, Communications &  
Customer Engagement  
@cristalwoodley

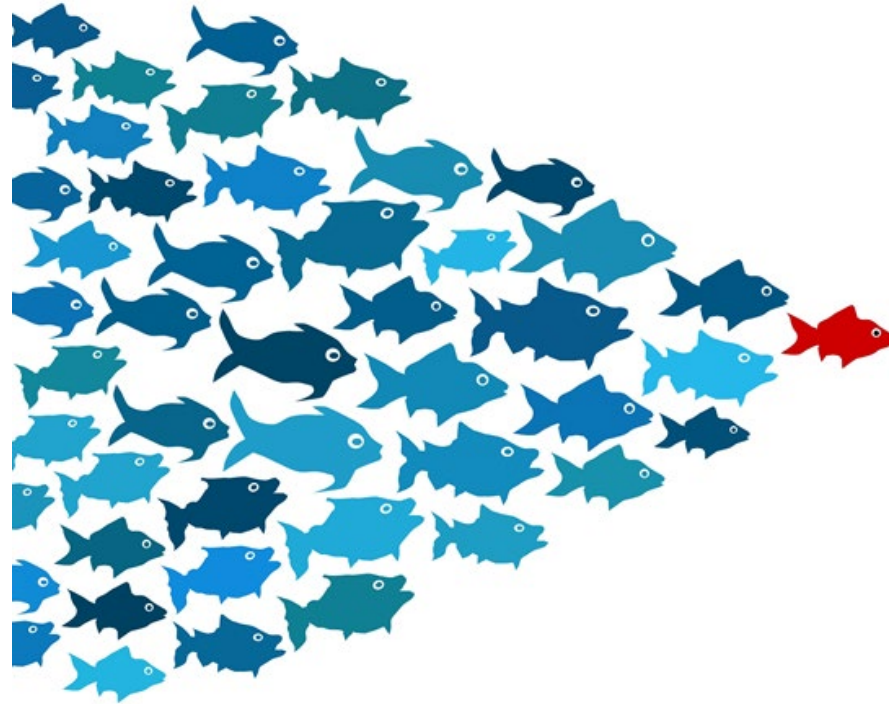


Emily Bacheller, APR,  
Social Media Business Partner  
@EmilyBacheller



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# Developing a National Thought Leadership Content Marketing Program



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# Why Tony Slonim, MD, DrPH?



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# Groundbreaking Projects: Healthy NV



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# Goals & KPIs

- Grow stature and esteem of Renown Health brand
- Grow Dr. Slonim's reputation regionally and nationally as the standard bearer of the Renown Brand
- Secure Dr. Slonim's inclusion in Modern Healthcare's top 50 clinical executives list
- Increase on NRC Reno/Sparks "Best Image/Reputation" score among households \$100+
- Increase on NRC State of Nevada Healthcare System "Best Image/Reputation"
- Increase national recognition and press stories (online and traditional)
- Increase Renown's national net promoter score
- Test and scale format for other Executive Leaders

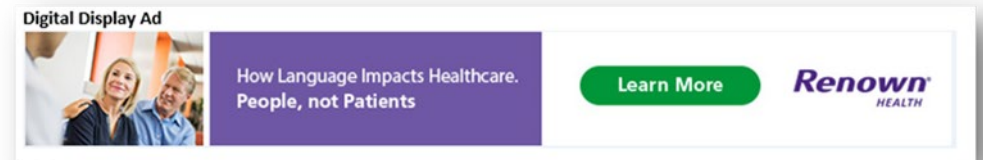


# Target Audiences

- **Industry “influentials” across the U.S. & International**
  - Professional associations
  - Industry and national news media
  - Online physician, nursing, allied health support communities and bloggers
  - Patient support communities and patient bloggers
  - Physician leaders, health system executives, industry peers
- **Nevada “influentials”**
  - Media (online and traditional)
  - Business leaders and partners
  - Legislators
  - Board members
  - Donors
  - Community and health care advocates
  - Regional health care providers
  - Renown employees
  - Renown “Best Medicine” fans (26,000 emails)
  - Regional consumer households, \$100K+

# Thought Leadership Tactics

- Develop and leverage rich video content
- Create new storytelling platform: CEO Blog
- Develop and enrich Dr. Slonim's online presence (Twitter, LinkedIn, Wikipedia)
- PR outreach and paid media to amplify the Renown story
  - Pitching national reporters
  - Sponsored content on USA today
  - Twitter & Google display ads
- Presentations at national conferences



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# Sponsored Content on USA Today

## EXECUTIONS

The Renown Health article received one post on both USA TODAY's main Facebook page and main Twitter account.

