

Trusted health and wellness content that converts consumers to patients

Supporting a health care system as a credible online source for health information

UMass Memorial Health Care

UMass Memorial Health Care is the largest health care system in central Massachusetts with three hospitals, including an academic medical center, on nine campuses. Its goal was to improve the health of the communities it serves by becoming a trusted, valuable online source for consumers seeking health information—and leveraging it to ultimately welcome them as UMass patients.

A healthy need

Recognizing that 72% of consumers have searched online for health content over the last year,¹ the UMass Digital Marketing team knew it needed to create engaging interactive health and wellness content that both consumers—and clinicians—can trust. They decided the best way to share this content was via blogs, social posts, and emails. And they knew they'd have to sustain these weekly or even daily content deliveries without adding head count to the team.

Digital/Social Media Marketing Manager Nina Walsh and External Digital Marketing Manager Leighann Zagami led the team in creating a health and wellness blog—Simply Well: Conversations to Keep You Healthy and Well—to attract internet searchers and create a pathway to the UMass website. “We were looking for new and creative ways to engage consumers without further stretching our already-thin marketing resources,” Walsh says. They also needed to translate their marketing content efforts into outcomes for leadership.



There are only so many ways to push out messaging that highlights our great doctors and welcomes new patients. The StayWell Consumer Health Library is our go-to for quizzes, health assessments, and interactive content to create calls to action, which deliver higher conversion rates through appointment requests.

– Nina Walsh, digital/social media marketing manager at UMass

A rewarding solution

UMass turned to the StayWell Consumer Health Library for blog-building and consumer-engaging content. They continue to count on it as a resource for credible, easy-to-understand health content—featuring interactive tools like quizzes, risk assessments, and calculators—to make sure that these online health information seekers arrive at and return to Simply Well. “We’re creative, cross-linking, pulling in videos, and adding calls to action to service lines, all with the goal of driving traffic to our website,” Walsh says.

The Digital Marketing team uses a multichannel approach when extracting content from the StayWell Consumer Health Library. A recent blog featured a smoking cessation quiz from the library, which included a call to action to find a UMass doctor or request an appointment.

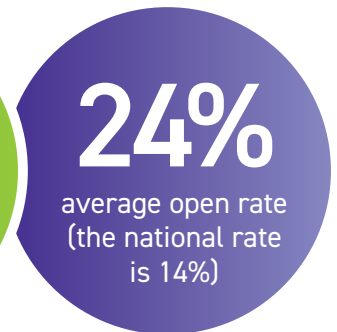
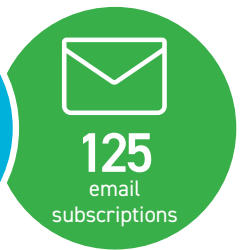
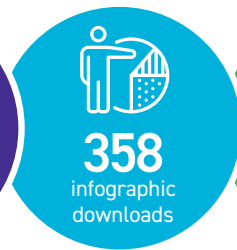
Healthy returns

UMass has been working for several years to prove the value of its website. But with Simply Well, they know the value—thanks to monthly dashboards. “It’s not just throwing spaghetti at the wall to see what sticks,” Walsh says. On every piece of content, they know the actions people took when they got to the page, and how long they were on the page.

Data that tracks engagement scores on social media, email open and click rates, and other valuable metrics not only help prove the value of the organization’s content marketing ROI to leadership but also help the team plan future campaigns. Zagami says, “We have all of these fantastic tools and data at our fingertips that let us think about content differently and be more strategic with it.”

Top numbers, from the bottom up

A blog post about what to expect during a colonoscopy drove **27 appointment request submissions online**, and a second blog post, Oh, Poop. Everything You Need to Know About Your #2 drove:



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