



Micro-Influencers vs. Brand Podcasts: Humanizing Health Brands and Building Authentic Partnerships- The Pelvis Party Approach

Brittney Strum, Marketing and Business Relations
Olmsted Medical Center, bstrum@olmmed.org



Speaker



Brittney Strum

Marketing and Business Development
Olmsted Medical Center



Brittney Strum is an accomplished marketing strategist with more than a decade of experience in organizational branding, solving complex marketing challenges, and using data-driven insights to deliver measurable results. She specializes in strategy development, campaign planning, cost optimization, lead generation, and performance analysis—all aimed at driving growth and maximizing ROI.

Brittney has led initiatives in women's health, leveraging influencer strategies, paid partnerships, and digital marketing to engage diverse audiences in meaningful ways.

She holds a Master of Science in Communication, as well as a Graduate Certificate in Strategic Communications and Marketing.

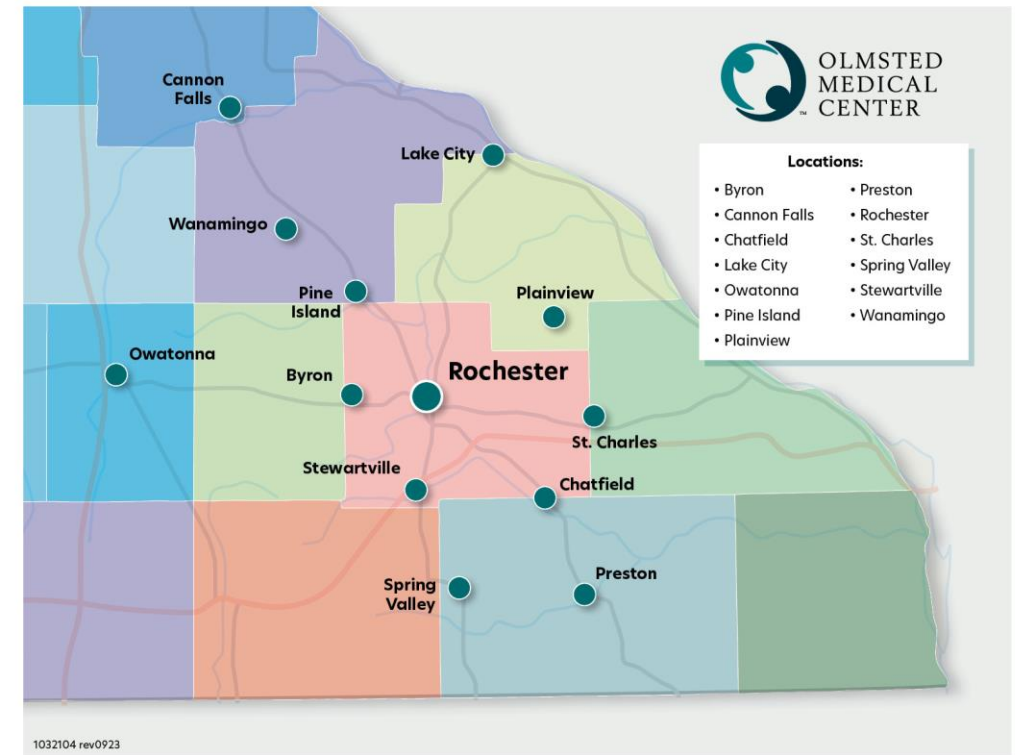


Learning Objectives

- Identify how micro-influencers can humanize your brand and boost credibility by using authentic, relatable content to foster trust with your audience.
- Implement best practices for creating authentic influencer partnerships by identifying influencers whose values align with your brand, ensuring your collaborations feel genuine, and crafting campaigns that resonate deeply with your target audience.
- Determine key metrics to evaluate the success of micro-influencer campaigns, enabling you to track engagement, optimize performance, and clearly measure ROI.

Olmsted Medical Center (OMC) Market

- a 501(c)3 non-profit organization
- over 1,400 healthcare professionals
- 23 locations, including 13 community clinics
- Ambulatory Surgery Center
- Level IV trauma hospital with 24-hour emergency room
- more than 35 specialties



Background: Existing Partnership Evaluation with Online Blog and Community Resource – Rochester Local

- 2015 – 2019 | Guide Sponsorships and Banner Ads on Website
 - Health and Wellness
 - Sports Camps
 - Moving to Rochester
 - Pregnancy and Birth – In-person event
- 2020 – 2021 – “Let's Talk” Video Zoom Series
 - Spending significant budget for low impact
 - 100 views or less
 - Click rates to more information non-existent
 - No clear ROI measurements established

Content Marketing is Challenging!