- On Facebook, the post earned a **3.98%** engagement rate (21% above benchmarks)
- There were **6.8K** Facebook engagements, including **1K** link clicks
- The Facebook post earned **4.8K** reactions (including **4.6K** "likes")
- The tweet received **200+** favorites and **70+** retweets



# Turning Executives into Vloggers



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# Video Content Paves the Way

## Latest From the CEO

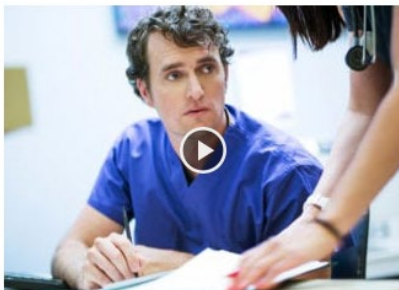


### The Importance of Social Media in Healthcare Communications

April 30, 2020

One of the most significant challenges that healthcare professionals face is effectively communicating important information to our audiences. People now consume information in a busier media environment than ever before. The question is: how...

[Read more](#)



### Combating Burnout for a Healthier Work Environment

March 27, 2020

At Renown Health, we often discuss the importance of both healthcare – how we treat people when they are sick or injured – and health – how we keep people well in their mind,...

[Read more](#)



### Beyond Jello: A Healthier Approach to Hospital Food

February 6, 2020

Hospital food gets a bad rap and maybe it's deserved. However, at Renown Health we strive to serve patients, visitors and staff meals that are both nutritious and delicious. In this video and blog...

[Read more](#)

[renown.org/CEO](https://renown.org/CEO)

A Healthy Perspective  
A Blog by Dr. Tony Slonim

Stay in the know on patient safety, accountable care, healthcare quality, and innovative care.

[Follow Dr. Tony Slonim](#)

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[Edit profile](#)

## Tony Slonim MD, DrPH

@RenownCEOTonyMD

President & CEO of [@RenownHealth](#). Father, [#CancerSurvivor](#), two-time [@Tedx](#) speaker, creator of the [@HealthyNV](#) Project and outcome-oriented physician leader.

📍 Reno, NV 🔗 [bestmedicine.org/community/ceo-...](https://bestmedicine.org/community/ceo-...)

📅 Joined February 2017

1,451 Following 2,774 Followers

Tweets

Tweets & replies

Media

Likes



**Tony Slonim MD, DrPH** @RenownCEOTonyMD · May 19

I always look forward to the [#employeeforums](#) we host at [@renownhealth](#) twice a year. This year we're meeting virtually. I hope this will make it easier for many more employees to participate.

💬 1



❤️ 10



**Tony Slonim MD, DrPH** @RenownCEOTonyMD · May 18

Happy to meet with Northern Nevada Network today to talk about [#COVID19](#) testing in the community. [#reno](#) [#sparks](#)



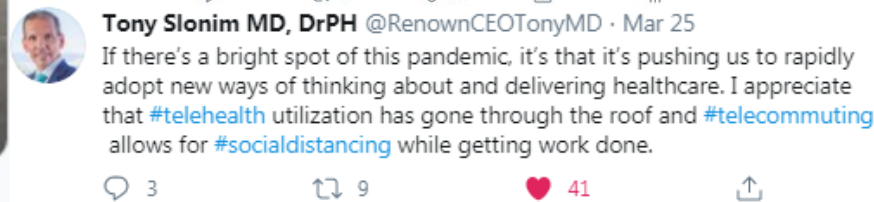
❤️ 8



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# Create content that resonates

- Get personal
- Provide perspective on current events
- Share what's new at your organization



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# COVID-19 Blurs the Line Between Personal and Professional



**Tony Slonim MD, DrPH** @RenownCEOTonyMD · May 17

We have all been affected very personally by this [#pandemic](#) and have come to know that the more than 50,000 deaths associated with it affect all of us in some way. Rest in peace Dad.



