# **Targeting Medical Professionals with Non-Traditional Media Tactics**

# **Campaign Goals**

Educate medical professionals living in Oklahoma about the Oklahoma Health Care Authority (OHCA), SoonerCare Medicaid program, SoonerQuit (SQ) and the Oklahoma Tobacco Helpline. Encourage providers to download and order free materials to promote the Helpline to their patients.

# Why Social? Targeting

Social media offers powerful audience selection tools. You can micro-target just the audience you are trying to reach based on demographics, interests and behaviors. Facebook was selected as the means to reach the campaign audience.

#### **Campaign Target Audience:**

- Medical Professionals: Physicians, dentists, physician assistants, nurse practitioners and nurses in Oklahoma.
- To reach medical professionals who do not have job titles listed, a secondary layer was added to target users who have graduated from the University of Oklahoma Health Sciences Center and the Oklahoma State University College of Osteopathic Medicine.
- Potential Reach: 16,000

Potential Audience: Potential Reach: 16,000 people Audience Details: Location: United States: Oklahoma 18 - 65+People Who Match: School: OU College of Dentistry University of Oklahoma College of Dentistry, University of Oklahoma Health Sciences Center College of Allied Health, he University of Oklahoma Health Sciences Center, OSU Center for Health Sciences or Oklahoma State University College of Osteopathic Medicine Alumni Field of study: Pulmonology Job title: Staff Nurse, Dentistry, Staff RN (Staff Registered Nurse), Orthopedic Surgeon, General Dentist, Neurosurgeon, OB/GYN (Obstetrician Gynecologist), Resident Doctor, Emergency Medicine Physician, Medica Doctor (MD), Family Physician, Internist, Radiologist, Dermatologist, Resident Physician, Neurologist, Oncologist, Registered Nurse (RN), Doctor of Medicine, Doctor (Dr), Family Doctor Family Medicine Physician, Registered Nurse, Dentist, Dentist/Owner, Doctor, Licensed Practical Nurse, Cardiology, Nursing or Dokter Audience Define who you want to see your ads. Learn more. Create New Use a Saved Audience -Custom Audiences Target Ads to People Who Know Your Business You can create a Custom Audience to show ads to your contacts, website visitors or app users. Create a Custom Audience. Locations 

Everyone in this loc... United States

Oklahoma Include 
 ▼ | Type to add more locations | Browse • Your audience location has been changed from United States to Oklahoma. Undo Change Age 🕢 30 🗸 - 65+ 🗸 Gender 🕘 All Men Women Languages 
Enter a language... iled Targeting INCLUDE people who match at least ONE of Add demographics, intere... | Suggestions | 
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# **Resources for Medical Professionals**

#### A doctor's advice and assistance more than doubles the odds that a smoker will successfully quit.

- Posters
- Tip Cards
- Brochures and



More than 90% of physicians use some form of social media for personal activities and 65% use these sites for professional reasons.

Source: https://www.ncbi.nlm.nih.gov/pmc/articles/PMC4103576/



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• OTH provides free materials for providers to display in their offices, hand out to patients and resources to help guide patients in their quitting journey • These materials are available to order or download at OKhelpline.com:

- Pharmacy Bags
- **Brochure Holders**

Sooner Care

FREE SERVICES THINKING ABOUT QUITTING READY TO QUIT HELP SOMEONE QUIT STAY TOBACCO FREE

Or, download your materials directly by clicking the button below

HOME LATEST NEWS 2014 SURGEON GENERAL'S REPORT SHARE YOUR STORY MEDIA ROOM

DOWNLOAD FREE PROMOTIONAL MATERIALS

R DOWNLOAD FREE MATERIALS TO HELP

Q SIGN UP REQUEST A CALL

- Pens
- Decals
- Guidance Cards
- Table Tents
- Prescription Pads

Campaign

Landing Page

# of the marketing funnel.

CONVERT

1-800-784-8669



This campaign covered all four phases







# **Campaign Objectives and Results**

To support the overarching goal of the campaign, a series of Facebook website click ads were executed to increase traffic to the OTH landing page and encourage downloads and orders of Helpline materials.

#### **Social Traffic Conversions – Website Click Ads**



Result

- 5,687 social users visited OKhelpline.com during the campaign timeframe (Feb-June).
- 2.67% of social traffic performed a campaign conversion\*
- \*Conversion = downloading flyer PDFs or ordering materials.

Bonus: 9 targeted users clicked to sign up for OTH services



#### **Average Engagement on Promoted Posts**

A series of promoted posts were executed to not only increase traffic to the landing page, but to also highlight the need for physicians to share SQ resources

- Engagements: 494
- Reach: 42,395

Goal

- Engagement Rate:
  - Goal 1%
- Result 1.16%

Engagements include: Comments, reactions, shares and clicks.

Budget spend on Facebook: \$8,000





# What is the Oklahoma Tobacco Helpline and SoonerQuit?

#### Oklahoma Tobacco Helpline

The Oklahoma Tobacco Helpline (OTH) is a FREE service available 24/7 to all Oklahomans to help them quit tobacco. OTH offers text, email, web and phone support with a free 2-week starter kit of patches, gum or lozenges.

Since 2003, OTH has served over 350,000 Oklahomans. An estimated \$18 million is saved each year in direct medical costs from tobacco users who have quit with the help of OTH.

# More than 40% of callers are uninsured. More than 60% of callers have an income of less than \$20,000. OTH has an approximate 34% quit rate for callers who receive multiple coaching calls.

#### SoonerQuit

SoonerQuit (SQ) is a program through SoonerCare (Oklahoma Medicaid) that offers additional services for SoonerCare patients trying to quit who are referred to OTH by their doctor.

### Funders

#### **TSET**

The Oklahoma Tobacco Settlement Endowment Trust (TSET) is a state grant-making trust that focuses on funding programs to reduce Oklahoma's leading causes of preventable death – cancer and cardiovascular disease – by reducing tobacco use and obesity. To learn more, go to tset.ok.gov.

#### In partnership with:

Oklahoma HealthCare Authority (OHCA) Oklahoma State Department of Health (OSDH) Centers for Disease Control and Prevention (CDC)