BRAND STRATEGY
FY19 YEAR-END HIGHLIGHTS
MARKET DEVELOPMENT

PRIORITY SERVICE LINES
DOXIMITY

COMMUNITY ENGAGEMENT
EXTENSION PROGRAM
MARKET DEVELOPMENT

BARNSTABLE BROWN DIABETES CENTER

DIABETES PREVENTION PROGRAM
• First-time Audience Rx campaign to increase volume for new revenue-generating service
• Digital and direct mail strategy running June-August; other paid advertising
• Developed accompanying video assets for educators

DERBY EVE GALA
• First-time BBDC branding and US News ranking incorporated throughout event
• First-time geofencing targeting and retargeting ads to attendees with messaging to drive philanthropy

UK ALUMNI ASSOCIATION (LOUISVILLE)
• Barnstable Brown family received All-American Award; promoted BBDC and national ranking

US vs GA FOOTBALL GAME
• Barnstable Brown family recognized during game for $1M donation
• Geofenced stadium and retargeted with BBDC messaging
MARKET DEVELOPMENT

GILL HEART & VASCULAR INSTITUTE

CAMPAIGNS
- Targeted Someday and Pre-Imminent audiences with traditional media and three simultaneous Audience Rx campaigns (overall cardiology, structural heart, adult congenital and women’s heart)
- 10.4M total impressions, 1.7M video views, 430K website sessions, 197 tracked conversions

NATIONAL REPUTATION
- Onsite social media presence at American College of Cardiology 2019 conference to increase national reputation
- 52 tweets from GHVI, 24 videos, 12 faculty/fellows/residents/guest tweeting
- 43K impressions over five days
- 437 likes, 177 retweets, 31 new followers

EDUCATION
- First annual Nancy Flowers and Leo Horan Endowed Lectureship
- ECMO training conference (maxed capacity at 75)
- The Very Latest in Cardiovascular Medicine & Surgery (100 participants)
- Girl Scout prevention and education event (75 participants)
- Living with Heart – nationally acclaimed cardio psychologist presented and engaged one-on-one with 40 cardiovascular patients
MARKET DEVELOPMENT

KENTUCKY CHILDREN’S HOSPITAL

ATHLETICS COLLABORATION

- **UK Athletics Association (Louisville)** Football Luncheon featured Coach & Mrs. Stoops touring new KCH space with patients
- **Junior Wildcat Club** targets families with KCH promotional material
- Flu shot campaign featuring mascot **Scratch**

PHILANTHROPY

- Significant fundraising through **Coaches For The Kids** with Coach Stoops; UK Football pushes KCH messaging
- KCH radio ads during **Children’s Miracle Network** campaign
- Developed **Children’s Hospital Week** with KCH Philanthropy and promoted via social media
- Partnered on **social media fundraising campaign** with Chuy’s restaurant resulting in more than $11K donated to KCH

GENERAL

- Promoted new Hispanic pediatric clinic, **Clinica Amiga**
- Engaged Big Bang Theory actress **Kaley Cuoco** and husband Karl Cook to tour KCH and interact with patients; Cuoco promoted to her 5.4M Instagram followers
MARKET DEVELOPMENT

KENTUCKY NEUROSCIENCE INSTITUTE

NATIONAL REPUTATION
- Geofencing campaigns at five neurology and neurosurgical conferences October – May
- 1.5M total impressions, 3.5K website clicks with average time on page of 6 minutes 37 seconds

ANNUAL REPORT
- Produced first KNI annual report in nearly 10 years
- Print and digital formats
- Mailed to 350 top neuroscience programs nationwide, as well as UK alumni to drive increased US News voting
- Distributed at KNI research and CME conferences through second half of FY19

COLLABORATION
- Collaborated with Gill staff to lead joint stroke and cardiac risk education and assessment events
- 5 events throughout FY19, 200+ stroke assessments and one-on-one education provided, variety of speakers and topics

CAMPAIGN
- Updated and re-ran KNI brand campaign centered on stroke (results pending)
MARKET DEVELOPMENT

