# Targeting Medical Professionals with Non-Traditional Media Tactics

# Campaign Goals

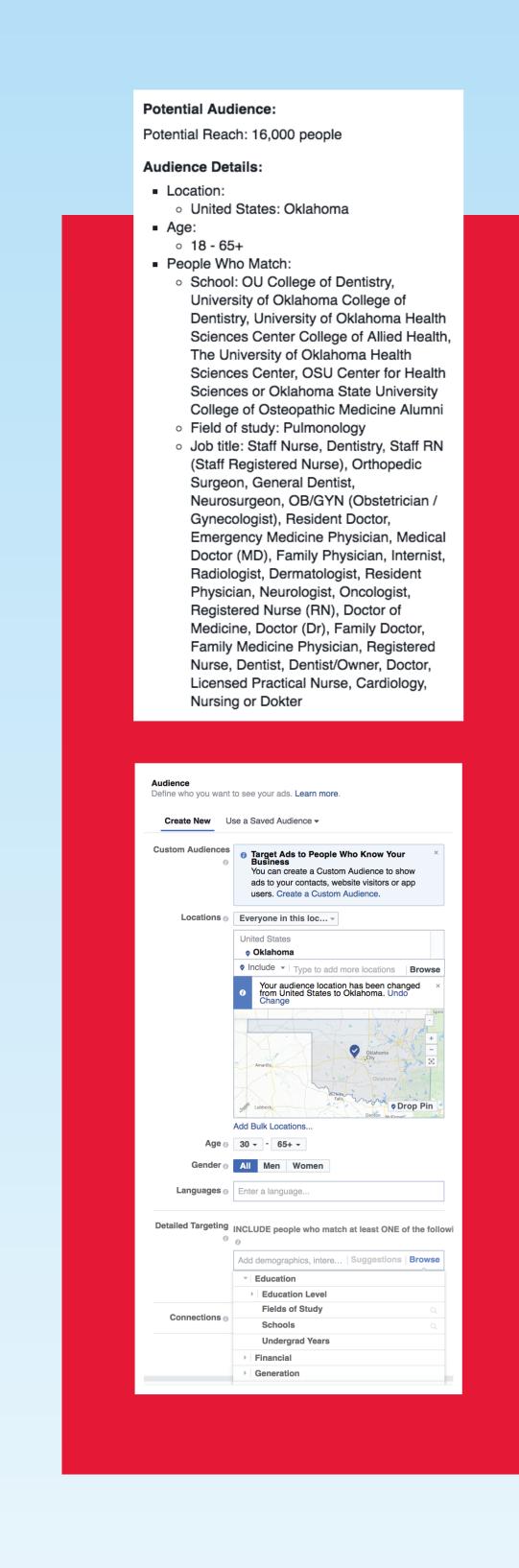
Educate medical professionals living in Oklahoma about the Oklahoma Health Care Authority (OHCA), SoonerCare Medicaid program, SoonerQuit (SQ) and the Oklahoma Tobacco Helpline. Encourage providers to download and order free materials to promote the Helpline to their patients.

# Why Social? Targeting

Social media offers powerful audience selection tools. You can micro-target just the audience you are trying to reach based on demographics, interests and behaviors. Facebook was selected as the means to reach the campaign audience.

# Campaign Target Audience:

- Medical Professionals: Physicians, dentists, physician assistants, nurse practitioners and nurses in Oklahoma.
- To reach medical professionals who do not have job titles listed, a secondary layer was added to target users who have graduated from the University of Oklahoma Health Sciences Center and the Oklahoma State University College of Osteopathic Medicine.
- Potential Reach: 16,000



