

2022

STRONGER

vizient. CONNECTIONS SUMMIT

Sept. 19–21, 2022

#vizientsummit



Changing the Narrative in Our Region During the Pandemic

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Disclosure of Financial Relationships

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No one in a position to control the content of this educational activity have relevant financial relationships with ineligible companies.

Learning Objectives

- Identify three important components with distinct value-added metrics to ensure success in crisis communications management.
- Explain five essential methods to adapt unique crisis communications to your health messaging.



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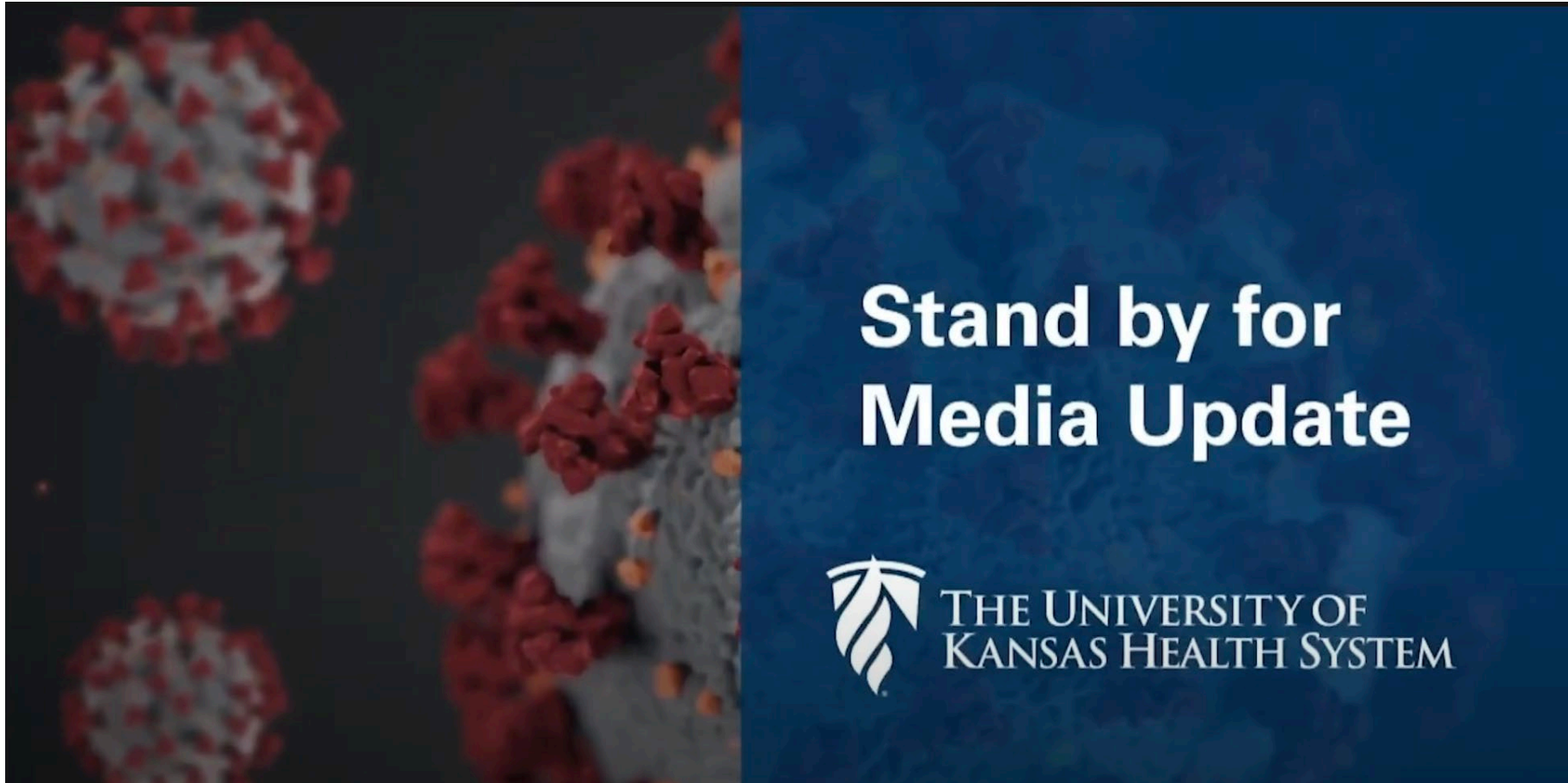
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Catalyst for Morning Media Update





