

SHSMD26 CONNECTIONS

Health Care Marketing, Strategy & Communications

American Hospital Association Conference
September 27-29 ⚓ Baltimore

The Science of Belonging: How Neuroscience Shapes Health Care Marketing Engagement

- *Coquina Deger, Regional Director, Marketing & Communications, Skagit Regional Health*
- *Sally Mildren, CEO & Chief Strategist, Commonwell Marketing*



Today's Agenda

- Framing the Conversation + Introductions
- **ACTIVITY:** The 6-hat, 60-second ad read
- Neuroscience of Attention, Choice & Belonging
- **ACTIVITY:** Neuroscience and Marketing
- Break
- Q&A: Thoughts, lessons, take-aways so far
- Case study - Skagit Regional Health
- Case study: Other Healthcare Uses
- **ACTIVITY:** Applying Today's Learnings
- Q&A



There is literally a neurochemical response in our brain when we feel part of something, feel seen or feel included.



The 6-hat, 60-second ad read

The Lens Through Which You See the World

- Red — Instinct
- White — Evidence
- Black — Friction
- Yellow — Connection
- Green — Possibility?
- Blue — Synthesis

Ad Read

Women's Health

With new and returning providers, we're increasing access to care and reducing wait times for our expert OB/GYN and Midwifery services close to home – ***empowering you to take charge of your health.***



Schedule today.

Visit SkagitRegionalHealth.org/Womens-Health

Arlington: 360-435-0242

Mount Vernon: 360-428-2575



Ad Reveal



**Make yourself
a priority.**
Women's Health

Right **HERE.**
Right **FOR YOU.**

 Skagit
Regional
Health

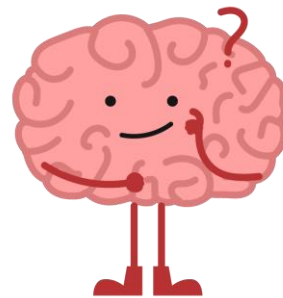
 Visit [SkagitRegionalHealth.org/WomensHealth](https://www.SkagitRegionalHealth.org/WomensHealth)



The Science of Attention, Choice & Belonging

95%

OF CONSUMER DECISIONS HAPPEN
SUBCONSCIOUSLY.

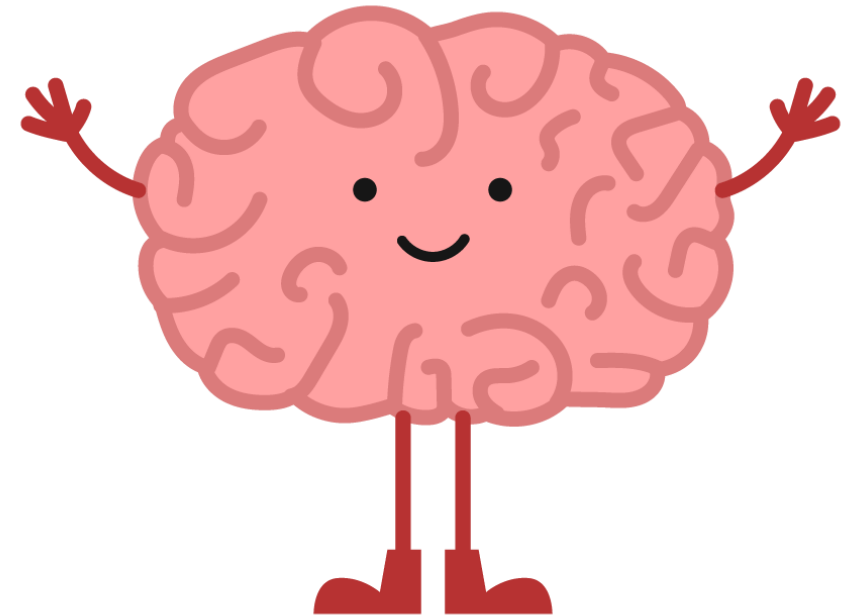


2-8 SECONDS

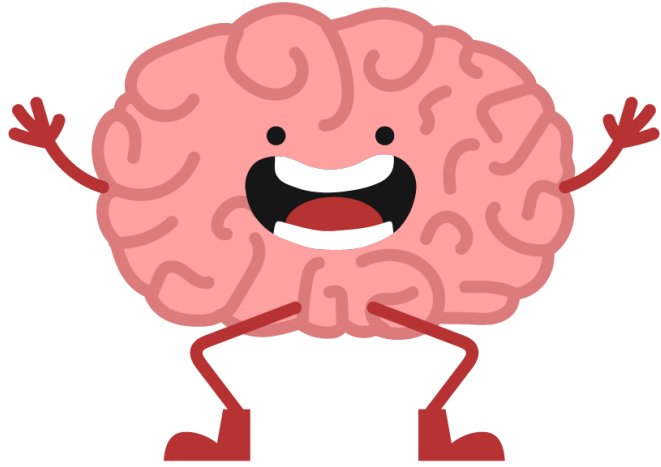
TO BE RELEVANT

By and Large, Attention is Reserved For:

- Things with potential **value**
- Items/things that are **safe**
- **Things that show “this belongs in my world”**



Chemicals of Attention:



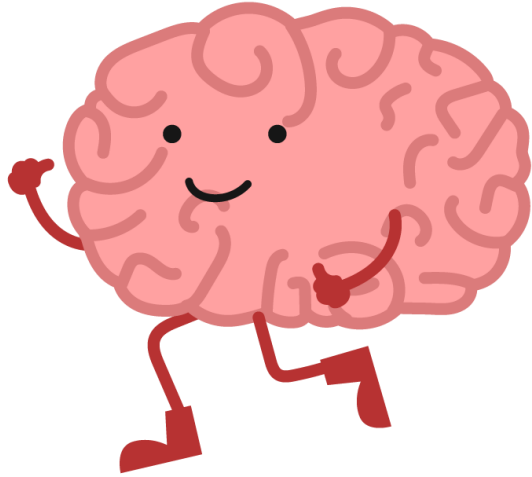
“Focused Attention” ← *Norepinephrine*

Brain reacts to something **novel or surprising** - a “**surprise response**” - **Originality matters**, not the same as familiarity.

Feels like: tense, alert, edgy, heightened focus, part of “fight or flight”.



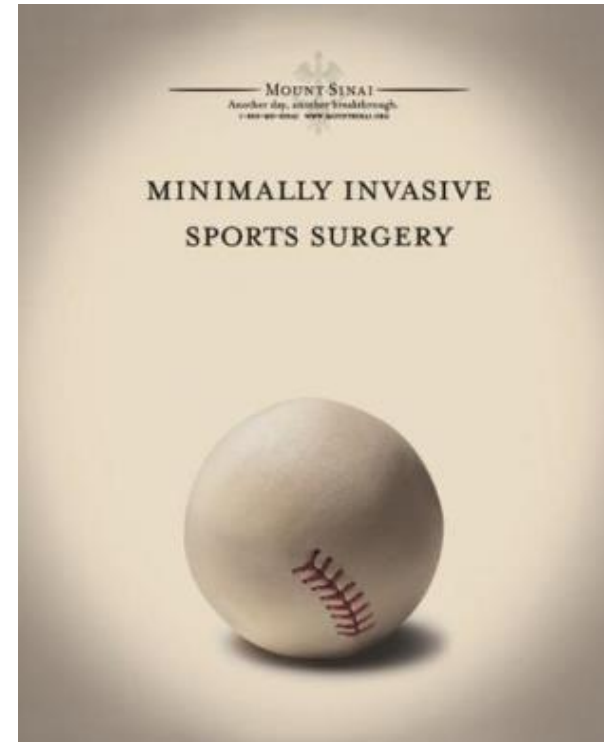
Chemicals of Attention:



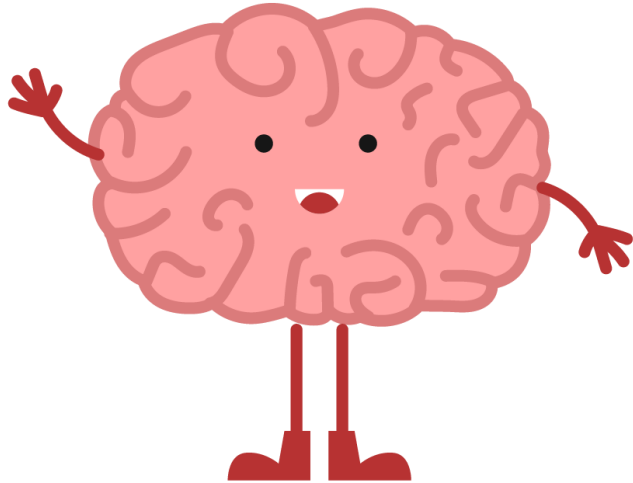
“Sustained Attention” ← *Acetylcholine*

Brain reacts to something **novel** and **salient**.
“Not normal” gains attention.