MARKEY CANCER CENTER

SOCIAL MEDIA & WEB

- Grew Facebook followers 9%, Twitter impressions 56%, LinkedIn followers 57%
- Grew website users and sessions 6%, decreased bounce rate 7%

NATIONAL REPUTATION CAMPAIGN

- **4.1M overall impressions** (250K print, 3.9M digital, 6.7K website clicks – avg. 3:03 on page)
- **1.5M targeted audience impressions**, 2.5K website clicks
- **789K targeted industry impressions**, 284 website clicks
- **1.8M targeted conference impressions**, 3.8K website clicks

GENERAL

- Supported launch of **gyn-onc telemedicine program** (6 hospitals in E. KY)
- Implemented physician marketing effort with Doximity (95% profiles claimed)
- Launched oncology marketing collaboration with **Lexington Clinic**
- Produced **annual report** (won Silver Aster Award)
- Marketing presence at **AACR (48K impressions)** and **ASCO PR (39K impressions)**
MARKET DEVELOPMENT

ORTHOPAEDIC SURGERY & SPORTS MEDICINE

DRIVE CHOICE
- Fall and spring Audience Rx campaigns using direct mail, targeted Facebook and display ads, as well as SEM (Fayette/Bluegrass); Kentucky Sports Radio
- Engaged physician liaisons to target Fayette County referring providers (13 primary care, 5 concierge practices, 7 PT groups, 14 pediatric groups, 8 podiatrists, 6 other ortho groups); also provided speaking opportunities for ortho surgeons

ONLINE PROVIDER & LIST MANAGEMENT
- Increased impressions 133%
- Increased click-to-website 362%
- Increased click-to-call 625%
- Increased directions 67%

LOCAL SPORTS LEAGUES CAMPAIGN
- Increased jersey branding 85% from fall to spring
- Increased brand familiarity 114%
- Increased likelihood to choose 40%
- Increased net promoter score 460%
MARKET DEVELOPMENT

DOXIMITY/US NEWS

5 COLLEAGUE CONNECT CAMPAIGNS
- 65% average open rate
- 35% message conversion (creating new connections)
- 105 new connections made
- 7 total replies

17 DOCNEWS CAMPAIGNS
- 30K physicians targeted
- 27% engaged physicians (22% Doximity average)
- 8.6K unique physician impressions
- 2.3K unique physician views (incl. video)
MARKET DEVELOPMENT

COMMUNITY ENGAGEMENT PROGRAM

SUCCESSES
- Implemented sponsorship review committee and online request form to streamline requests, improve accountability and better manage financial support
- Reinforced community perception by cultivating engaging content from community events for social media
- Continued growing list of UK HealthCare Ambassadors (now at 101)
- Supported 81 organizations

NEW INITIATIVES
- Developing improved reporting to demonstrate impact of community engagement program (geography, reach, demographics, etc.)
- Beginning to engage community leaders as influencers to tell the UK HealthCare story
MARKET DEVELOPMENT

EXTENSION PROGRAM

FULFILLMENT

- **120** Kentucky counties
- **402** events
- **265,539** materials (84,244 literature + 181,295 promo); +105% over FY18; highest ever

ENGAGEMENT

- **KEAFCS** state meeting
- **CES Specialist** state meeting
- **KYNEP** state meeting
MARKET DEVELOPMENT

“WE ARE PROOF” BRAND CAMPAIGN

UK HEALTHCARE SYSTEM “ANTHEM” CAMPAIGN

• Launched June 3
• **Heavy digital**: Connected TV (HULU, YouTube TV, etc.) and digital radio (Pandora); broadcast TV and radio
• “We Are Proof” storytelling platform features real stories; will extend through FY20 across numerous sub-campaigns and activations (US News ranking, service lines, Athletics, UK PR, etc.)
• TV spot: [https://youtu.be/ysQUmHYqbkY](https://youtu.be/ysQUmHYqbkY) (**826K views to date**); one :120, two :30, five :15
DIGITAL MARKETING

