



Case Study – HealthAware

Creating Greater Hospital Patient Traffic Through Direct-To-Consumer Medical Copywriting

*By Casey Demchak
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—Cynthia Barnett, Marketing & PR Director, HealthAware

The Challenge

HealthAware had experienced good success selling their StrokeAware online risk assessment module to U.S. hospitals. However, that wasn't enough. They needed to provide their hospital clients with direct-to-consumer (DTC) marketing materials that would generate traffic to the risk assessment module posted on each hospital's web site.

The strategic objective was to help hospitals generate greater traffic flow into their facilities by prospective patients who took the StrokeAware online risk assessment, and then scheduled free consultations with hospital physicians.

The Client

HealthAware is a respected market leader that offers hospitals and healthcare providers a sophisticated series of disease-specific tools that are customized to enhance their expertise.

These tools include powerful web site programs, risk-assessment modules, proven marketing strategies and community outreach programs. HealthAware's unique systems actively identify and motivate at-risk patients to schedule consultations and surgeries.

The Journey

"After considering a few different options, we turned to Casey Demchak because he had the unique skill set of having written extensive B2B marketing materials for medical device and healthcare companies," said Cynthia Barnett, Marketing & PR Director, HealthAware. "However, he also had a lot of experience writing DTC patient education guides for a wide range of disease states."

Ms. Barnett went on to say, "We felt Casey's experience would enable him to communicate complex medical concepts about our StrokeAware risk assessment module in simple language that would be easy for consumers to understand."

The Discovery

Through their research, HealthAware discovered that aging baby boomers had a solid, general knowledge about heart disease, but knew very little about the warning signs and statistics related to being at risk for stroke.

After further research and strategic discussions, we determined that DTC outreach programs should prominently feature eye-opening statistics related to stroke. The most notable being that stroke is the third leading cause of death in the U.S.

The Solution

After in-depth discussion with HealthAware, I concluded that their DTC campaign would benefit from employing the subtle use of fear in my copywriting style. The use of fear was not intended to be stark or harsh, but rather it was meant to be educational and straightforward.

There was no reason to be coy or indirect with the body of statistics related to the incidence of stroke in the U.S., so I felt it would be most effective to present the information to prospective patients in a very direct fashion.

"We felt Casey's persuasive writing skills could motivate a large number of prospective patients to go online and take the free StrokeAware risk assessment module we had sold to hospitals," said Ms. Barnett. "We recognized he had the experience to walk the fine line between informing and alarming prospective patients."

The Implementation

HealthAware's DTC campaign rolled out to hospital communities via post cards that were sent directly to targeted households, and brochures that could be placed in physician waiting rooms.

Advertisements in local newspapers were also utilized, as were small ad placements in online discussion forms and other social media outlets.

All marketing communication pieces featured hard statistics about stroke disease in their headlines. In a tight concise manner, the body copy described the emotional and physical consequences of stroke, and detailed potential warning signs and symptoms.

Call-to-action lines emphasized how fast a free online risk assessment test could be completed, and that patients could then register for a free on-site evaluation if their test determined they might be at risk for stroke.

The statistics and potential complications of stroke were presented in a style that opened potential patients' eyes to this deadly disease, without coming across too forcefully.

The Results

“Our intention was to get targeted consumers to take the StrokeAware online risk assessment test we had sold to community hospitals,” reported Ms. Barnett. “We knew this would lead to greater traffic through their facilities, which would lead to more revenue-generating procedures. In part through the strategic copywriting skills employed by Casey Demchak, we were able to achieve excellent results for our client hospitals.”

Overall, HealthAware hospital clients saw an increase in institution awareness through the StrokeAware program. In addition, HealthAware realized a 72% growth in industry awareness that ultimately helped the company achieve an ROI of over \$1 million.

Casey Demchak is an independent copywriter and consultant who has specialized in writing compelling B2B sales copy for medical device and healthcare companies since 1995. He is also author of the book, Essential Sales Writing Secrets. He can be reached at casey@caseydemchak.com; or at (303) 697-4793.