Feels like: opposite of “fight or flight”, brain slows down, felt experience.



Chemicals of Attention:



“Feel Good” ← *Endorphins*

Brain reacts to intensity, the “exhale” after a push, decides “I am comfortable with you”

feels like: relief, euphoria, reward for enduring, creates comfort and pleasure

DELIVERING THE MOST BABIES IN BUTLER COUNTY FOR 20 YEARS



Experience matters

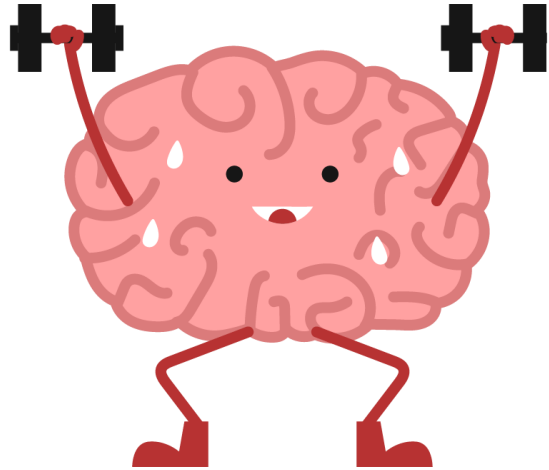
For 20 years, the most babies in Butler County have been delivered at Mercy Health — Fairfield Hospital. When you choose Fairfield Hospital for your special delivery, you're choosing the best experience on wheels, provided by board-certified physicians, nurses and specialists. To learn more or to sign up for a free tour of our newly renovated, state-of-the-art Family Birthing Center, visit a-mercy.com/fairfield or call 512-273-7000.

- Nationally-accredited in obstetrics and high-risk fetal medicine
- The only birthing center in the nation to be awarded for outstanding customer-based maternity care
- Butler County's only 3-star preferred provider for perinatal care as rated by The Joint Commission
- 5-star rating from Ohio First Steps for Healthy Babies Program

 **MERCYHEALTH**
Fairfield Hospital

© 2019 Mercy Health. Fairfield Hospital is a service mark of Mercy Health.

Chemicals of Belonging:



Emotional and memorable events ← **Cortisol**

Memory consolidated long term

feels like: stress, anxiety, urgency
triggers threat response and alertness that overrides everything else.

Brain responding to something urgent.

THIS WOMAN IS HAVING A **STROKE**
ACT **FAST** CALL 911



Any one of these signs could mean a stroke:

 F ACE Look for an uneven smile	 A RM Check if one arm is weak	 S PEECH Listen for slurred speech	 T IME Call 911 at the first sign
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Visit **StrokeCall911.com**

Brought to you by
HOSPITAL LOGO
A leader in providing quality stroke care

Genentech
A member of the Roche Group

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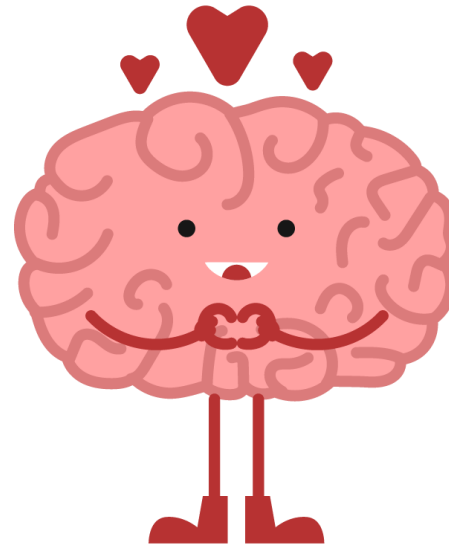
Chemicals of Belonging:

Trust, empathy, connection ← *Oxytocin*

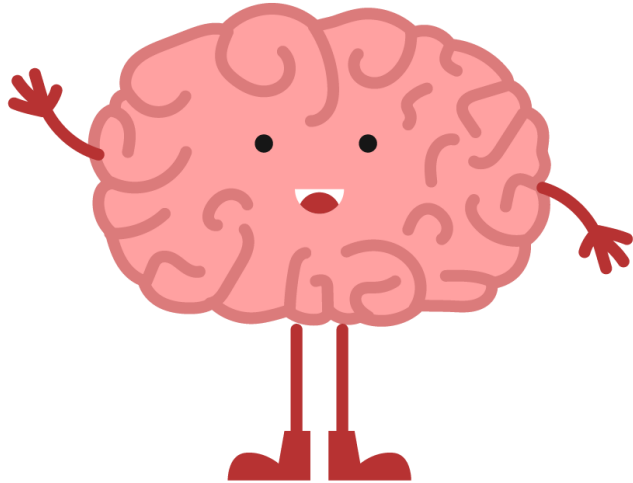
“I trust you”

feels like: warmth, trust

Brain reacts to touch, eye contact, and shared vulnerability. A face or story that feels “like me” earns attention faster than a statistic. Oxytocin is released from accuracy, that’s what builds trust.



Chemicals of Belonging:



Value, motivation, action ← *Dopamine*
“I want you” - payoff/reward

feels like: excitement, anticipation, motivation

Brain reacts to promise or gap between what I want
and what is possible, creates a motivation to act



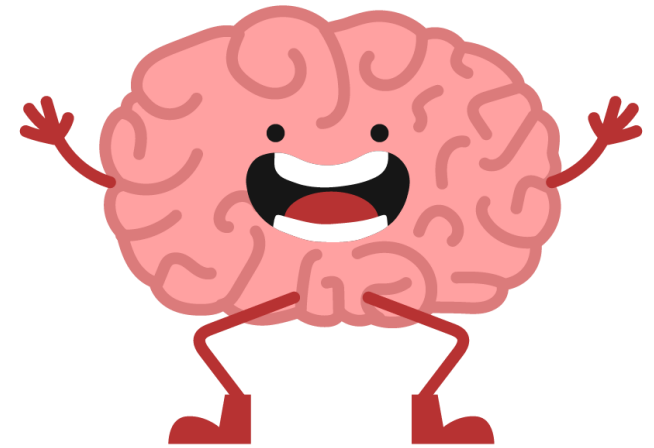
Emotionally connected customers have a **2x higher lifetime value** compared to customers who are merely “highly satisfied”.

(Forbes/Harvard Business Review)

A “Caveat” to Our Convo on Neuroscience:

We’ve oversimplified today. Most emotions and reactions are a much more complex combination of many of these chemicals.

For instance, NS studies showed that when Acetylcholine (attention) & Oxytocin (cooperation/likely to act) were both triggered, **action was 261% higher** (in this case, audience made a donation).

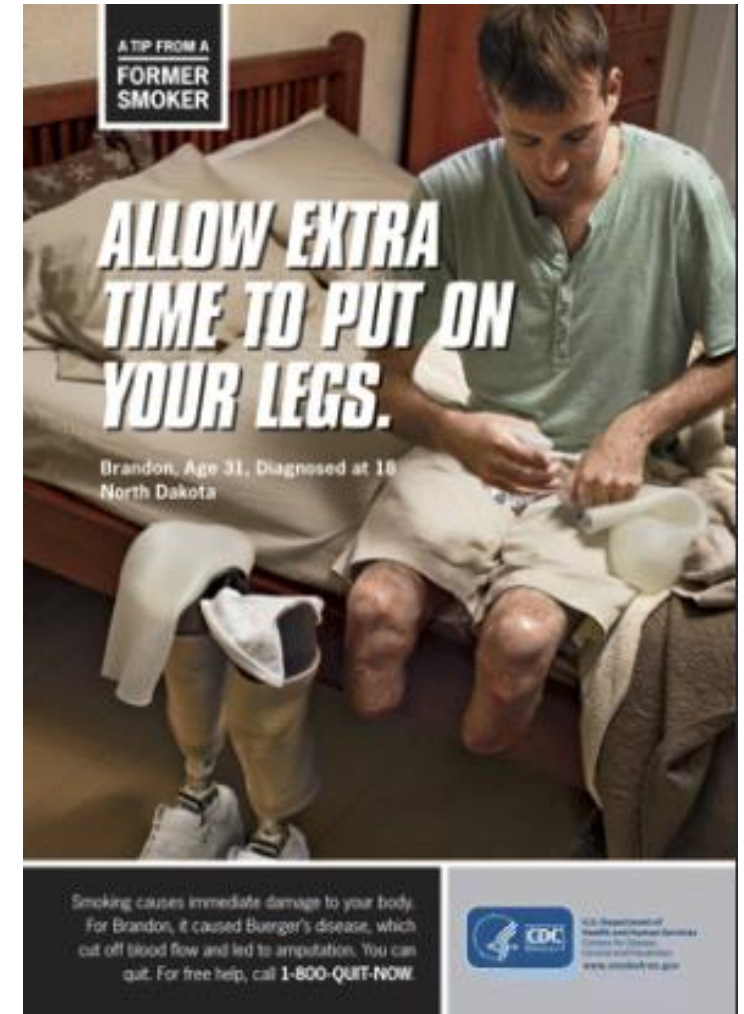
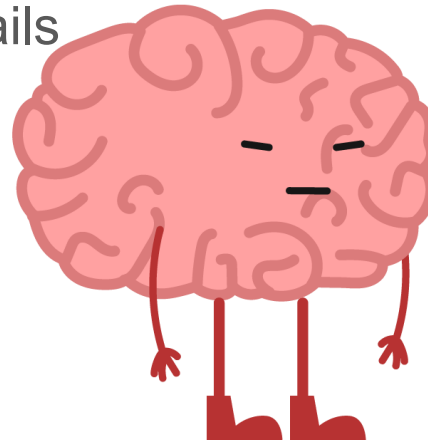


