



UNIVERSITY HEALTH SYSTEM
**8% CHANGE
IN POSITIVE
PERCEPTION**



CHALLENGE

Despite being the only academic medical center in the area and having consistent national recognition, University Health System suffered from the fact that many citizens of San Antonio and Bexar County retained a historical memory of the hospital as one that served the poor, indigent and uninsured. NDP was tasked with bringing the new "Thinking Beyond" platform we developed to life—with the goal of changing the perception of University Health System from a public hospital to an academic medical center that uses its knowledge and passion to heal at a higher level. "Thinking Beyond" was developed to encapsulate University Health System's commitment to seeking and sharing new knowledge, growing expertise and looking beyond the norms of medical practice as it exists today.

EMPATHIZING WITH OUR TARGET

Before we can motivate consumers to switch healthcare providers (that is, change their behavior), we first must understand their mindsets and strive to change their perceptions. A key target for University Health System has been Influencers—specifically Female Influencers as they are typically the decision makers when it comes to health-related decisions in the household. For Female Influencers, they're juggling a lot in their lives—full-time work, and kids with after-school activities. Still, they are very active in their communities from being in the know on current events and the latest news, to voting in elections and being involved in their child's school PTA, local charities or fund-raisers. They're on the go and hard to reach, so you can't just touch them through a basic television buy.



UNDERSTANDING THE MINDSET IN THE MOMENT TO CHANGE BEHAVIORS



SIMONE | INFLUENCER

A DAY IN THE LIFE OF SIMONE

Illustrates how we can reach each her as she moves throughout her day





SOLUTIONS

Some See. We See. This campaign illustrates how University Health System looks beyond the norms of medical practice as it exists today because it is not entrenched in current thinking but is motivated to do more.

With the goal of shifting the perception of University Health System from a public hospital to an academic medical center that uses its knowledge and passion to heal at a higher level, campaign objectives included increasing both preference and the health system's commercially insured payer mix. To best achieve these objectives, messaging was directed at active and influential members of the community.

The multimedia campaign included television spots in both English and Spanish, general brand and patient-focused print, outdoor, airport, digital and social media. The campaign messaging drove consumers to a campaign microsite that further illustrated how University Health System thinks beyond.

RESULTS

We launched the campaign in 2016, and developed a second iteration of the campaign, which ran in 2017. UHS conducted pre-campaign research to establish a baseline understanding of awareness, likelihood of use and incidence of having seen or heard advertising messaging. Follow-up post-campaign research in January 2017 and January 2018 assessed any shifts as a result of new messaging/advertising. The findings showed a statistically significant positive impact across the board against all areas tested, including:



- Awareness that University Health System is an academic medical center: **+8 percentage points**
- Perception that University Health System provides high-quality care: **+8 percentage points**
- Perception that University Health System uses innovative thinking to develop new solutions to medical issues: **+5 percentage points**

This campaign included several service line extensions, including a digital campaign to launch the city's first dedicated pediatric ER and several new Pedi-Express (walk-in care) clinics. University Health System saw a 43% increase in visits to the ER and a 21% increase in Pedi-Express visits in the first 90 days of the campaign.