



## **Beyond marketing the business**

**How a community centered marketing  
campaign drove results**



# Welcome



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# Disclaimer

We have no real or perceived conflicts of interest that relate to this presentation.



# Agenda

- I. About Adena Health
- II. State of today's market
- III. Differentiating in a competitive market
- IV. Importance of community engagement
- V. Evolution and results of Faces of Adena campaign
- VI. Q&A

# Overview



- Established in 1895 in Chillicothe
- Independent not-for-profit and locally governed organization
- 40+ locations and 341-beds across 5 hospitals
- Rural based system provides care to 368K residents throughout south central and southern Ohio

# Footprint



**3.3K**

Employees



**404**

Physicians  
and APPs



**3.7M**

Patient  
encounters



**651K**

Physician  
office visits



**76K**

Emergency  
department  
visits



**9K**

Surgical  
cases



**1.5K**

Volunteer  
hours



# State of the health care market

- In 2020, 51% of consumers had a positive view on health care, but only 35% had the same sentiment in 2023, citing challenges with access, service quality, patient safety, and costs<sup>1</sup>
  - Headwinds remain from COVID-19, requiring a focus on restoring confidence and trust, while delivering a positive customer experience <sup>1</sup>
- 86% of consumers choose health care based on brand reputation<sup>2</sup>
- Consumers turn to digital platforms to learn about providers and organizations. In addition, they look to their peers' experiences with providers and the success of outcomes<sup>3</sup>

<sup>1</sup> Gallup, 2023

<sup>2</sup> Press Ganey, 2024

<sup>3</sup> McKinsey & Company, 2023



# Marketing strategies to improve consumer perception

A consistent brand story should be told everywhere patients search for care

- **Transparency:** Share information about services, quality measures, pricing, and patient outcomes to build trust and demonstrate a commitment to patient-centered care.
- **Patient testimonials and success stories:** Highlight positive experiences and outcomes. Authentic stories from satisfied patients can counteract negative perceptions.
- **Community outreach:** Engage in community outreach initiatives to demonstrate a genuine commitment to the community's well-being.
- **Social media campaigns:** Utilize social media platforms to connect with the target audience, share valuable health information.



# What our research has shown

Insights from patient drivers of choice survey targeting Adena Health market

- Healthcare is rarely top of mind and used sparingly; people often engage passively, and turn to referrals or convenience when decisions need to be made
- Emotional needs (caring doctors, clear communication, empathy) are prioritized more than practical needs (competent doctors, technology, specialist access)
- Trust, quality of care, honesty, and transparency are the most important attributes in driving recommendations and where patients choose to receive care





# Understanding brand awareness in our market

70% who reside in the nine counties we serve are aware of Adena Health

- Of those patients who come to Adena Health for care, overall experience with services is positive
- Yet, a portion of respondents reported hearing about a negative Adena story through online news, word of mouth, or news impacting brand perception

Source of Info	
Personal Experience	26%
Online news	23%
Word of mouth	17%
News (general)	16%
Newspaper	13%
Facebook	9%
Social media	9%
Television	6%
Other	10%