Our Built in Threat Detection System:

The **Amygdala** is the brain's built in threat detection system and it **can veto nearly every other cognitive process.**

Not safe = defensive, protective, shamed, closed, reacts to things that feel unsafe and tells you “no”

Threat detection? Stigmatizing language, Fear/shame, “Power Over”, Messaging that implies fault/late, Cold design, In accurate details



Helping Audience Feel Seen & Safe:

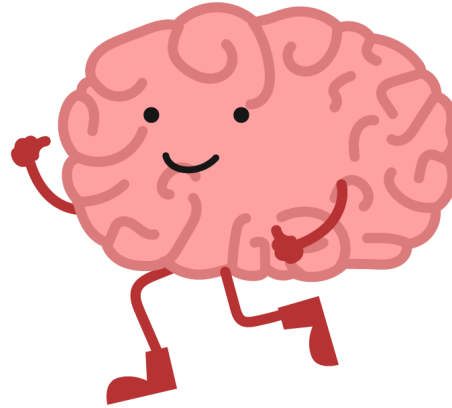
We just need to understand two more things about the brain:

Sympathetic Nervous System

Fight, flight, or focus
“WOW”

Speeds heart rate, makes you more alert, sharpens focus, ready for action.

*For marketing, we are trying to make them **feel something right now!***



fight the flu.
GET YOUR FLU SHOT TODAY

QR CODE

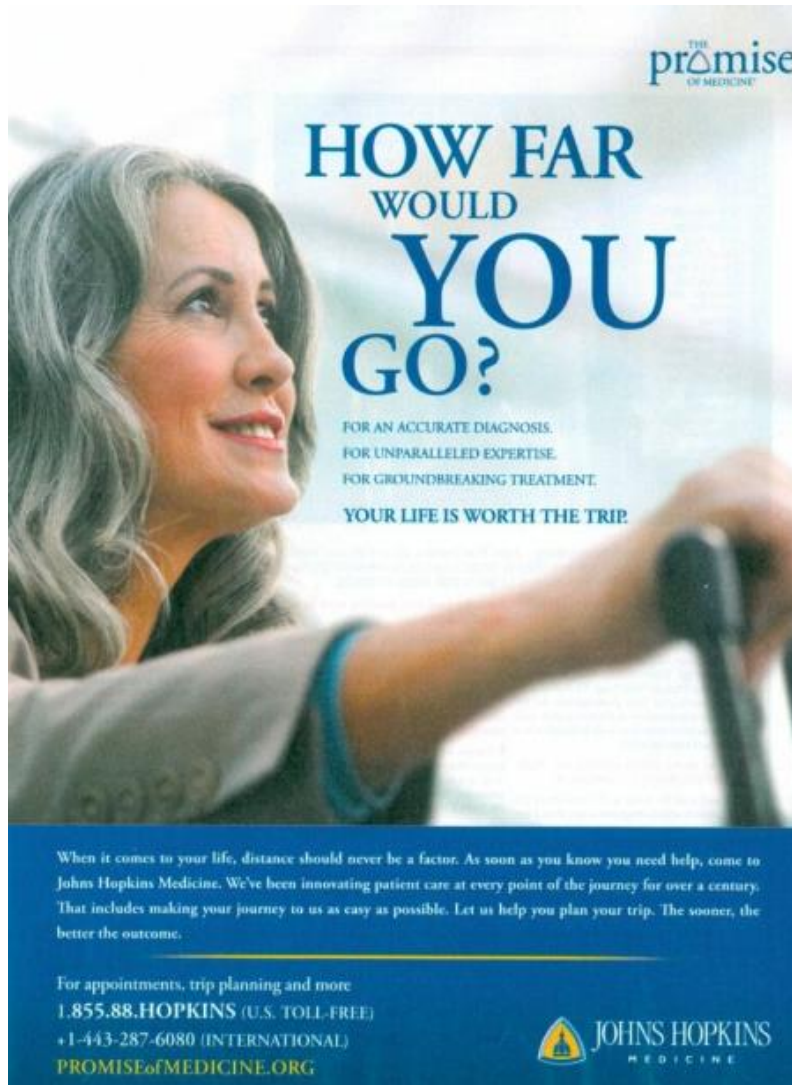
NOW OFFERING FLU SHOTS
WALK-INS AVAILABLE
SCAN THIS QR CODE TO LEARN MORE

MMC
MEDICAL CLINIC
AUSTIN CENTER

mmclinic.com/flu

Helping Audience Feel Seen & Safe:

We just need to understand two more things about the brain:

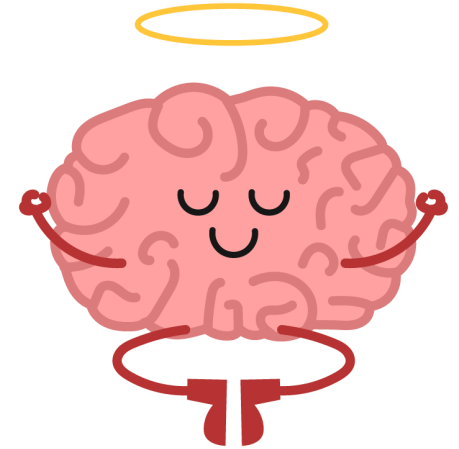


Parasympathetic Nervous System

Rest and digest
“AHHHH”

Slows heart rate, increases safety and connection, restores calm and trust.

*For marketing, we are trying to make them **feel safe, valued, understood.***



The Brain Prioritizes What It Thinks We Want ...

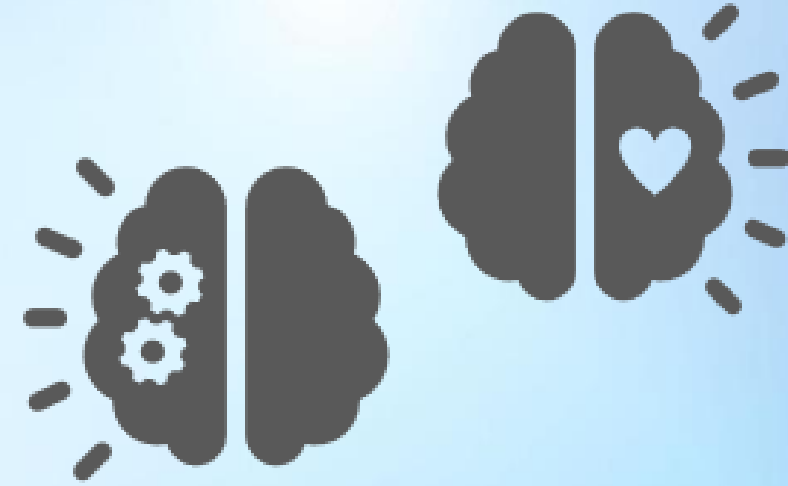
... based on history, experience and what we focus on.

Anyone ever wanted a spice orange metallic Mini Cooper because no one has them?

Then all of a sudden you start seeing them everywhere?

That's the RAS.





Applying Brain Science to Marketing

Color:

Color can trigger subconscious emotions (i.e. yellow - warmth and optimism; red - excitement and urgency; blue - trust and reliability)

Use of color is important to trigger certain responses or impulses.



Emotion:

Emotion:

Emotion is processed first. Trigger emotions of joy, security, fear, concern, peace, etc. and you are half the way to being remembered.

Nostalgia is part of this arena as well. Be careful with how you use emotion.