Proof of performance during the pandemic

Q1 2019

- 213M Earned Media
- \$2.3M Ad Value



Q1 2021

- 7.5B Earned Media
- \$70.6M Ad Value



March 2020-March 2022

- 71.1B Earned Media
- \$663M Ad Value

Social Presence Since 2020

- Facebook Up 149%
- Twitter Up 31%
- Instagram Up 110%

Kansas City Market Net Promoter Score*

- 2020: 60.1
- 2021: 58.9
- 2022 to date: 70.7

*Kansas City CBSA market: Market is not defined by health system but by the CBSA used for marketing channels. A core-based statistical area (CBSA) is a U.S. geographic area defined by the Office of Management and Budget (OMB).

Time critical diagnosis for communication

- Identify existing technology
- Commit time and resources
- Engage and empower experts
- Answer 3 core questions every day
- Summarize each news conference
- Refer media back to the conference
- Simulcast: FB, YouTube, Twitter, Instagram
- Podcast
- Invite community to participate
- Be nimble and adapt



Promote, promote, promote...



“If content is King... then promotion is the Queen.”

- 15 second daily spots
- Who, What, Where, When & Why
- Niche, topical and direct to consumer

Applying Content Marketing Principles

Livestreaming on social wasn't new for us.

- Streaming daily?
- New content daily?
- Promoting daily?

That was different!

- To ensure our team knew what new information was/is available we watch and moderate the show – every single day.
- To keep our social media audience and those who turned to search up to speed, we relied on our omnichannel approach to content marketing.

Our approach paid off in Search

Kansashealthsystem.com



Facebook page



YouTube channel



Apple podcast



Medicalnewsnetwork.org



Building a mountain of content

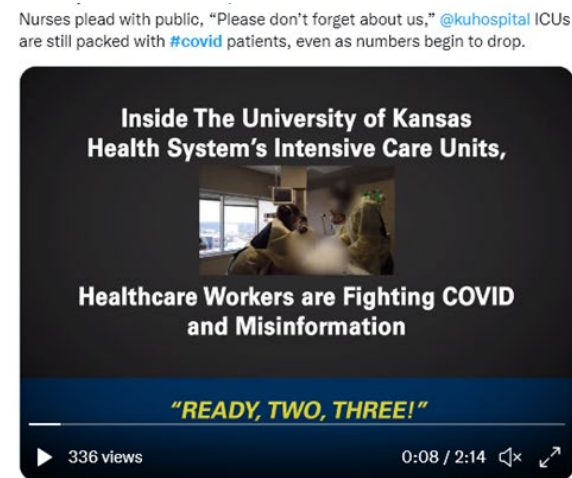
Content from live stream

- Video clips
- Transcripts
- Complete video packages
- Show audio

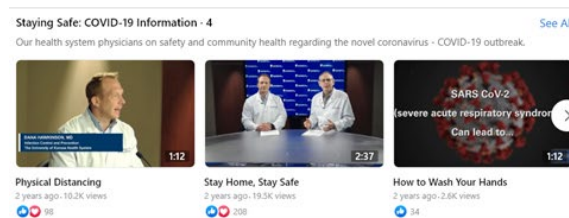
Content distribution

- Re-context
- Cross-channel
- "Simulcast"

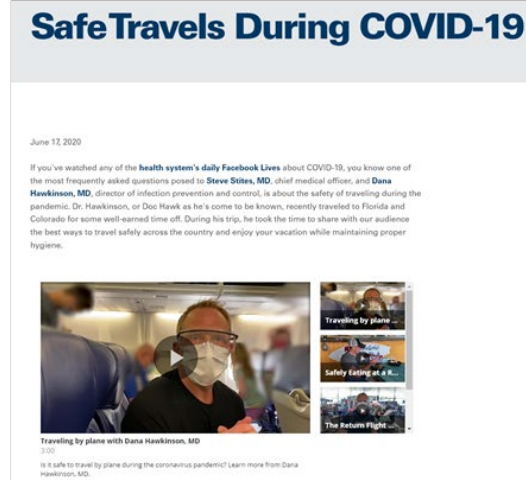
Content examples/Distribution tactics



Twitter



Video playlists



Website

Getting the word out

Promote MMU on social channels

- Schedule event on Facebook daily
- Promote next show
 - Topical promotion - organic
 - Generic promotion – paid

