

Tapping the Power of Story to Improve Overall Community Health

Spoiler Alert: This Community's Obesity Story Has a Very Happy Ending

It all began with a Community Health Needs Assessment conducted by Saint Francis Healthcare System to comply with Affordable Care Act requirements for federal tax exemption. Not a very exciting story yet? Give us a few paragraphs. Saint Francis next partnered with other southeast Missouri healthcare providers to analyze results and other data, concluding that obesity was a top healthcare need.

Once Upon a Comprehensive Bariatric Surgery Practice

With obesity ranking so high, Saint Francis had to make consumers more aware of the expert bariatric surgery they have been providing since the launch of Weight Loss Solutions in 2012. This practice is recognized by the Metabolic and Bariatric Surgery Accreditation and Quality Improvement Program (MBSAQIP) as a Comprehensive Center for providing high-quality, safe and advanced care that offers possibilities — and hope — to those struggling with ongoing weight problems.

So Many Questions and One Consistent Answer

Working closely with Saint Francis, The Roberts Group conducted patient focus groups of Weight Loss Solutions to gather pivotal information about the program. Groups were comprised of patients who typically undergo the procedure at Saint Francis, both men and women, ages 25 to 69.

The overwhelming response: Share actual stories about how bariatric surgery provides hope. The Our Stories campaign does just that by relating the happy endings of a firefighter named Evan, a mother of two young children named Maria and a woman named Brooke who lost 154 pounds.

The How and Where of a Successful Storytelling Campaign

To tell these stories well, all three patients held photos of themselves at their heaviest, shared what life was like before surgery and detailed how Weight Loss Solutions provided a new lease on life. The campaign included TV spots, digital and traditional outdoor, targeted web banner ads, Google ads, Pandora radio and display ads, and print ads. A call to action directed audiences to a customized Our Stories website page with short articles and two-minute patient testimonial videos.

Cue the Happy Ending

Since the campaign launch in December 2016, Weight Loss Solutions has seen a 44 percent increase in patient volume over the prior year and attendance at an informational seminar increased by 86 percent.

WEBPAGE	The Our Stories page had 1,297 page views from December 1, 2016–March 28, 2017.
WEB BANNER ADS	Web banner ads during the same four-month time frame had 290,688 impressions, 777 clicks and a click-thru rate of 0.27 percent (industry average is .04 to .06 percent), which meant that people were engaging with the ads, clicking on them to go to the Our Stories page on the Saint Francis website to learn more.
PANDORA ADS	Pandora ads running from January 9–February 28 received 1,191,184 impressions, 948 clicks and a click-thru rate of 0.16 percent (industry average is 0.12 percent).
GOOGLE ADS	Google ads running from January 9–January 31 had 285 clicks, 9,995 impressions, a click-thru rate of 2.85 percent and an average position on Google of 1.4.
FACEBOOK POSTS	We continue to promote the free seminars with targeted Facebook posts. Most recently, one of the two-minute videos featured on the Our Stories webpage was shared on the site. The video performed very well, reaching over 6,000 people and receiving nearly 2,000 video views . The post has also received 435 clicks and 135 reactions — all well above average metrics.

CLIENT PROFILE

Saint Francis Healthcare System's flagship 308-bed hospital serves more than 713,000 people throughout Missouri, Illinois, Kentucky, Tennessee and Arkansas. The system is continually growing and expanding through rural outlying clinics, and has become a progressive, innovative regional tertiary care referral center.