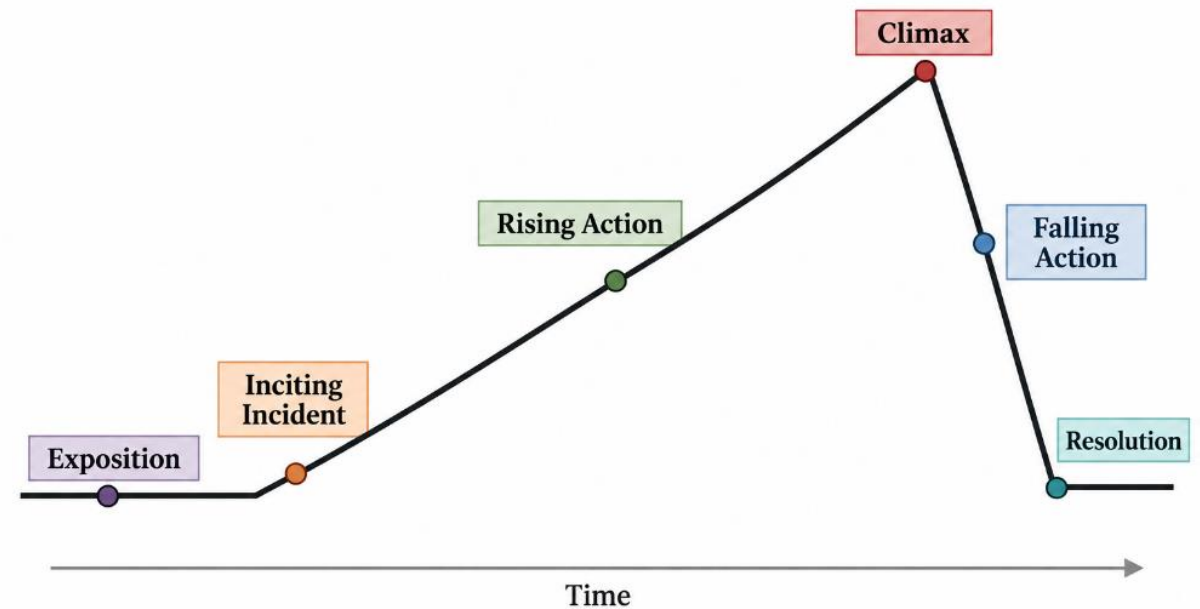
Remember the idea of “safety” and don’t manipulate your audience, it may backfire on your.



Storytelling: Cinematic (or Literary) Arc

- This is *THE* shortest route to attention and memory! Always. Our brain literally responds to the cinematic arc.
- Tell your audience a story, and you'll ...
 - Touch on their hopes and fears
 - Create deeper engagement
 - Build trust
 - Inspire loyalty and action

Plot Diagram



Patient-Centered Content Framework in Action

- Start with *THEM*, the reader/patient, as the hero of their own journey. Meet them where they're at.
 - Position [health system] as the trusted guide to solve their problem.
1. **A Patient** – The patient is the hero, not our brand.
 2. **Has a Problem** – Identify their external/internal/philosophical problems.
 3. **Meets a Guide** – Our brand is the trusted guide, not the hero.
 4. **Who Gives Them a Plan** – Provide clear, simple plan to solve their problem.
 5. **And Calls Them to Action** – Ask them to take the next step.
 6. **That Helps Them Avoid Failure** – Show the consequences of inaction.
 7. **And Ends in Success** – Paint a picture of the happy outcome.

Radio ad copy (0:30)

Healthcare can be an overwhelming experience for some of us. But at Skagit Regional Health their promise is clear: to improve lives through compassionate and innovative care. They are transforming the way care is delivered – by blending state-of-the-art technology with the heartfelt compassion you deserve.

From routine visits to advanced treatments, you can expect exceptional healthcare, always, from the team at Skagit Regional Health.

Find the care you need, close to home. Visit Skagit Regional Health dot org today.

Patient-Centered Content Framework in Action

Community Magazine

Family illness, preparedness and vaccination

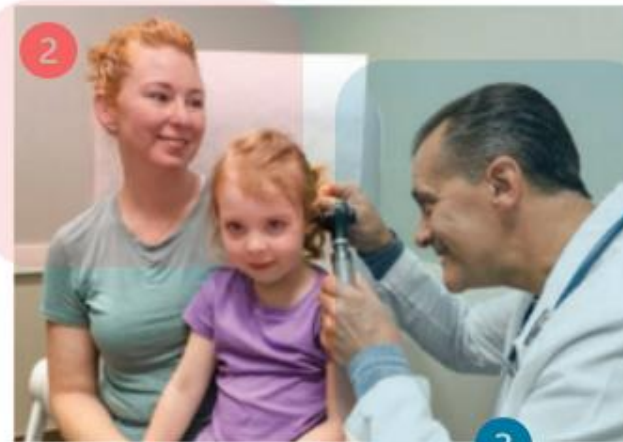
1 What parents need to know this season

- 2 For parents, deciding when to call a healthcare provider, keep a child home or seek urgent care can be difficult—especially when symptoms seem mild. At the same time, preventable illnesses like measles are rising again in the U.S., highlighting the importance of timely care and vaccination.
- 3 From when to call your provider to how vaccines protect the whole family, Skagit Regional Health pediatric experts are here to guide parents through cold and flu season.

3 Recognizing when to seek care



Emily Bianconi, ARNP, pediatric nurse practitioner at Skagit Regional Health – Little Mountain Pediatrics, urges parents to trust instincts but also to know the red flags. "If your 2-month-old infant has a fever of 100.4°F (38°C)



■ Urgent Care Physician Gilson Giroto, DO

90% attack rate among people who are not vaccinated," warns pediatrician Mariel Castillo, MD. High-risk groups include young children,

- 5 Fall is also a critical time to review other recommended vaccines. Annual flu shots, COVID-19 boosters and, for infants, preventive protection against RSV all help families prepare for the season ahead.

- 4 **Accessing care and staying prepared**
Skagit Regional Health offers well-child visits, walk-in vaccines, same-day appointments and triage support. Annual visits are an opportunity to review vaccines, address concerns and plan for seasonal boosters.

- 7 Keeping vaccinations current, following isolation guidelines and seeking timely care help protect both your child and the wider community.

5



Convenient care for every stage of childhood

From newborns to teens, our expanding pediatric team is here to keep your family healthy. Scan the QR code to connect with a pediatrician.

Applying Neuroscience to Marketing:

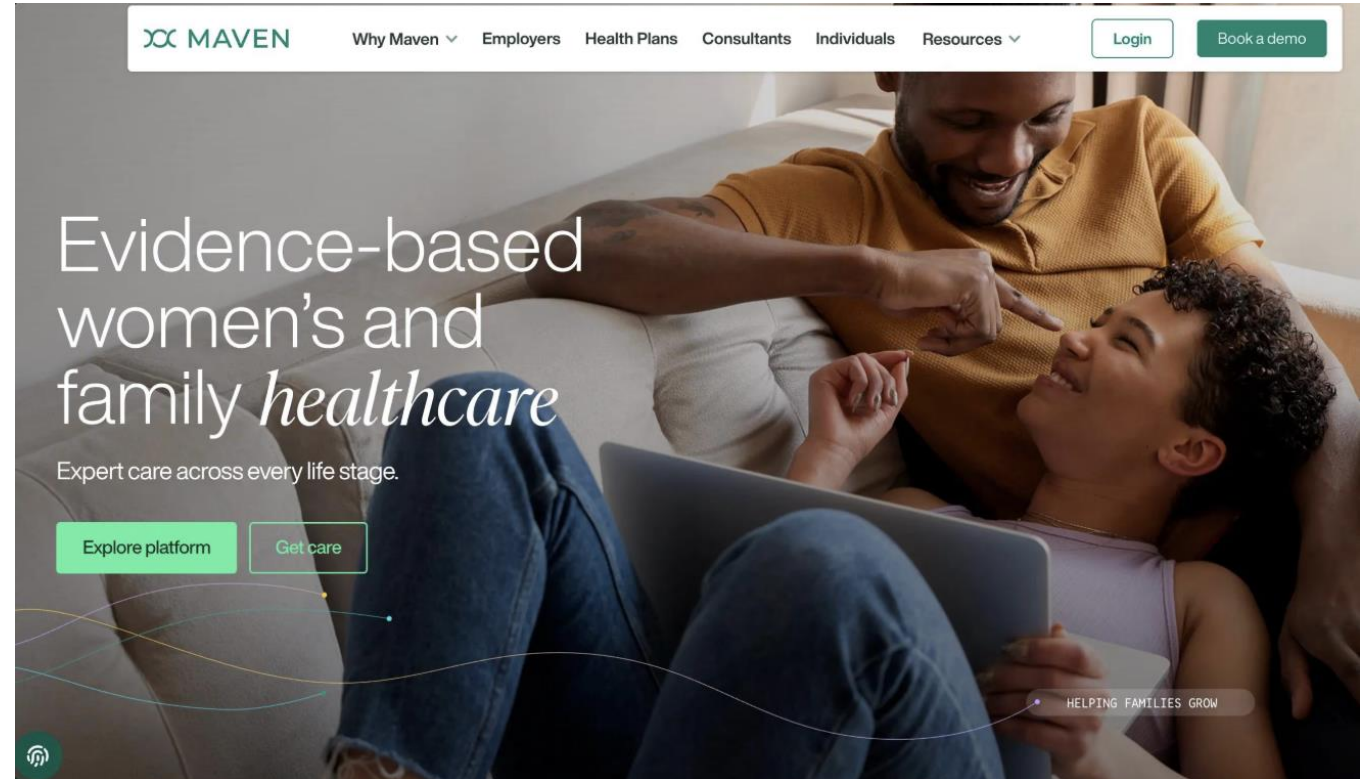
Music - Tempo, volume, lyrics - intertwines with memory

