

PROHEALTH CARE

Problem

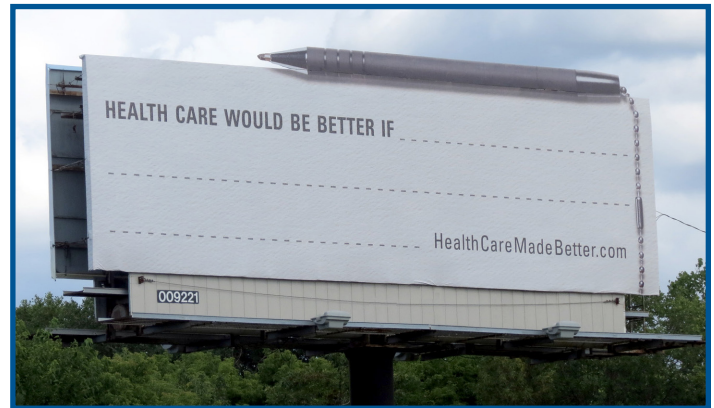
How does a health insurance company create a personal connection with its consumer base?

Solution

Use OOH formats to solicit feedback on areas for improvement.

Background

ProHealth Care is a community-based health care system that offers a full range of services, from fitness and wellness services to primary care and specialty care, hospital care, rehabilitation care, home and hospice care — and more. The company is dedicated to serving residents of Waukesha County, WI, and surrounding areas with the highest quality care to promote a healthier community.



Objective

ProHealth Care wanted consumers to become actively involved in helping the company improve its services.

Strategy

The campaign launched with a series of teaser billboards, direct mail and teaser newspaper ads, asking people to fill in the blanks of questions like, "I wish my doctor could _____." And "Healthcare would be better if _____." Viewers were then directed to post their answers on the website HealthCareMadeBetter.com.

Two weeks later, light-hearted :30 TV spots hit the market, showing exaggerated ways consumers would like to improve healthcare. One spot showed a tailor making a hospital gown with a zipper on the back, while a second shows a waiting room full of doctors all waiting for the patient.

The next month, ProHealth Care revealed on billboards the changes they were implementing based on their consumers' requests.



Plan Details

Flight Dates: The teaser boards ran in September 2013, followed by the reveal phase in October.

OOH Formats Used: Bulletins, posters

Results

Within one month, over a thousand people went online to make their suggestions and propose improvements such as receiving same day test results and the ability to email their doctors.