

CASE STUDY

Cancer marketing confronts fears to drive ten-fold increase in screenings

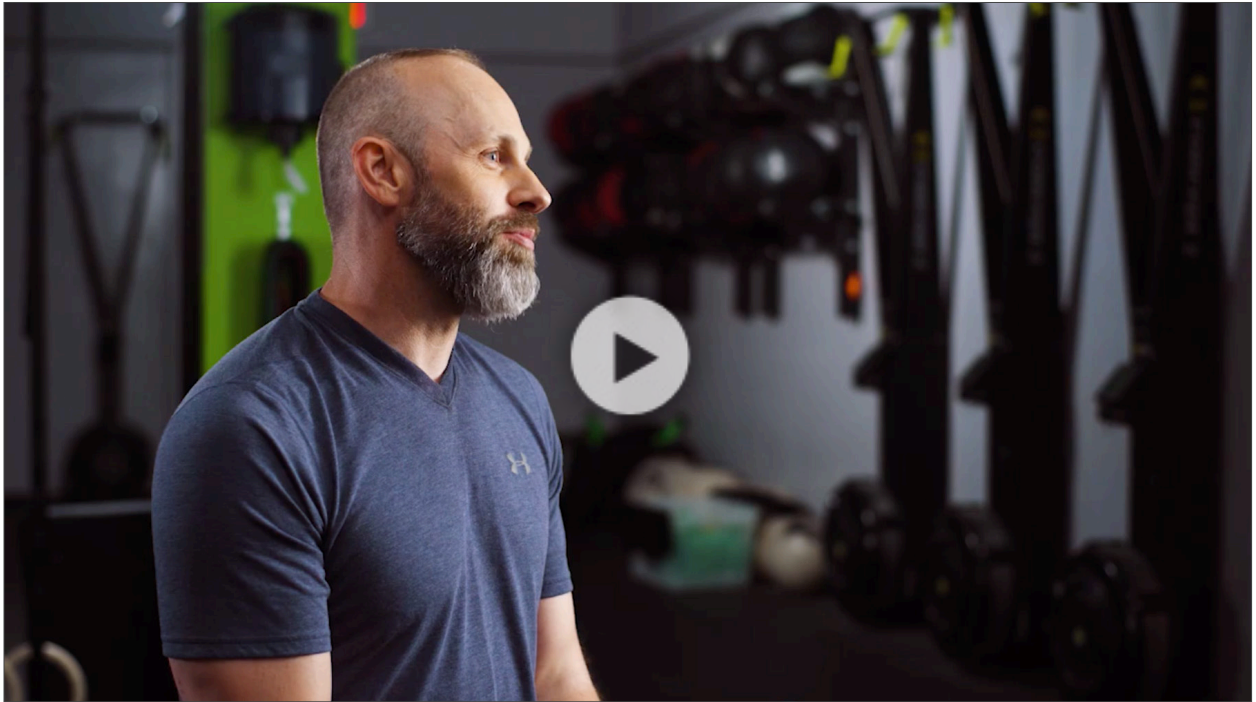
White Plains Hospital | Colorectal Cancer Campaign

White Plains Hospital isn't afraid to tackle tough marketing challenges, especially if it means saving lives. So when they saw an opportunity to prevent deaths from colon cancer, they jumped right in.

But preventing colon cancer deaths is easier said than done. To succeed, White Plains Hospital would need to confront one of the most difficult challenges in healthcare marketing: helping people overcome their fears.

10X
YOY
INCREASE






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Diagnosis

Our research uncovered that the number one reason people avoid colon screenings is fear. They're afraid of the preparation, the procedure, and the possibility of scary results. We also uncovered that understanding the benefits of screenings doesn't help people get over their fears. It turns out, patients who are informed about the benefits of colon screenings are no more likely to get one. So, what to do when facts fail? We knew we'd need to reach people emotionally.

13,000  UNIQUE
PAGE VIEWS

Prescription

Our creative centered around Ryan's story. Ryan had recently moved to White Plains, leaving his friends and family in another part of the country. So when Ryan learned that he had stage 3 colon cancer he didn't have the close-knit support group many cancer patients rely on. This let us showcase how Ryan's cancer team became a second family during his time of need.

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Treatment

Our story focused on all the ways White Plains Hospital built a support system around Ryan. We highlighted White Plains' team approach to care, their rapid response to his diagnosis, and the custom-tailored treatment plan that helped Ryan balance his active lifestyle with his new goal: beating cancer. Because Cross-Fit was an important part of Ryan's life before - and during - his treatment, we felt it was important to show him in this environment. Showing Ryan working with his fitness coach mirrored the support he also received from his treatment providers. Demonstrating both clinical expertise and patient-centered care in a heartfelt way helped us reduce barriers and position White Plains Hospital as a great place to get care.

Post-Op

The campaign raised awareness for colon cancer screening and White Plains Hospital's cancer program. While running on broadcast, digital and social media, there were over 13,000 unique page views, over 600 video plays, and best of all, this powerful story resulted in a 10 times year-over-year increase in appointments.