A message of hope, love and determination  
Dr. Anthony Slonim's father, also named Anthony, died April 14 due to complications from COVID-19. The president and CEO of Renown Health...  
[modernhealthcare.com](#)

3 3 28



**Tony Slonim MD, DrPH** @RenownCEOTonyMD · May 10

I have been blessed to have so many wonderful women in my life who provided amazing insights, love and support. Today, we celebrate all of you and welcome the newest 'mom' my daughter Sam to this club! Happy Mother's Day! To all of the amazing women who are moms to so many!



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**Tony Slonim MD, DrPH** @RenownCEOTonyMD · May 10

It's my daughter's first [#mothersday](#) and I'm missing her and my granddaughter terribly as we continue to practice [#socialdistancing](#). How will you be celebrating Mother's Day this year?



Celebrating Mother's Day In Difficult Times | BestMe...  
Celebrating Mother's Day has new challenges this year. Whether we are keeping a distance from our ...  
[bestmedicineneeds.org](#)

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# Create content that resonates

- Speak to the big issues facing your industry
- Take a stand on important societal issues

**Tony Slonim MD, DrPH** @RenownCEOTonyMD

The odds of a child being killed by a firearm are 36 times higher in the United States than in other high-income countries. As a pediatrician, this concerns me. We have to do a better job of keeping guns away from kids. [bit.ly/2TCIF0r](https://bit.ly/2TCIF0r) #ThisIsMyLane

**The 10 leading causes of death for US children, charted**  
Injury is the leading cause of death among U.S. children, and the injury-related death rates are far outpacing those of other developed countries, according to a study published in the New England Journal of Medicine. [advisory.com](https://www.advisory.com)

11:13 AM - 15 Jan 2019

2 Retweets 10 Likes

4nellys @4nellys · Jan 15  
Replying to @RenownCEOTonyMD  
Yes! And the healthcare industry needs to play a bigger role. Impressed @renownhealth is taking a stand. Thank you @RenownCEOTonyMD.

**Tony Slonim MD, DrPH** @RenownCEOTonyMD · Nov 6, 2019

17 children in #Reno have been hit by cars since the beginning of this school year. This is unacceptable. As drivers, we all need to get off our cell phones and pay attention to the road and pedestrians. Thanks for speaking to this important issue Dr. Deeter. #FightTheGoodFight

**Kristina Deeter, MD**  
Medical Director  
Renown Pediatric Intensive Care Unit

0:57 221 views

7 Retweets 20 Likes

**Tony Slonim MD, DrPH** @RenownCEOTonyMD

"Research shows that people are healthier when they see a #primarycare doctor, rather than a specialist, for their routine care."

**As Out-Of-Pocket Health Costs Rise, Insured Adults Are Seeking Less Primary Care**  
When's the last time you checked in with your primary care provider? U.S. adults under age 65 made nearly 25% fewer visits to primary care providers in 2016 than in 2010. [npr.org](https://www.npr.org)

7:06 AM · Feb 22, 2020 · Sprout Social

4 Retweets 14 Likes

**SaltyNP** @jmafnp · Feb 22  
Replying to @RenownCEOTonyMD  
Truthfully, I agree. PCP's used to manage most of patients illnesses. Now, patients seem to have a plethora of MD's. Sad.