- Creating the content for the right audience
 - Finding your audience, where they spend their time
 - Differentiating content and creating consistency in posting
 - Content saturation
 - AI-generated content
- 83% of the content marketers create articles and posts, while [61% create videos](#).
 - 87% of marketers say that video has increased traffic to their websites.
 - 89% of consumers said they want brands to share more videos.
 - The average daily reader spends only 37 seconds reading a blog post.
 - 64% of Americans listen to [podcast content](#).

Source: [Content Marketing Institute](#), Search Engine Journal, Ahrefs.

Source: Ryan Robinson, AHREF, Wyzowl

70% of people have been exposed to medical or health-related misinformation and **44%** were no longer confident in being able to tell whether medical information was accurate or not.

(Source: Medical Misinformation Survey, 2022)

86% of physicians surveyed said the incidence of misinformation among patients had increased over the past five years, with **50%** saying it had increased significantly. *(Source: Physicians Foundation Survey, 2025)*

Which One Would You Listen To?

Example 1



Example 2



Determine the Brand and the Platform(s)

- Many platform directions = overwhelming!
 - **Video** – Podcast – **Social Media** – Multiple
- Identify your brand goals
 - We determined a healthcare-focused brand-named series was not personable or creative
 - e.g. “The Olmsted Medical Center Health Series” or “Olmsted Medical Center Podcast”
- Sub-brand or co-brand



The Pelvis Party



 Pelvis Party – Ep 33 | Debunking Mammogram Myths
Rochester Local
11.2K views · October 16 at 10:24 AM



 Pelvis Party – Ep 32 | Emergency Medicine Cardiovascular Issues
Rochester Local
25.5K views · September 25



 Pelvis Party – Episode 31 | Asking The Questions We Really Want To Ask P..
Rochester Local
21.5K views · September 18



 Pelvis Party - Episode 30 | Wellness Exams
Rochester Local
26.1K views · September 4



 Pelvis Party – Episode 29 | Nursing at OMC - Promoting Women's Health
Rochester Local
26.6K views · July 31



 Pelvis Party – Episode 28 | Asking The Questions We Really Want To Ask
Rochester Local
20K views · July 10

Creating the content for the right audience

Wellness Exams – They are only 30 min!

Join three friends as they discuss women's health and pop culture.

We'll discuss the ins and outs of caring for your body and empower you to have conversations with your primary care provider.

Ultimately, we want you to take your health into your hands...and understand that you don't have to settle.



What is Influencer Marketing?

■ What is it?

- It's about brands having a personal conversation
- Brands collaborating with influencers to promote their brands
- Typical goals include:
 - Establishing trust with a brand
 - Growing awareness
 - Reaching a target audience
 - Making a brand feel more personable – less advertising

Working with “Influencers” – The Basics

- **Who’s an influencer?**

- An influencer is a person who has established credibility in a field or industry and has grown a following: Celebrity, Subject Matter Expert, Journalist, etc.
- **Types**
 - Mega influencers have more than 1 million followers
 - Macro influencers have between 100,000 to 1 million followers
 - **Micro-influencers have between 10,000 to 100,000 followers**
 - **Nano influencers have between 1,000 to 10,000 followers**