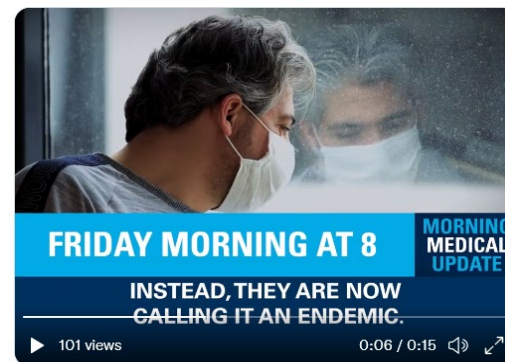
Promote MMU internally

- Daily Briefing employee newsletter including topic and guests

Promo examples

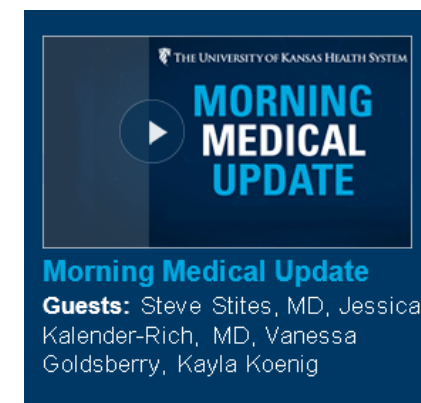


Is another [#COVID19](#) surge on the way? What the latest wastewater testing results are telling us as the [#BA2variant](#) makes its way along the East Coast. Plus, how are we stacking up after Spring Break with COVID cases? Friday at 8 a.m. on the [#MorningMedicalUpdate](#)



Topical

Event



Daily Briefing

Getting the word out: New approach

Watch or listen

Started August 2021

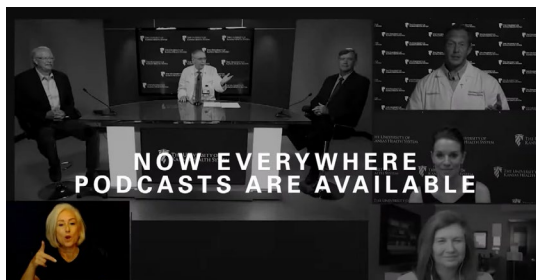
First month: ~3.5K downloads

January 2022 (Surge in KC)