CONTENT SERVICES
MEDIA SERVICES
PRODUCTION

DESIGN SERVICES
WEB SERVICES
ANALYTICS
CONTENT SERVICES

HEALTHMATTERS BLOG
- Transitioned from third-party host to main UK HealthCare website
- Views increased from 3.6K to 15.3K
- Posts daily
- Every post is now written by or contains at least one quote from a provider
- Increasing response time to within one day for breaking health-related news (Alex Trebek/pancreatic cancer, Aretha Franklin, pancreatic neuroendocrine cancer)

HEALTHMATTERS EMAIL
- 2,600 subscribers
- Consistent open rate between 25% and 31% (healthcare industry average is 21%)
DESIGN SERVICES

PRODUCTION

• **667 publications** (brochures, magazines, annual reports, other)
• **28 enterprise signage projects** (Turfland/BBDC, Ophthalmology, Rad. Onc./Radiosurgery, other)

BRAND INTEGRITY

• Expanded **brand visual identity guidelines** for long-form publications, digital screens and posters
• Developed **affiliate and partner co-branding templates** for networks, Lexington Clinic, Lexington Surgery Center and others
• Conducted **brand boot camp** for enterprise, campus and third-party designers

12 NATIONAL AWARDS

• **6 Aster Awards**: 3 Gold (top 5% nationally), 2 Silver (top 12% nationally), 1 Bronze (top 16% nationally)
• **4 Healthcare Advertising Awards**
• **2 Cancer Awareness Advertising Awards**
MEDIA SERVICES

VIDEO
• 105 projects completed (physician, patient, other varied content)
• 2.5K YouTube subscribers (up 81% over FY18)
• YouTube views increased 75% over FY18, with content viewed 675.5K times (582.2K minutes)
• Physician profile videos are 12% of all video traffic
• SEO and closed-captioning transcripts help drive traffic up to 22% from Google
• YouTube viewers are 61.5% female and 56.6% ages 25-44 (target “Brenda” persona)
• 46.2% mobile viewers vs. 30% desktop
• 2.7M overall YouTube views

AUDIO
• 10.5K listens to physician podcasts

NEW INITIATIVES
• Dedicated studio at Alumni office
• Increase assets for social media, email and campaign support (FY20)
• Increase podcast subscribers and engagement (FY20)
# SOCIAL MEDIA

**@UKHealthCare**  
16K Total Followers  
+2K over FY18  
109K Total Engagement  
Increased each quarter  
+35K over FY18

**@UK_HealthCare**  
44K Total Followers  
+7K over FY18  
229K Total Engagement  
Increased each quarter  
+35K over FY18

**@UKHealthCare**  
8.1K Total Followers  
+300 over FY18  
10.2K Total Engagement  
+4.6K over FY18  
1.5K Total Tweets  
+400 over FY18

**@UKHealthCare**  
2.2KK Total Followers  
+900 over FY18  
12.9K Total Engagement  
+10.2K over FY18  
181 Total Posts  
+127 over FY18

**SUCCESSES**

- Adopted internal and external influencer strategy across platforms
- Clinician and researcher Twitter boot camps for GHVI & SBCA conferences
- Adopted authenticity strategy with more personal tone and live moments to counteract Facebook’s anti-business algorithm changes
WEB SERVICES

ONLINE REPUTATION MANAGEMENT
• 800 provider and location directory listings
• Verifying provider data with CACTUS & MDM staff
• Piloting comment response program
• Supporting Dr. Newman’s transparency star ratings/comments (live July 1)

SITE CONTENT & FUNCTION
• Utilizing content support through digital content development companies True North and Healthwise
• Leveraging Healthwise as site taxonomy provider
• Rebuilding entire site to better support patient journey

REFERRING PROVIDER STRATEGY
• Identified online and print-on-demand solution to possibly replace expensive, short-lived printed directory
• Piloted improved referral process for Behavioral Developmental Pediatrics

OTHER
• Supported consumer marketing strategy focused on ambulatory outreach in Fayette/Bluegrass
• Supported collaboration with Philanthropy to support UK capital campaign
WEBSITE SUMMARY