- **Patient Influencer Definition(s)**

Paid or Organic

- Loyal Patient
- Positive Fan
- Advocate
- Expert

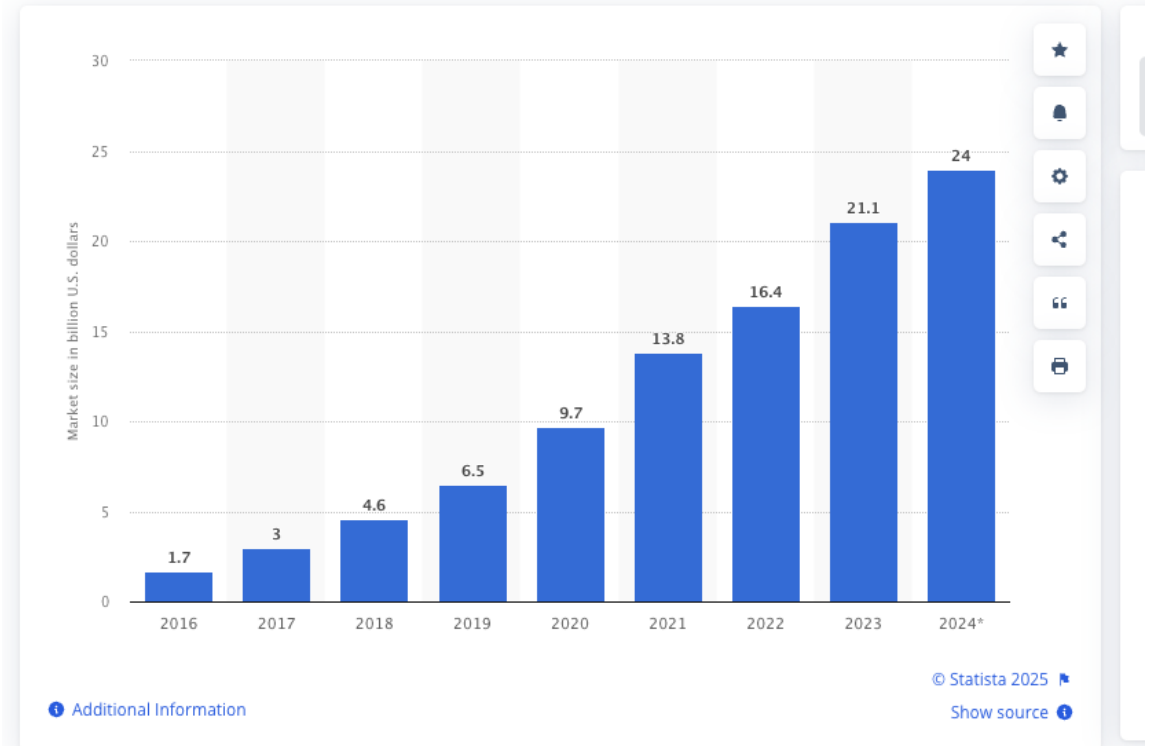
Influencer Statistics

- \$24 billion market in 2024
- 50 million work as content creators
- ½ of marketers use influencers
 - 57.6% have e-comm stores
- 36% of marketers state influencer content outperforms brand-created content
- Nano-influencers with fewer than 5,000 followers have the highest engagement rates at 2.53% while mega-influencers rates are 0.92%

Source: Hype Auditor

Advertising & Marketing › Marketing

Influencer marketing market size worldwide from 2016 to 2024
(in billion U.S. dollars)



How Do You Find an Influencer?

- Agents/Agencies
- Social Media Platforms
- **Your Network**
 - Influencers don't have to be official influencers to help extend your audience reach

The right influencer depends on your goals, your audience, their audience, and how well they align with your brand's tone.



“I have talked about my IUDs. I have talked about my periods. I will talk about my C-sections.

It's personal, but it's personal with a greater purpose, and I have to keep that in mind.”

The Right Influencer

Influencer: Paid | Loyal Patient | Advocate

- Becky Montpetit, [Rochester Local](#) Owner
- Patient for 10+ years
 - Both children born at our BirthCenter
 - Wide variety of personal medical interactions
- Connected to community because of Rochester Local business and personal/social commitments
- She is NOT shy!

The Clinical Expert

Influencer: Advocate | Loyal Patient | Expert

- Melissa Richards, MD, Division Chair of Hospital and Surgical Services
- Loyal patient population
- Well connected in referral communities for women's health services
- Obstetrician Gynecology - Areas of expertise include:
 - Abnormal uterine and postmenopausal bleeding
 - Abnormal Pap smear results
 - Fertility evaluations and management
 - Da Vinci robotic surgery



“Every touchpoint helps dispel stigma and correct misinformation — that’s how we make a big difference. If I were an ENT, it wouldn’t be controversial... just not nearly as fun.”