Biggest month: ~48K downloads

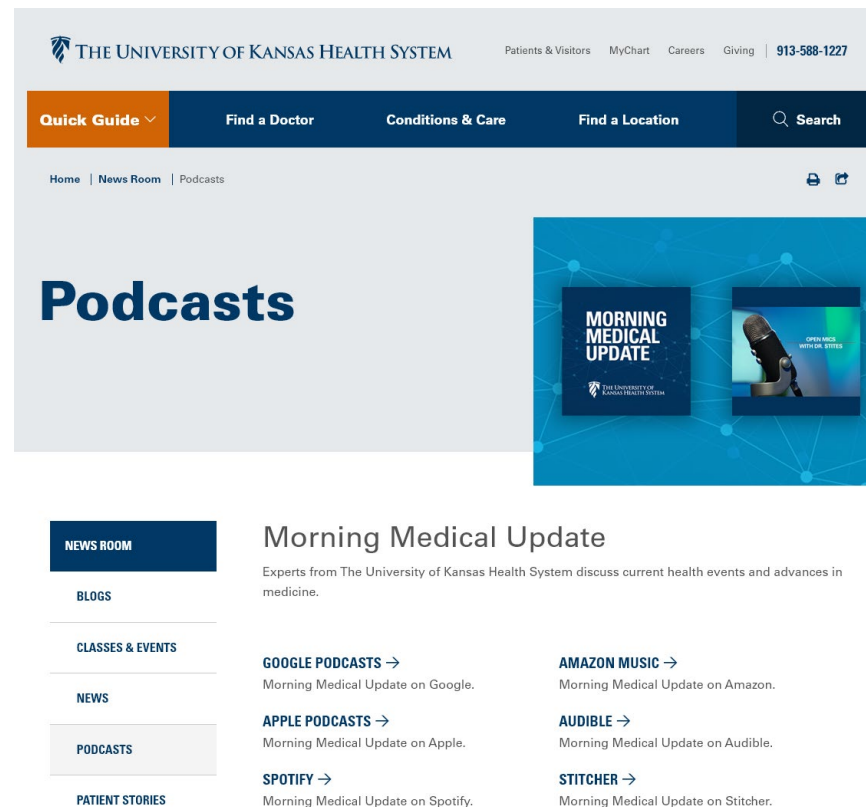
Aug 21 – July 22

Lifetime: ~180K downloads



Podcast promoted daily during live stream.

Podcast distribution



Measuring success: Social

- Live viewers
- Concurrent live viewers
- Engagement
 - Sharing content
 - Tagging friends in comment
 - Asking questions
 - Frequent viewership
 - Click-thru to website from social content
- Views of program over time
- Social media follower growth

Data

1/1/2020 – 7/1/2022 vs 7/2/2017 – 12/31/2019

Facebook performance summary