# Corporate Social Responsibility (CSR)

- Two-thirds of consumers say that it is important for brands to take public stands on social and political issues like immigration, civil rights and race relations - Sprout Social's "Championing Change in the Age of Social Media"
- 47 percent of millennials believe CEOs have a responsibility to speak up about important societal issues, with 51 percent of millennials saying they're more likely to buy from businesses led by CEO activists -Weber Shandwick study titled "CEO Activism in 2017: High Noon in the C-Suite"
- "Many Gen Xers and boomers have not yet made up their minds about CEO activism, perhaps because it is a fairly recent development and could be swayed either way. CEOs and companies never used to mix business with politics. We are in new territory today." – Leslie Gaines-Ross, Chief Reputation Strategist at Weber Shandwick



# Embrace Engagement

- Follow and engage with industry thought leaders, organizations and publications on social media
- Like and comment on posts and be prepared for people to like and comment on your posts
- Participate in groups or tweet chats



**Farzad Mostashari** ✓  
@Farzad\_MD Follows you

Founder, Aledade.  
Former National Coordinator for Health  
NYC Health Dept  
CDC EIS Officer

📍 Washington, DC 🔗 [aledade.com](http://aledade.com)  
📅 Joined April 2011

2,064 Following 46.7K Followers



**Health Forum**  
@ahahealthforum Follows you

Health Forum, a strategic business e  
provides print/online media, vital hc

🔗 [healthforum.com](http://healthforum.com) 📅 Joined No

2,192 Following 12.2K Followers



**Wen Dombrowski MD MBA**  
@HealthcareWen Follows you

Convergence @CATALYZE... 🌐 #PI  
#Data #AI #Design #Ethics #Policy #

📍 California ~ NYC ~ Global 🔗

40.5K Following 39.2K Followers



**Colin Hung**  
@Colin\_Hung Follows you

CMO & Editor @HealthcareScene. C  
@Haltech\_RIC Co-founder #hcldr. #  
#TheWalkingGallery

📍 Toronto 🔗 [hcldr.org](http://hcldr.org) 📅 Joine

10.3K Following 22.6K Followers

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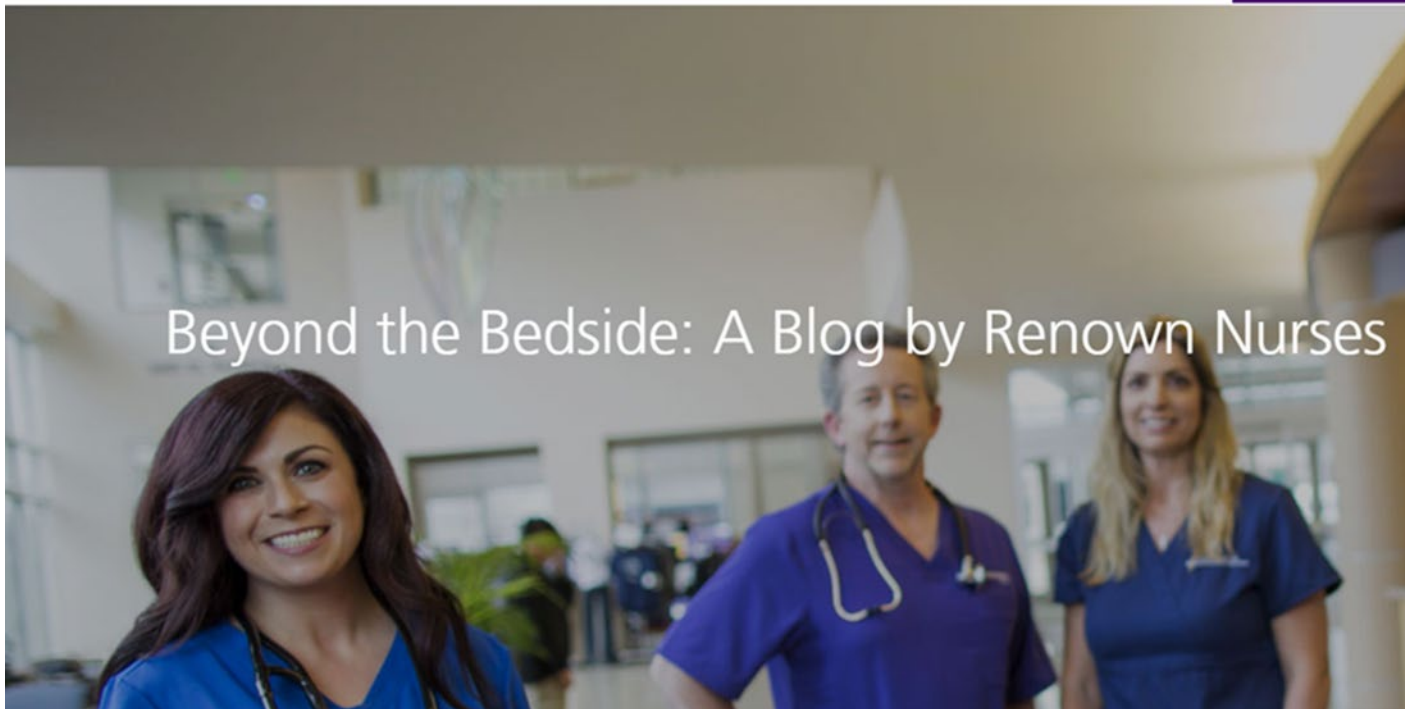
# Scalability: the ultimate success metric