Multi-Sensory Marketing - Smell, touch, images or sounds, samples (even imagined)



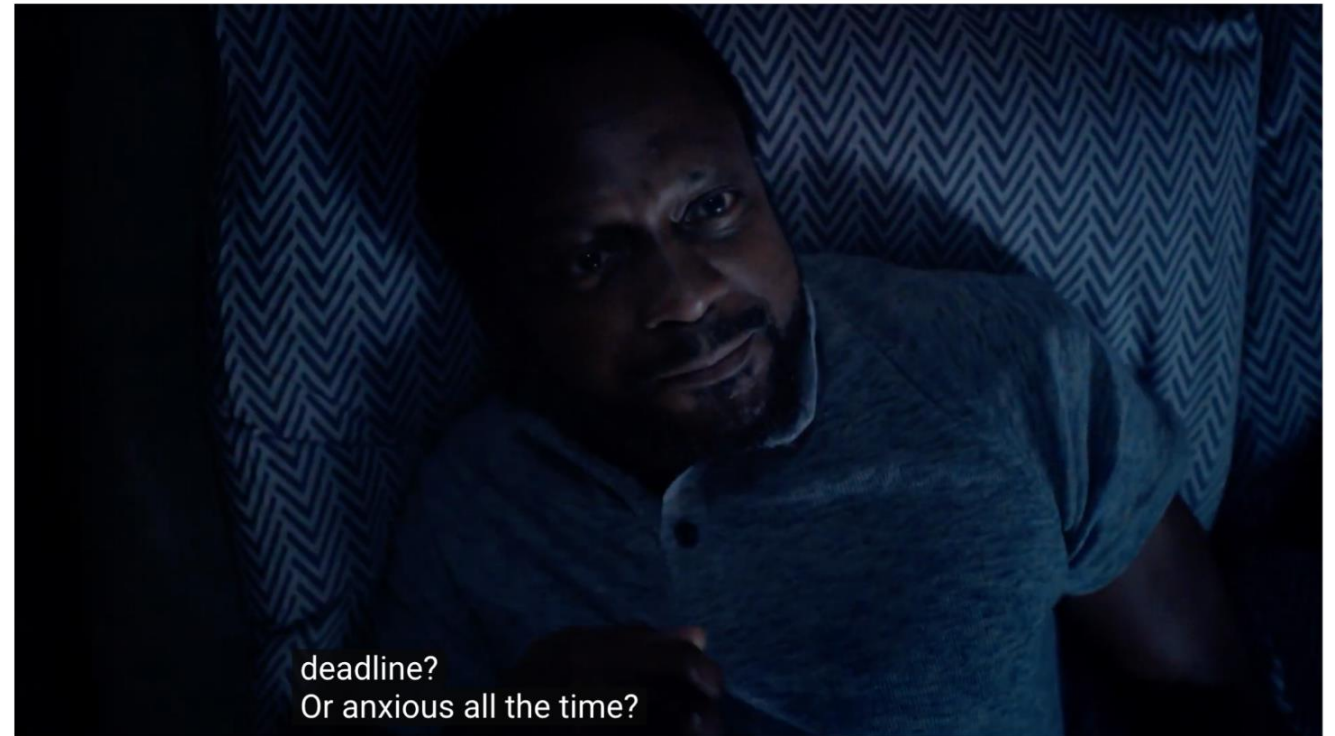
Visual Hierarchy + White Space:

- **Visual Hierarchy**
 - Attention to items that matter most
- **White Space**
 - Gives your brain a rest, reduces overwhelm
 - Paradox of Choice - more options do not lead to better decisions, but fewer
 - One page - one primary action.



Faces and Products:

- **Attention to Faces and Products**
 - Products and faces boosted attention
 - Strongest recall had emotional and rational elements
 - Do I see myself in here? Our brain is wired for connection.



Social Proof:

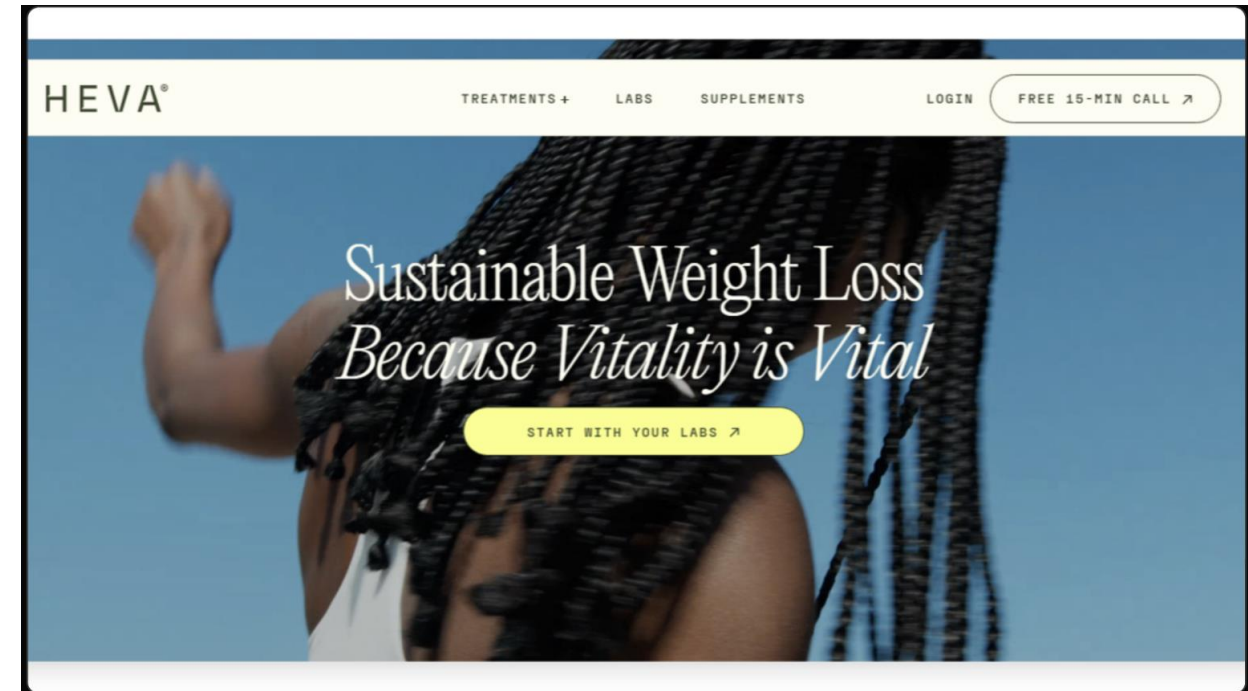
Testimonials, reviews, UGC - helps foster trust

Earned vs. assumed trust



Landing Page Design:

- **CTA Designs**
 - Buttons in high contrast color helps save “energy”
 - “Every click is a micro-commitment”- remove barriers, ask for only what you need
 - Concrete language - tell them what happens next, describe what they need to do
- **F/Z Patterns**
 - Human eyes scan pages in F or Z patterns





Break Time!

Take 10



Welcome back!

Thoughts, lessons, takeaways?





Case Study 1

Skagit Regional Health

Align brand messaging to new
Mission, Vision & Values



Case Study: Skagit Regional Health

Engaged Commonwell Marketing to ...

- New core values - goal was to build messaging for external audiences that elevated brand and incorporated new MVV
- Deep assessment of brand identity & messaging
 - Competitive analysis
 - Reputation, review sentiment & responses
 - Website & keywords
- Identification of key trust drivers and audiences - finding a way to differentiate ourselves from big systems in region and build trust in our rural health system
- New visuals and campaign concepts developed

Before:



Skagit  Regional Health

Expert OB/GYN care for every life stage.

[Learn More](#)

Compassionate **Women's Health**

Offering expert OB/GYN services close to home. Accepting new patients.



[Learn More](#)

Before:



ARIANNE JONG, MD
Women's Health

Arianne S. Jong, MD

Women's Health

Learn more about our Midwifery, Obstetrics and Gynecology services.

Visit: SkagitRegionalHealth.org/Womens-Health
Call: (360) 435-0242 ARLINGTON



SkagitRegionalHealth.org

Women's Health

With new and returning providers, we're increasing access to care and reducing wait times for our expert OB/GYN and Midwifery services close to home – **empowering you to take charge of your health.**



Schedule today.