FY19 vs FY18

<table>
<thead>
<tr>
<th>USERS</th>
<th>SESSIONS</th>
<th>NEW USERS</th>
<th>PAGEVIEWS</th>
<th>BOUNCE RATE</th>
</tr>
</thead>
<tbody>
<tr>
<td>1,325,922</td>
<td>2,331,863</td>
<td>1,277,457</td>
<td>5,222,341</td>
<td>58.7%</td>
</tr>
<tr>
<td>+11.5%</td>
<td>+11.5%</td>
<td>+10.8%</td>
<td>+6.7%</td>
<td>-2.3%</td>
</tr>
</tbody>
</table>

CHANNELS DRIVING TRAFFIC

- ORGANIC
- DIRECT
- REFERRAL
- DISPLAY
- SOCIAL
- PAID
- OTHER
- EMAIL

CHANNELS DRIVING TRAFFIC:

<table>
<thead>
<tr>
<th>CHANNEL</th>
<th>TRAFFIC</th>
</tr>
</thead>
<tbody>
<tr>
<td>ORGANIC</td>
<td>1,639,198</td>
</tr>
<tr>
<td>DIRECT</td>
<td>303,398</td>
</tr>
<tr>
<td>REFERRAL</td>
<td>172,830</td>
</tr>
<tr>
<td>DISPLAY</td>
<td>91,485</td>
</tr>
<tr>
<td>SOCIAL</td>
<td>76,927</td>
</tr>
<tr>
<td>PAID</td>
<td>30,829</td>
</tr>
<tr>
<td>OTHER</td>
<td>17,119</td>
</tr>
<tr>
<td>EMAIL</td>
<td>77</td>
</tr>
</tbody>
</table>
ANALYTICS

BRAND UNDERSTANDING
(FAYETTE/BLUEGRASS)

It's a health system
No - I haven't heard of UK HealthCare
It's health care services for Univ of KY
It's an insurance company
It's a wellness and preventative health program
Other (Please specify):
ANALYTICS

ADVERTISING AWARENESS

(FAYETTE/BLUEGRASS)
ANALYTICS

BEST IMAGE/REPUTATION
(FAYETTE/BLUEGRASS)

FY 2016 (N=738) FY 2017 (N=726) FY 2018 (N=733) FY 2019 Jul-May (N=654)

UKHC  Baptist  CHI - SJ
ANALYTICS

BEST DOCTORS
(FAYETTE/BLUEGRASS)
ANALYTICS

LATEST TECHNOLOGY/EQUIPMENT
(FAYETTE/BLUEGRASS)
UK ATHLETICS SPONSOR
(FAYETTE/BLUEGRASS)
### Definitions

**Targets:** Consumers targeted for a specific campaign.

**Encounters - Any Service:** The number of encounters from patients who were targeted in the campaign. These encounters are not directly tied to the service promoted in the campaign.

**Encounters - Targeted Facility or Service:** The number of encounters from patients who were targeted in the campaign. These encounters were in a facility or service that was promoted in the campaign.

### Takeaway

We spent a little over $5K on lists and drove 2,470 encounters via FB and/or Direct Mail, with Google Ads supporting.

IT and Optum are working on file extracts and have put us behind in getting Mar and Apr data in the platform.