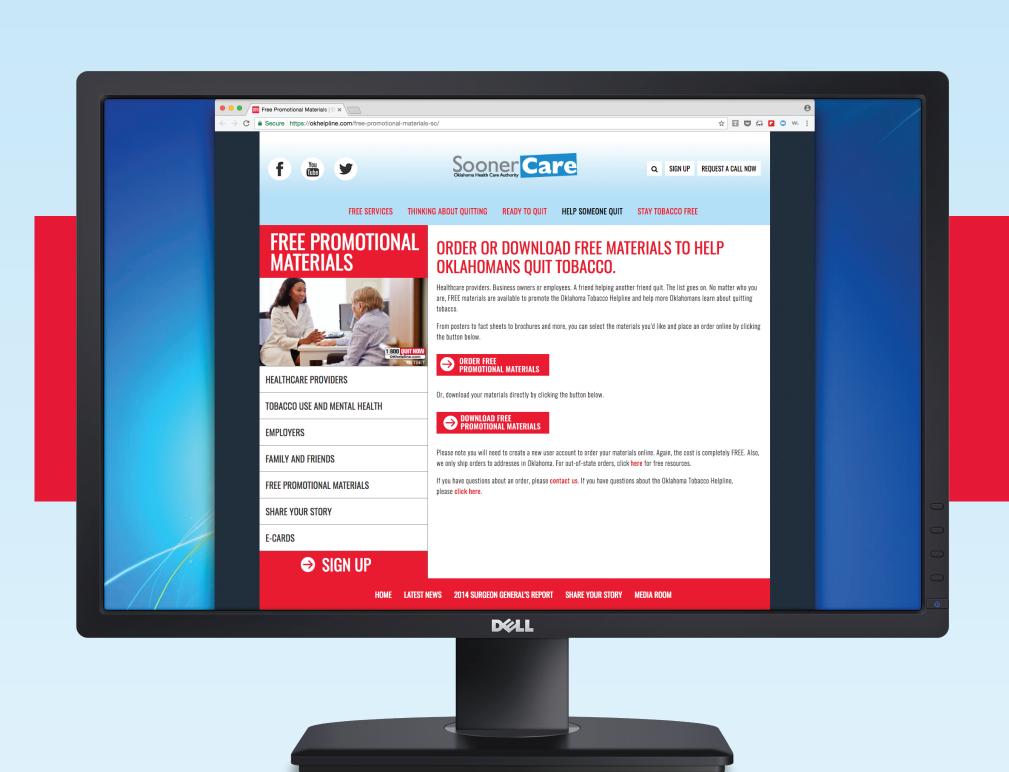
More than 90% of physicians use some form of social media for personal activities and 65% use these sites for professional reasons.

Source: https://www.ncbi.nlm.nih.gov/pmc/articles/PMC4103576/

# Resources for Medical Professionals

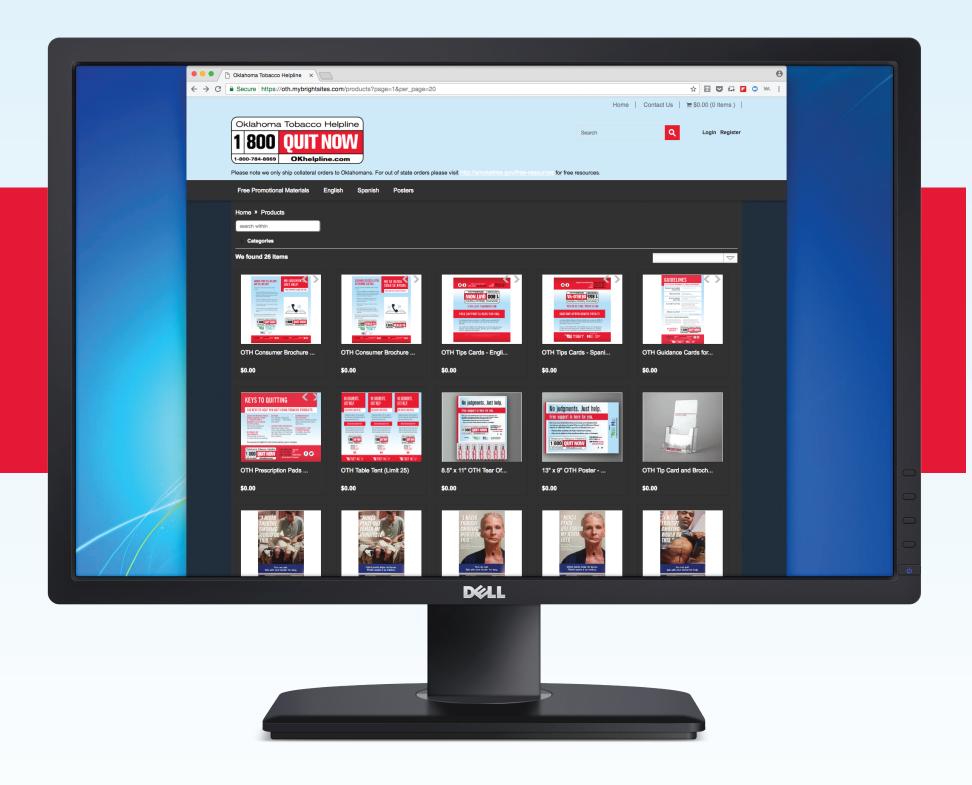
A doctor's advice and assistance more than doubles the odds that a smoker will successfully quit.