Impressions	Engagements	Post Link Clicks
180,170,079 ↗224.7%	6,701,464 ↗276.3%	986,313 ↗247.9%

Social traffic source	Facebook	Twitter
Referral link clicks	507,246	507,246
Percentage change over previous period	Up 340%	Up 50%

Facebook Video: 11.1M Total views

- 1.4M Organic full videos views, 4.8M Partial organic views
- 966K Paid full video views, 3.8M Partial paid views

Measuring success: Web

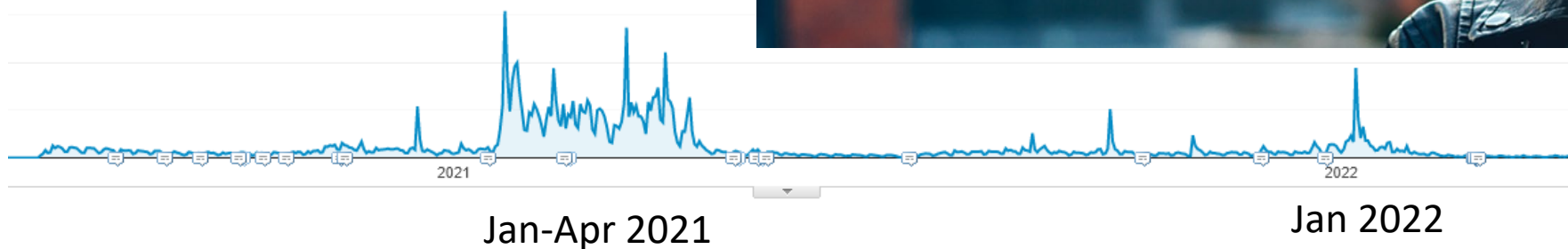
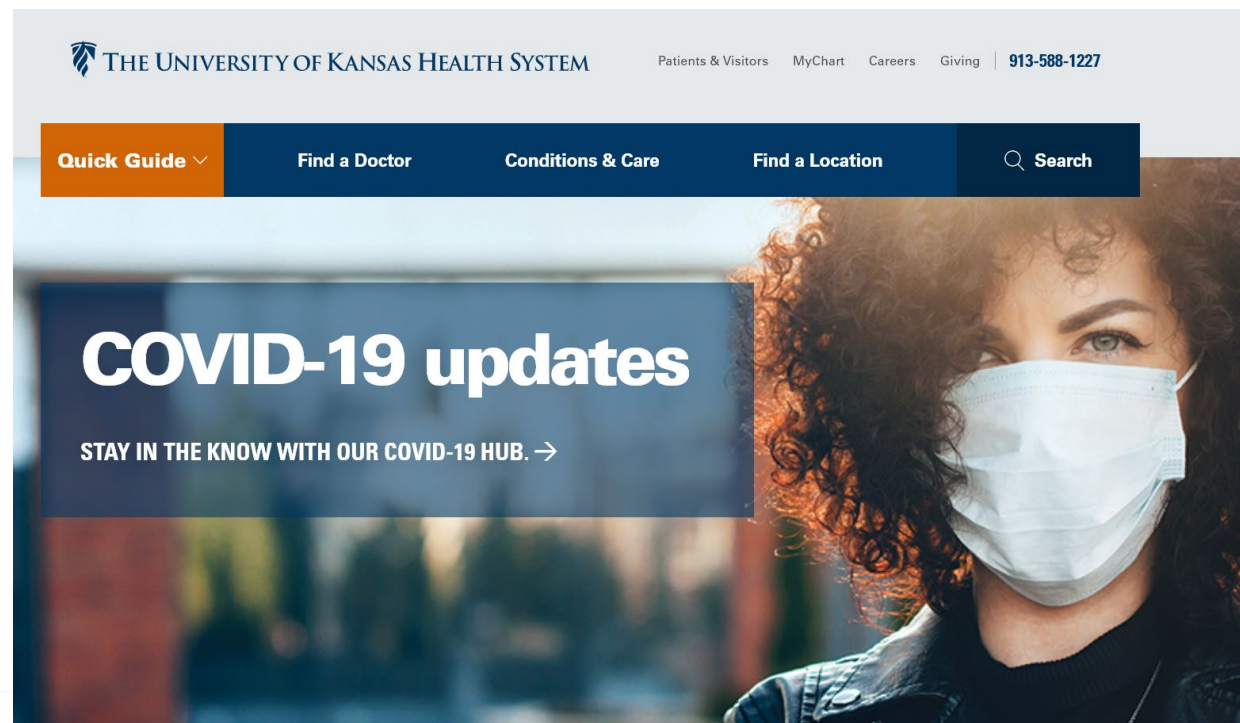
- Traffic to COVID content aligned with surges