Other Pelvis Party Influencers

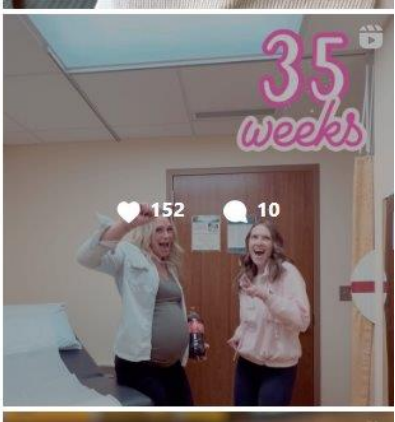
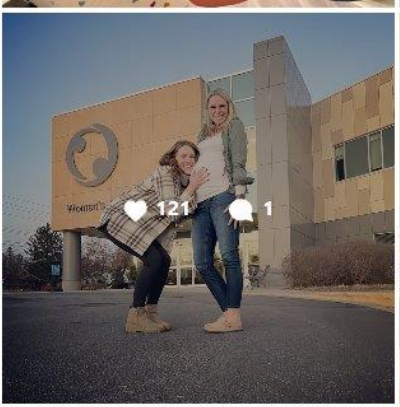
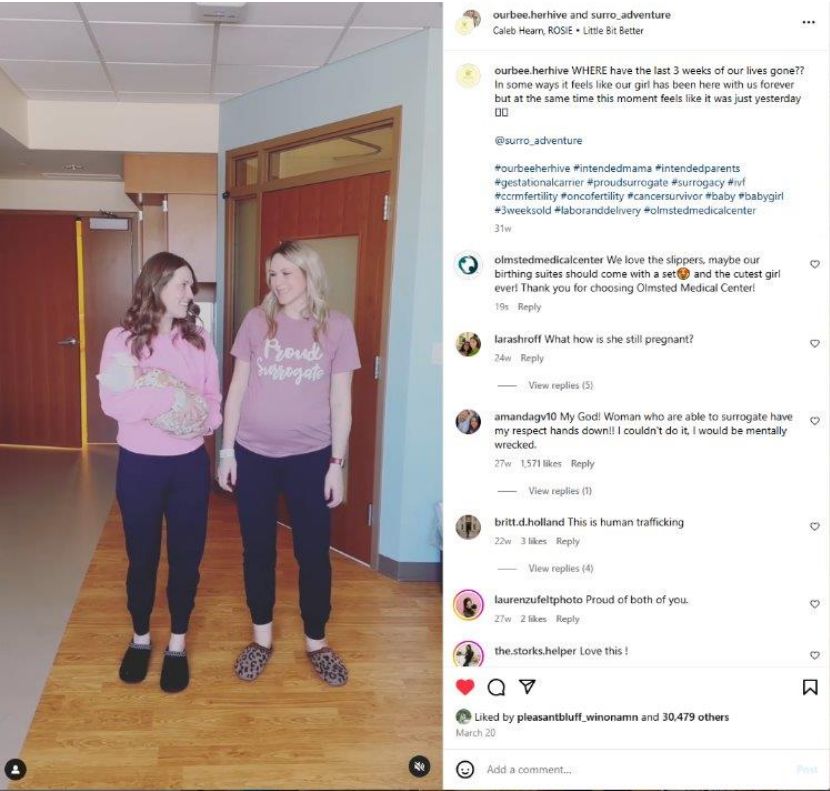
Nano Influencers: Loyal Patient | Positive Fan | Surrogacy Awareness



The idea of a surrogate birth may sound like something only celebrities and the extremely wealthy can have access to. In this episode Dr. Richards is joined by Maia, a gestational carrier, and Emily and Scott, the intended parents, to discuss their journey together in surrogacy. Dr. Richards leads the conversation with our guests as we learn how normal and accessible birth through a gestational carrier can be, and the various options that couples might evaluate before opting for a surrogate birth. This is part 1 of 2 with our special guests as we work to normalize the idea of surrogacy, gestational carriers, and everything that goes with a decision for this style of birthing plans!

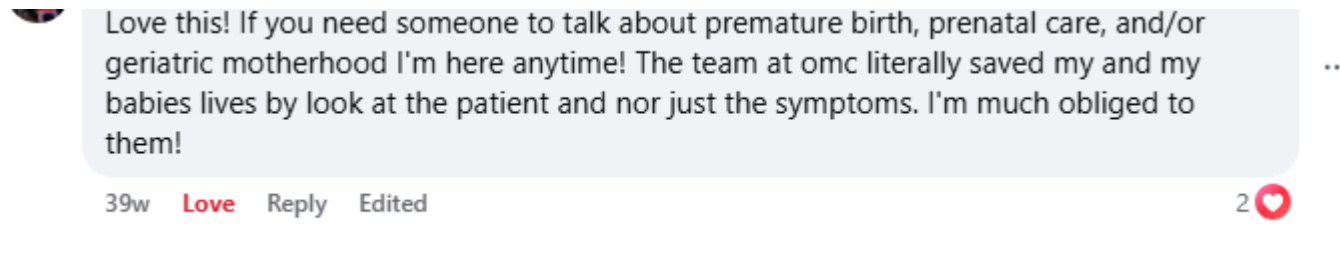
ALL EPISODES

*sponsored by Olmsted Medical Center



Guests Outpacing Episodes

- Comments on Facebook: people saying they'd love to share their story



- Friends bringing up Pelvis Party in personal gatherings
- Interest at networking events and opportunities to co-host or partner

Determine key metrics to evaluate and measure ROI.

Pelvis Party - Episode 14 | Uncommon Questions You Might Ask a Urogynecologist

Pelvis Party #114...