Visit SkagitRegionalHealth.org/Womens-Health
Arlington: 360-435-0242
Mount Vernon: 360-428-2575



Before:

Compassionate Women's Health

Offering expert OB/GYN
services close to home.
Accepting new patients.



[Learn More](#)

Women's Health Services

For all the girls becoming women ... daughters, mothers, grandmothers ... For all the women making empowered choices, Skagit Regional Health has been serving this generation and the next, right here in our community, through pivotal moments in life. Whether you're seeking answers, routine care, or simply taking time to care for yourself, our women's health care team is here and ready to support you at every stage of life.

Our Women's Health team delivers the expertise you'd expect from a large medical center, including proven best practices, all to provide you quality care you can trust. We proudly serve women across Skagit, Island and north Snohomish communities.

[Request an appointment today!](#)



To request an appointment,
fill out the form below or call

[360-964-8072](#)

First Name *

Seamless Care – from Our Expert Team

From routine visits to complex conditions, our team of women's health experts takes the time to listen, answer your questions and provide care you can trust. Find

Women's Health - Personas

Trust is relational and cumulative.

Listening and personification is essential.

Developed 3 personas to resonate with our local audience.

The Bloomer

I want to understand my body, not be handed a pamphlet and sent home.

Persona Identity

- 👤 16-28 (Gen Alpha + Millennials)
- 🏠 School, early career

Background

- 🔄 Forming identity, relationships & independence
- 🏠 Parents plan or ACA
- 📱 Digital natives, highly self-researching, on TikTok, Reddit and health apps.

Health Outlook

Curious, proactive

Messages They Value

- Your body explained - you deserve real answers about your own body.
- Zero judgement ever - all bodies and choices are welcome
- Mind and body together - we connect the dots you've been trying to figure out alone
- Care on your schedule - same-day telehealth options that are private, comfortable and on your time
- Here for you - we listen and help you with your concerns

Trust Breakers

- Being dismissed is #1 frustration - listen to me.
- Judgement around sexual health, with you, there should be no shame or judgement ever
- Mental health siloed - anxiety, depression or hormones are connected
- Cost and insurance - I've never navigated insurance before, help me
- No digital access/telehealth - I book everything on line and I expect same day or next day availability when I need help
- Non-inclusive environment - show me that you serve people like me in your forms, images and language



The Life Juggler

I take care of everyone else first. I just need a healthcare system that makes it possible to take care of me too.

Persona Identity

- 👤 28-45 (Millennials & Gen X)
- 🎓 Many college educated
- 📍 30% of home owners in region

Background

- 🔄 Pregnancy, postpartum, young children, career peak
- 💰 Middle income, tight budgets
- 📱 Digital capable, needs fast, mobile-first access

Health Outlook

Last to prioritize self
Burn out risk - capacity is thin so any friction is a reason to delay care.

Messages They Value

- We work around your life - evening and weekend appointments and telehealth options to fit your life
- You take care of everyone else, we will take care of you
- Before, during and long after the delivery room - we stay with you
- Every path is valid - we support the path that is right for you
- One place for all of it - mental health, OB, primary care, coordinated
- Honest about costs - maternity pricing that is clear from the start

Trust Breakers

- Inflexible appointments make telehealth my primary access, it needs to work
- I need someone who checks in after the baby is born too, I'm not alright
- Maternal burnout or exhaustion dismissed, help me
- I need respect to my choices and support to figure out the path I choose regarding my family, children, etc.
- Fragmented care - coordinate with my PCP, OB, Midwife, etc.
- Hidden costs - I expect cost transparency, no surprises



The Wise Navigator

I've spent decades caring for everyone else, now I need to know what's happening in my own body and need you to take it seriously.

Persona Identity

- 👤 45-65 (Gen X and Boomers)
- 🎓 College educated
- 📍 30-40% of home owners in region

Background

- 🏠 Empty nest, aging parents
- 💰 Upper, middle income, peak
- 📱 Digitally capable, values human access too

Health Outlook

Reclaiming self, proactive but historically underserved, dealing with menopause symptoms

Messages They Value

- Finally, someone who knows menopause - we will take care of you
- Not just "aging" - you don't have to live with the symptoms, we'll help
- Evidence, not fear - individualized solutions backed by current science
- Your whole self reclaimed - this is one of the most powerful chapters of your life, we'll help you feel your best and enjoy it
- Decades of putting others first, now it's your turn - we're here for you
- We care about all of you - beyond the symptoms, we will be proactive for the future too

Trust Breakers

- Dismissing menopause symptoms as "just aging" - it deserves clinical attention, listen to me
- HRT fear without current evidence and information - guide me in truth
- Sexual health ignored - this is real and is impacting my relationships
- See my whole health - the emotional and psychological and physical changes of this time with no kids in the house, menopause, and life changes - pay attention to all of it, bone health, menopause, etc. and help me plan a way forward



Campaign Development & Proof Points



The Bloomer

Digital ad + landing page

Health questions?
We've got answers.



Right **HERE.**
Right **FOR YOU.**





Regional Health

Request an Appointment
360-505-7854

Women's health, but make it make sense.

Your body's doing its thing, you've got questions, and Chat GPT doesn't always get it right. We're here for the real answers—no awkward vibes, no judgment. At Skagit Regional Health, we help you understand what's going on with YOUR body. No questions are dumb and no topic is TMI.

From birth control to periods, hormones and everyday wellness, we keep it clear so you can make decisions that feel right for your body and your life.

To get real answers, book below.



Ready when you are. Book below or call

360-505-7854

First Name *

Last Name *

Email *

Phone Number *

(000) 000-0000

Service Requested *

The Life Juggler

Digital ad + landing page

Pregnancy care,
from start to finish

Right **HERE.**
Right **FOR YOU.**



Skagit  Regional Health

Request an Appointment

360-964-8072

**You take care of
everyone. We'll take
care of you.**

Kids, partner, job, aging parents –
your list never ends.

At Skagit Regional Health, we built our
women's care around that reality.

Our coordinated team handles everything
in one place, so getting care doesn't add
more to your plate.

Whether you're navigating hormonal
changes, planning (or preventing)
pregnancy or simply overdue for a
checkup, we provide judgment-free care
that makes it easier to get answers, feel
heard, and move forward with
confidence.

Request an appointment today!



To request an appointment,
fill out the form below or call

360-964-8072

First Name *

**Women's care that actually
fits around your schedule**

From routine visits to more complex concerns, our women's
health team understands that your time is limited, and your

The Wise Navigator

Digital ad + landing page

Care that
puts you first —
finally



Right **HERE.**
Right **FOR YOU.**



In one of the most powerful chapters of your life, you deserve exceptional care.

You've spent your life caring for others. Now it's your turn. At Skagit Regional Health, our Women's Health team is here with real answers, and the clarity, expertise and respect you deserve.

Our team of OB/GYN specialists, midwives and nurses focuses on helping you understand what's happening in your body, exploring your options and making decisions that are right for you.

You don't have to figure it out alone. We're here to listen, explain and help you move forward with confidence.