COVID content Mar 2020-July 2022

.75% site pageviews of all traffic to website
~759 K pageviews

.80% of unique pageviews
~590 K unique pageviews

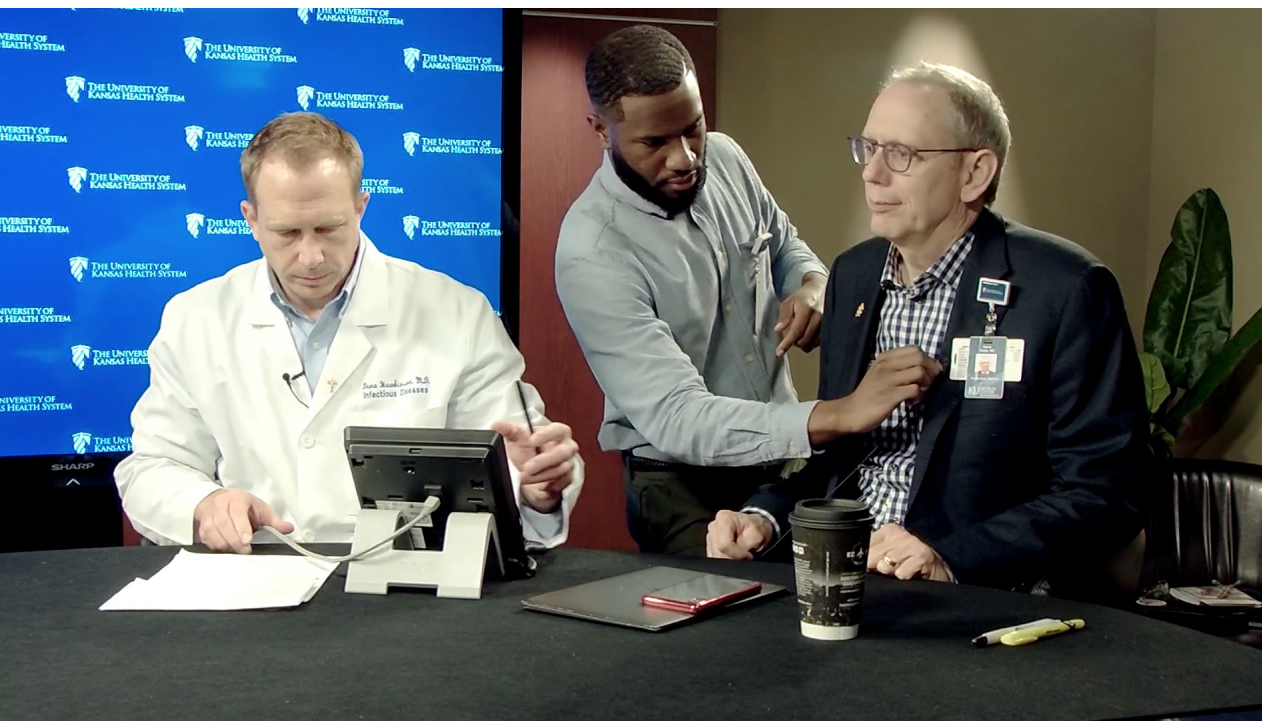
Avg time on page: 1:41



Stay in our medical lane



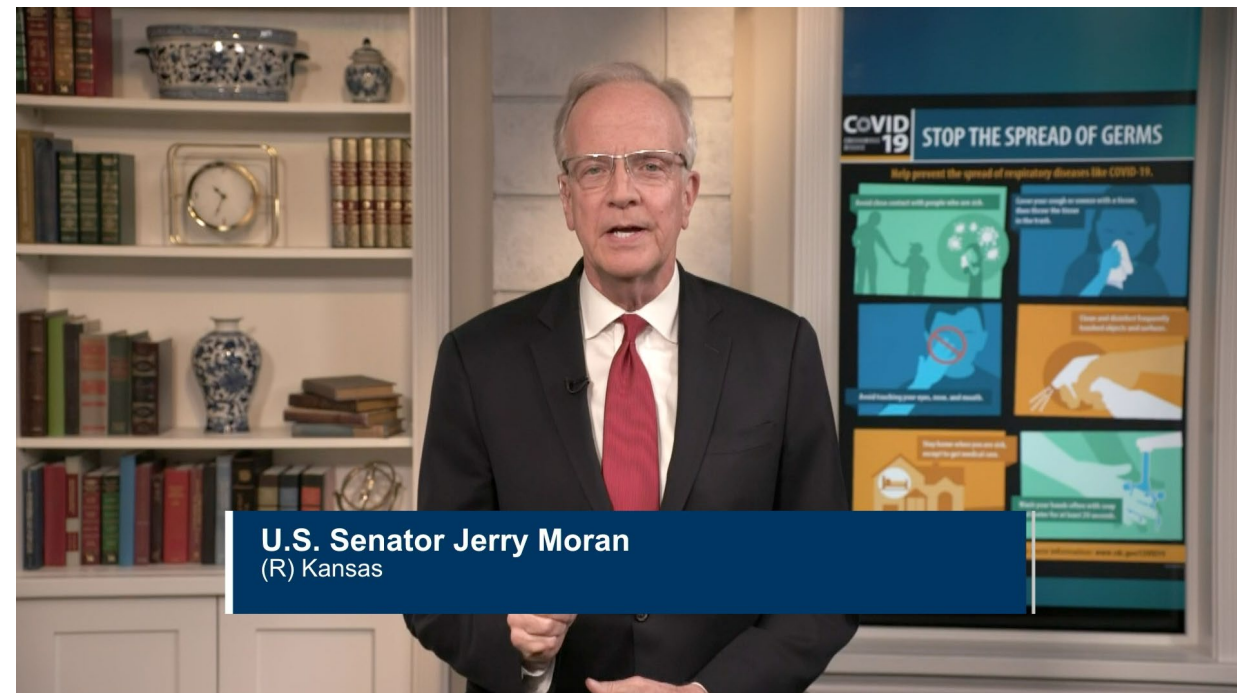
Build the airplane as you fly it



Show n' tell!



Invite competitors and influencers



“The enemy is the virus, not each other.” Dr. Steve Stites, CMO

Respond to the call from business & government



Lessons Learned

- Create and share content, media will take it
- Shared content leads to more opportunities
- Social platforms lure loyal community audiences
- Change takes internal cooperation

Key Takeaways

- Stay in your medical lane.
- Commit to the communication strategy and be consistent.
- Collaborate with community healthcare leaders.
- Answer 3 questions every day:
 - What is happening ?
 - How does it impact audience? How does it impact patients and the hospital?
 - What do we want people to do?
- Omnichannel approach to crisis communication gets your message to more people.

Questions?



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