See more

  You and 29 others


3  8.3K 



Comments

[See all](#)

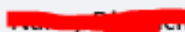



I am so impressed with Dr. Klingele, he is very compassionate, very thorough, makes sure you understand what he is saying. I am glad that I have him for a doctor.

...

2y [Like](#) [Reply](#)




he is the best


...

2y [Like](#) [Reply](#)



- Video views (YouTube, Facebook, Instagram, podcast platforms)
- Impressions and engagement rates
- Audience growth (new followers/subscribers across channels)
 - IG was a new channel for us in late 2023



 2 years ago

Thank you for this! I have been dealing with this for over 20 years. It has just become part of my life.

Influence and Impact

- Qualitative Feedback:
 - Patients mentioning Pelvis Party in clinic
 - Community chatter
 - Referrals saying they heard about OMC through the series



[Redacted] 2 years ago

The three of you are a gas! This is exactly how discussions like these should go. Women's health is about open dialog and candid conversations of shared experiences. BRAVO!



[Redacted]
20 April 2023 · 🌐

Dr. Richards is the OMC doc who removed my fallopian tubes earlier this month. She is so fun and intelligent!! Please check out her new series with Rochester Local. Also, I highly recommend using her for pregnancy or any other ObGyn concerns 😊



Rochester Local
22 March 2023 · 🌐

🗨️ The vagina is an amazing and powerful organ. Did you know that the vagina cleans itself? It can be easy to think we need to do a lot to keep ourselves clean down th... [See more](#)

Influence and Impact

- Guest speaker reach (audience crossover from influencers or community leaders featured)
- Media mentions (earned PR, local buzz)
- Leadership buy-in and engagement



The Importance of Transparency

- Sponsored/paid content must comply with FTC guidelines to disclose paid partnerships clearly.
 - Use clear terms like “#ad” or “Sponsored” prominently on-screen.
 - Avoid ambiguity by using phrases “Thanks to [brand]”
- Maintains audience trust and avoids legal or reputational risks for both the influencer and the brand.
 - Consumers deserve to know when content is paid, ensuring transparency and trust.



Rochester Local and Olmsted Medical Center

Paid partnership · 18 December 2024 · 🌐

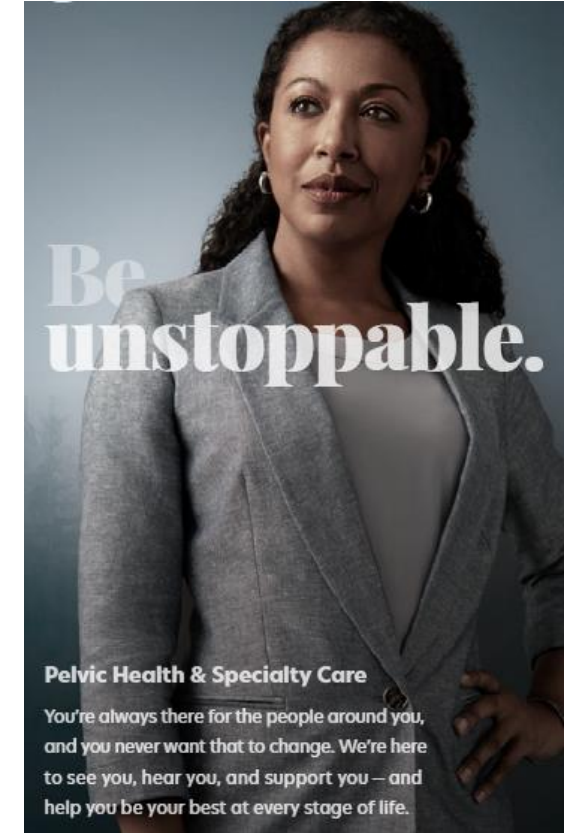
❤️ Pelvis Party - Episode #36 ❤️



Society for Health Care
Strategy & Market
Development™

Key Take-Away #1: Make Your Content Work With Your Marketing

- Anchor your content to your existing marketing strategy or campaign.
- Make sure your content amplifies—not competes with—your marketing campaigns.



Key Take-Away #2: Make It Scalable



- Video, podcasting, and influencer partnerships can start small and grow big.
- Begin where you are — expand as resources and audience grow.
- Scalability means you don't have to do everything at once.

Key Take-Away #3: Be Bold, Be Real



- Getting vulnerable and personal can feel risky — but it's a risk worth taking.
- Don't be afraid to leap on that idea you've been holding back.
- Expand your impact by partnering with a business or influencer who brings reach, expertise, or credibility/trust you don't have on your own.



Questions?

Please be sure to complete the session evaluation on the mobile app!