<table>
<thead>
<tr>
<th>Campaign</th>
<th>Audience Name</th>
<th>Target Geo</th>
<th>Start Month</th>
<th>Targets</th>
<th>List Cost</th>
<th>Encounters - Any Service</th>
<th>Encounters - Targeted Facility or Service</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>BBDC Diabetes Prevention Program</td>
<td>BBDC Fayette + Bluegrass</td>
<td>Fayette + Bluegrass</td>
<td>Jun-2019</td>
<td>30,427</td>
<td>$640</td>
<td>Not Available</td>
<td>Not Available</td>
<td></td>
</tr>
<tr>
<td>Urgent Care</td>
<td>Walk-in Clinic</td>
<td>Fayette + Bluegrass</td>
<td>May-2019</td>
<td>57,666</td>
<td>$1,332</td>
<td>Not Available</td>
<td>Not Available</td>
<td></td>
</tr>
<tr>
<td>CV-Structural</td>
<td>Gill Campaign 2019 - Structural</td>
<td>KY</td>
<td>Mar-2019</td>
<td>16,761</td>
<td>$422</td>
<td>143</td>
<td>Available next data load</td>
<td></td>
</tr>
<tr>
<td>CV-Adult Congenital</td>
<td>Gill Campaign 2019 - Adult Congenital</td>
<td>KY</td>
<td>Mar-2019</td>
<td>11,043</td>
<td>$290</td>
<td>144</td>
<td>Available next data load</td>
<td></td>
</tr>
<tr>
<td>CV-Women's Heart</td>
<td>Gill Campaign 2019 - Women's Heart</td>
<td>Fayette + Bluegrass</td>
<td>Mar-2019</td>
<td>15,926</td>
<td>$224</td>
<td>2,407</td>
<td>155</td>
<td></td>
</tr>
<tr>
<td>Ortho-Sports Med</td>
<td>Sport Medicine 2.0</td>
<td>Central KY</td>
<td>Dec-2018</td>
<td>41,065</td>
<td>$935</td>
<td>10,085</td>
<td>194</td>
<td></td>
</tr>
<tr>
<td>Ortho-Joint Recon</td>
<td>Joint Reconstruction 2.0</td>
<td>Central KY</td>
<td>Dec-2018</td>
<td>51,071</td>
<td>$983</td>
<td>14,630</td>
<td>282</td>
<td></td>
</tr>
<tr>
<td>Georgetown Primary</td>
<td>Georgetown Primary Care</td>
<td>Scott County</td>
<td>Feb-2019</td>
<td>4,910</td>
<td>$123</td>
<td>301</td>
<td>96</td>
<td></td>
</tr>
<tr>
<td>North Fork / June Buchanan</td>
<td>North Fork - June Buchanan</td>
<td>SE KY</td>
<td>Dec-2018</td>
<td>4,633</td>
<td>$107</td>
<td>941</td>
<td>595</td>
<td></td>
</tr>
<tr>
<td>Family &amp; Community</td>
<td>Family Med - Peds Medicine</td>
<td>Lexington</td>
<td>Jul-2018</td>
<td>3,537</td>
<td>$66</td>
<td>5,130</td>
<td>1,148</td>
<td></td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td></td>
<td></td>
<td></td>
<td>237,038</td>
<td>$5,123</td>
<td>33,781</td>
<td>2,470</td>
<td></td>
</tr>
</tbody>
</table>
**GOOGLE ADS**

**DEFINITIONS**

Total Display (GDN): These are digital banner ads placed on the Google Display Network. The primary objective is to drive awareness not clicks.

**Total Search:** These are the SEM ads that pop-up on keyword searches. The primary objective is to drive clicks and traffic to the website.

**NOTES**

In Jan / Feb I nearly increased the overall digital advertising spend from the original $12K / month to over $30k / month.

**TAKEAWAY**

We’re spending $135 per 1,000 impressions. SEM has a CTR of 3.07%, well above industry benchmarks of 2%. Digital advertising resulted in 1,838 appointment requests via the website at a cost of $97 / appointment request.

---

**ANALYTICS**

---

**GOOGLE ADS**

---

**DEFINITIONS**

**Total Display (GDN):** These are digital banner ads placed on the Google Display Network. The primary objective is to drive awareness not clicks.

**Total Search:** These are the SEM ads that pop-up on keyword searches. The primary objective is to drive clicks and traffic to the website.

**NOTES**

In Jan / Feb I nearly increased the overall digital advertising spend from the original $12K / month to over $30k / month.

**TAKEAWAY**

We’re spending $135 per 1,000 impressions. SEM has a CTR of 3.07%, well above industry benchmarks of 2%. Digital advertising resulted in 1,838 appointment requests via the website at a cost of $97 / appointment request.
THE END
QUESTIONS?