- OTH provides free materials for providers to display in their offices, hand out to patients and resources to help guide patients in their quitting journey
- These materials are available to order or download at OKhelpline.com:
- Posters
- Pharmacy Bags
- Tip Cards
- Brochures and Brochure Holders
- Pens Decals
- Guidance Cards
- Table Tents
- Prescription Pads



Campaign Landing Page

Product Landing Page



This campaign covered all four phases of the marketing funnel.

ATTRACT

EDUCATE

ENGAGE

CONVERT



Oklahoma Tobacco Helpline OKhelpline.com 1-800-784-8669

# Campaign Objectives and Results

To support the overarching goal of the campaign, a series of Facebook website click ads were executed to increase traffic to the OTH landing page and encourage downloads and orders of Helpline materials.

### Social Traffic Conversions — Website Click Ads

2%

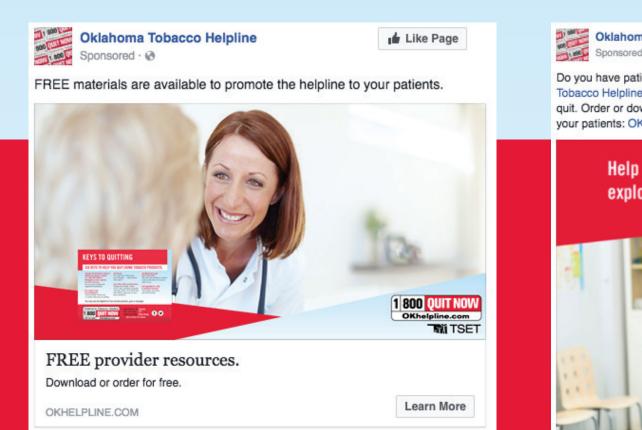
Goal

Result

 5,687 social users visited OKhelpline.com during the campaign timeframe (Feb-June).

- 2.67% 149 performed a conversion action.
  - 2.67% of social traffic performed a campaign conversion\* \*Conversion = downloading flyer PDFs or ordering materials.

Bonus: 9 targeted users clicked to sign up for OTH services



Engagements: 494

Engagement Rate:

- Goal 1%

- Result 1.16%

Budget spend on Facebook: \$8,000

Reach: 42,395



**Average Engagement on Promoted Posts** 

A series of promoted posts were executed to not only increase traffic to the

landing page, but to also highlight the need for physicians to share SQ resources



# SoonerQuit

SoonerQuit (SQ) is a program through SoonerCare (Oklahoma Medicaid) that offers additional services for SoonerCare patients trying to quit who are referred to OTH by their doctor.

What is the Oklahoma Tobacco Helpline

The Oklahoma Tobacco Helpline (OTH) is a FREE service available 24/7 to all

Oklahomans to help them quit tobacco. OTH offers text, email, web and phone

Since 2003, OTH has served over 350,000 Oklahomans. An estimated \$18 million

is saved each year in direct medical costs from tobacco users who have quit with

More than 40% of callers are uninsured.

More than 60% of callers have an income of less than \$20,000.

OTH has an approximate 34% quit rate for callers who

receive multiple coaching calls.

support with a free 2-week starter kit of patches, gum or lozenges.

and SoonerQuit?

the help of OTH.

Oklahoma Tobacco Helpline

# Funders

## **TSET**

The Oklahoma Tobacco Settlement Endowment Trust (TSET) is a state grant-making trust that focuses on funding programs to reduce Oklahoma's leading causes of preventable death — cancer and cardiovascular disease — by reducing tobacco use and obesity. To learn more, go to tset.ok.gov.

# In partnership with:

Oklahoma HealthCare Authority (OHCA) Oklahoma State Department of Health (OSDH) Centers for Disease Control and Prevention (CDC)





Engagements include: Comments, reactions, shares and clicks.