**Right HERE.
Right FOR YOU.**



To request an appointment,
fill out the form below or call

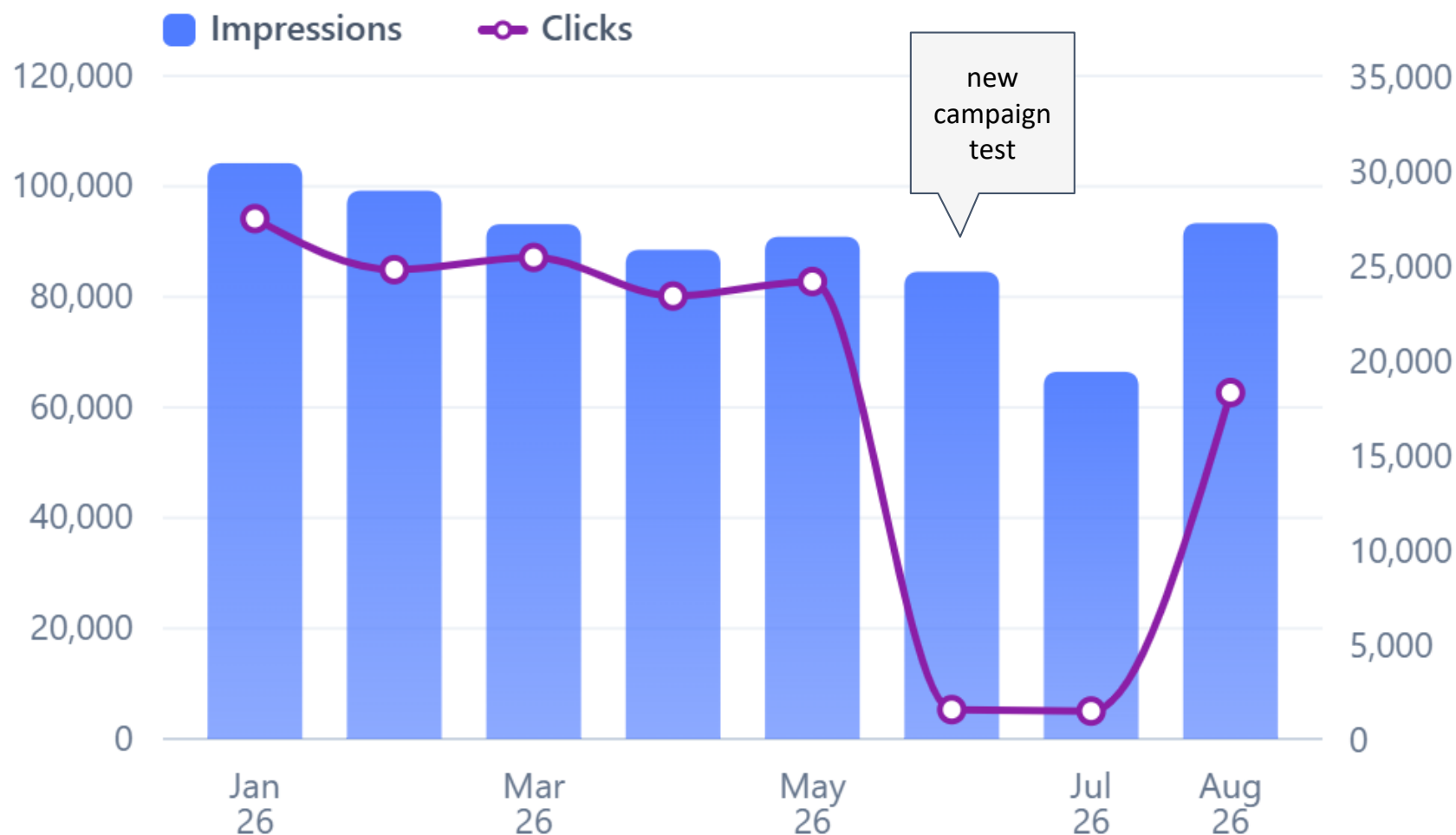
360-964-8072

First Name *

We have answers

Too many women live with symptoms longer than they should, unsure if they're "normal," or worried they won't be taken seriously. We will take you seriously. Our board-certified

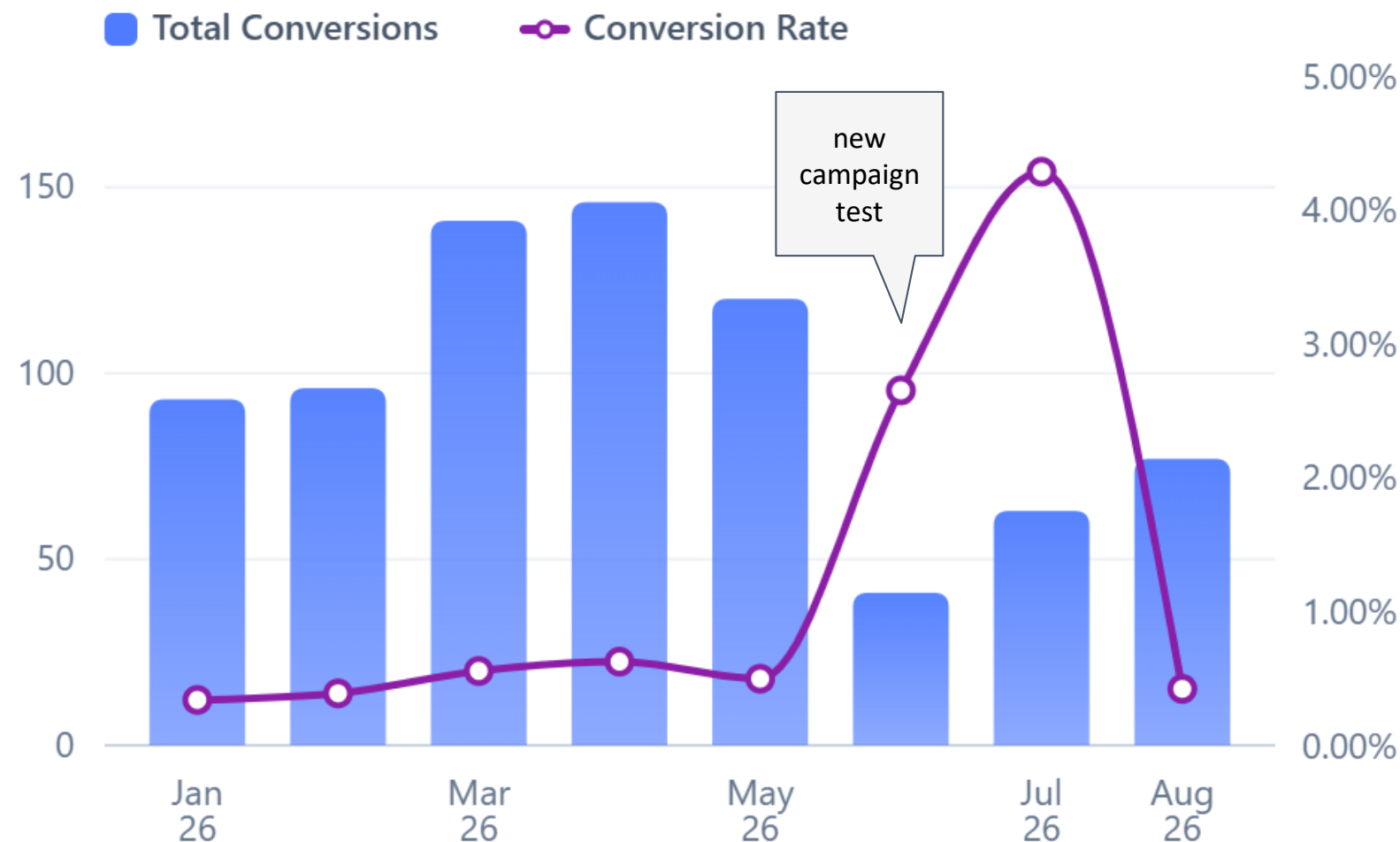
SRH Digital Ad Metrics: Reach and Engagement



Includes all platforms:

- Meta
- SEM
- Youtube

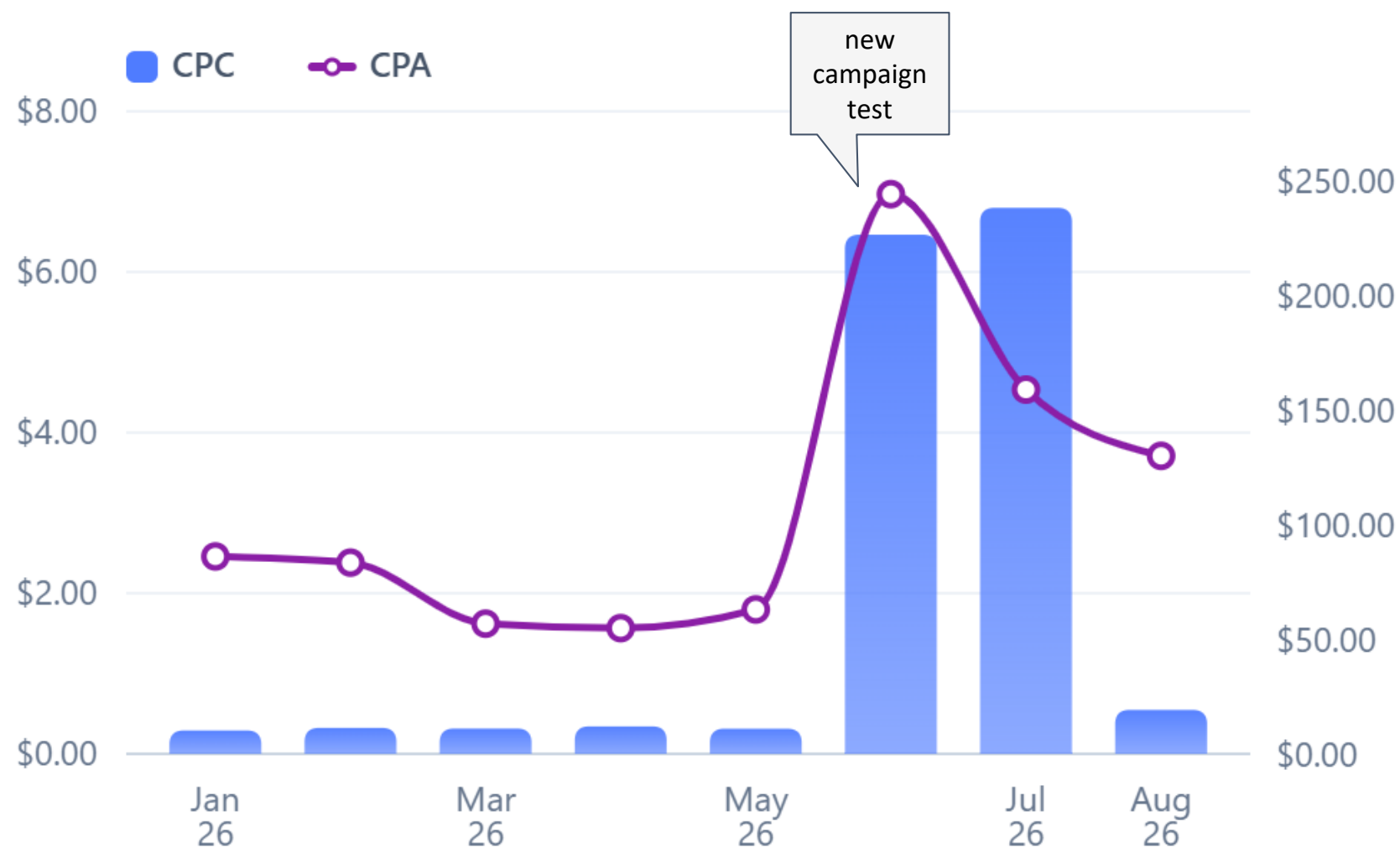
SRH Digital Ad Metrics: Lead Generation



Includes all platforms:

- Meta
- SEM
- Youtube

SRH Digital Ad Metrics: Cost Efficiency



Includes all platforms:

- Meta
- SEM
- Youtube

SHSMD

Society for Health Care
Strategy & Market
Development™

Initial Observations: After First 2 Months

- **Conversions**
 - **Life Jugglers** led with most conversions (72% of all)
- **CPA**
 - **Life Jugglers** led with lowest CPA (\$58 vs. \$271 & \$333)

Optimizations

After month 1:

- ❖ **Google SEM:**

- Changed from max clicks to max conversions

After month 2:

- ❖ **Google SEM:**

- Moved all 3 personas into 1 campaign to improve performance → **Life Jugglers**

- ❖ **Youtube**

- Reactivated

Outcomes & Learnings

- **Levers:** Too many too soon
 - 3 personas
 - Message & design
 - Ads & landing pages
 - Tracking platform
- **Segmentation:** Customized/personalized by ages
 - Messaging by age/persona works in some channels (Meta & visuals)
 - Better than others (Google SEM): more aligned to search criteria and behaviors
 - Marketing persona ages don't always align with Meta
- **Timing:** How soon to expect to see results?
 - Rush to market
 - Google Ads learning curve
 - Early observation, monitoring and adjustments
 - Short-lived due to ops & access

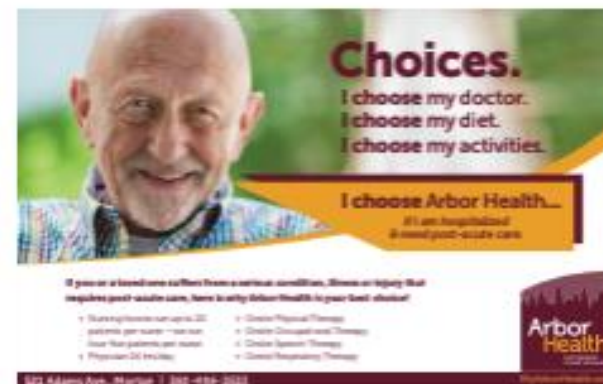
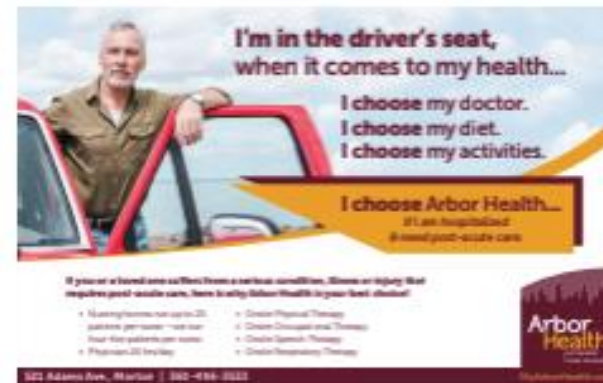
Case Study 2

Critical Access Hospital
Increase volume + revenue



Case Study: Critical Access Hospital

- Low census on unit, providers being called off, needed more revenue
- Good in-market efforts - mailing, OOH, traditional print ads, but narrow audience to hospital partners primarily
- No market assessment conducted
- No SEM/PPC ads running
- Repeated with ER Campaign



Arbor
Health

Impact:

Changes Implemented:

- Market & competitive assessment
- Messaging centered around **empowering “choice”** for B2C
- Utilized **“trusted voices”** on key B2C channels
- Expanded B2B audiences based on market insights
- SEM/PPC B2C campaigns stood up
- Created individualized B2B elements
- Created human connection with key referral staff = trusted source
- ER campaign focused on “saving time” and “close to home”

Results (after one quarter of engagement):

Patient Census	+35% (3x goal)
New Rev. on Unit (Q1)	+32%
Return on Ad Spend (ROAS)	13.1
Digital Ads (\$1200 spend) clicks to landing page	408

ER Campaign resulted in immediate impact and volume for system. We had to turn it off it was so successful!

ACTIVITY

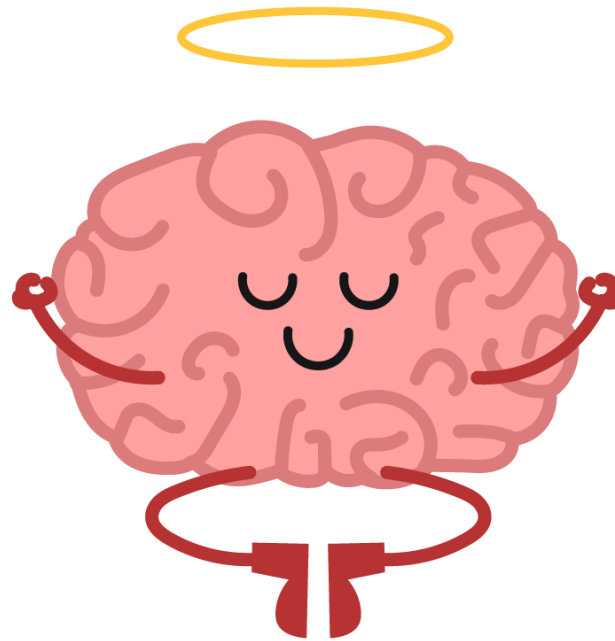
Applying Today's Learnings

One scenario for each table

Three Key Takeaways

- The brain is filtering millions of inputs every second. Your audience makes 95% of their decisions BEFORE they think about it.
- Your message needs to resonate emotionally in the first 2-8 seconds to trigger attention. (Aka, don't make that first moment about you, a program, your logo, etc.)
- For your next marketing campaign, you need to:
 1. Get crystal clear on who you're speaking to
 2. Make your message about them first
 3. Communicate connection, belonging, value with your words, images and story

Trust is Your Brand's Permanent Advantage



SHSMD26 CONNECTIONS

Health Care Marketing, Strategy & Communications

American Hospital Association Conference
September 27-29 ⚓ Baltimore

Questions?

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

Speaker Biography – Coquina Deger

- **Coquina Deger** is the Regional Director of Marketing & Communications at **Skagit Regional Health** in Northwest Washington. With 25+ years in marketing and publications, she is one part creative executor and one part KPI champion.
- Her work has connected media investment to measurable growth across organizations large and small, including **Providence** and **Bastyr University & Center for Natural Health**. She is most motivated by marketing that helps remove barriers to health and makes care easier to understand and trust. Her team-driven work has earned national recognition:
 - **Healthcare Digital Marketing** Silver Award: Patient-centered content
 - **Ragan Communications Award** for SRH's Mission, Vision & Values
- Outside work, Coquina enjoys reading, sipping shade-grown Japanese green teas, kayaking and beach walking with her family.



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Speaker Biography – Sally Mildren

- **Sally Mildren** is the CEO & Chief Strategist **Commonwell Marketing**
- Commonwell Marketing helps **nonprofits, rural healthcare organizations, and local brands** communicate with clarity, connection, and purpose.

A former brain injury rehab therapist turned marketing and leadership strategist (20+ years), she blends neuroscience and real-world experience to help resource-constrained teams build trust and stronger human connection in their work.

- Outside work: Sally enjoys spicy chai tea lattes, gardening, cooking, hiking, being “gamma” to (almost 5) littles, and being on the beach anywhere.

Common
Marketing *well*



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