Consider creating thought leadership plans for other leaders at your organization

**BestMedicine**  
by Renown Health

Health ▾ Lifestyle ▾ Community ▾

Beyond the Bedside: A Blog by Renown Nurses



Melodie @MelodieRenownRN · Mar 1  
[#renownlife](#)



Jennifer Richards and Melodie

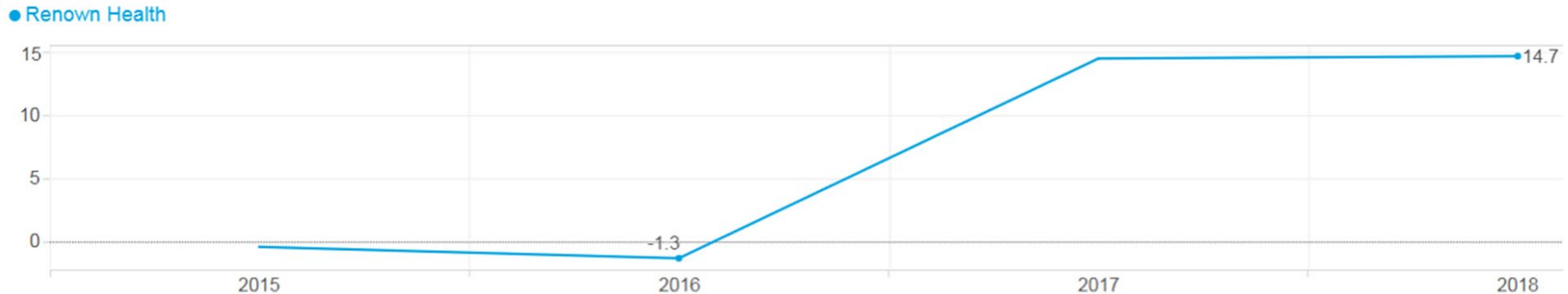
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# Set measurable goals

## For example:

- Secure Dr. Slonim's placement on Modern Healthcare's list of 50 Most Influential Physician Executives and Leaders by 2019 – **met goal**
- Increase Renown Health's NRC National NPS score from 0 to 10 by 6/30/18 – **exceeded goal**



# Set measurable goals

- Increase in positive national press stories (online or traditional) for Renown Health by 6/30/18 – Met Goal

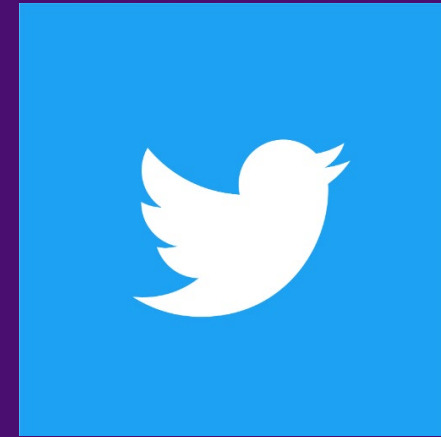
## FY18 National Media Coverage



# Questions?

# Follow us on Twitter!

- Tony Slonim - @RenownCEOTonyMD
- Cristal Herrera - @cristalwoodley
- Emily Bacheller @EmilyBacheller
- Renown Health @RenownHealth



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