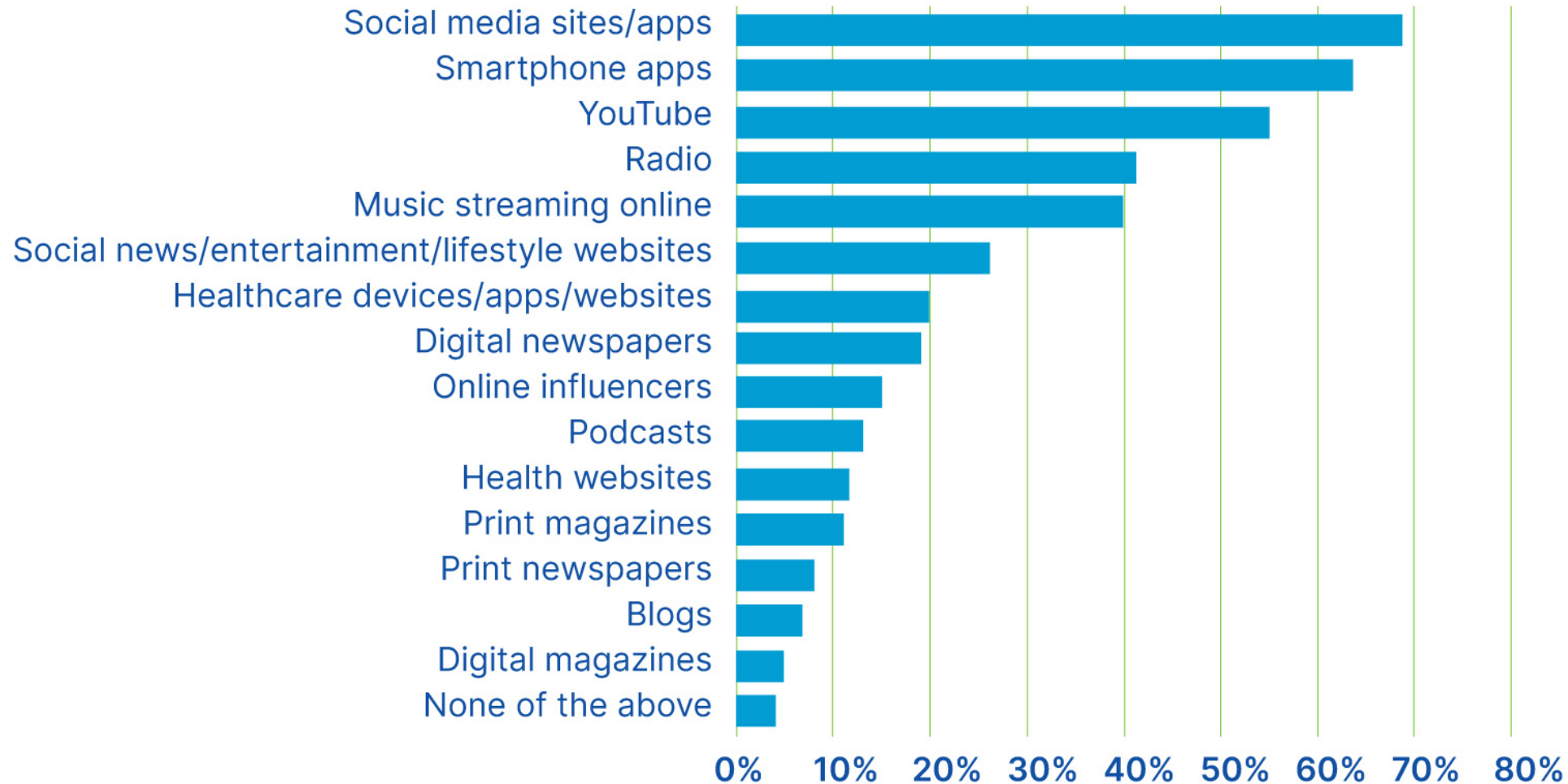


# Health care messaging

As hospitals compete for patients, it's becoming increasingly more difficult to differentiate and uniquely position services and providers.

**complete** cutting-edge  
scalable **holistic** **ultimate**  
world-class **robust** guide  
next-level **innovative**  
**synergy** best-in-class  
revolutionary **state-of-the-art**  
comprehensive

# Digital is a key source in how consumers obtain information



# Content focus matters

Content focused on people achieves higher engagement



Adena digital content was seen  
**28M times in FY24**  
with an overall engagement rate of 6%.



Content incorporating personal stories of  
people and their experience with Adena  
Health achieved an engagement rate of  
**25% or 4x higher**  
than traditional content



# We shifted our marketing strategy

Adena marketing intentionally shifted from a focus on solely services and providers to brand and reputation.

A strong brand can influence nearly every area of the business from perception and volume to experience and retention

## Brand Building

**Proactive:** it's about deliberately shaping how people perceive Adena through messaging, visuals, and experiences

## Reputation

**Reactive:** based on public perceptions, it's the outcome of a strong brand and personal experiences, changing over time



# Solid brands are cohesive and consistent

**Brand Connection:** the expectations set through a well defined, emotional narrative.

**Brand Experience:** the perceptions shaped by every interaction with the brand.

**Brand Credibility:** the trust earned through consistency and external validation.

**Brand Advocates:** the loyal patients, employees, community partners, elected officials, and others who help tell the brand's story.

# Faces of Adena

# Why now?

This campaign is becoming an identity for Adena Health, positively impacting how the community perceives our brand.



# Campaign overview

The use of storytelling and personal connections is shifting a focus on Adena as a business to everyday caregivers and community members.

<b>Objective</b>	Develop a multi-touch Omni channel campaign featuring patients, providers, caregivers, and community partners positively positioning the Adena Health brand in the community
<b>Audience</b>	<b>Caregivers:</b> Generate pride while illustrating the positive influence the organization has in the community <b>Community:</b> Illustrate the differentiated impact Adena Health has on the region by showing how closely the residents are connected
<b>Deliverables</b>	Digital, video, print, and outdoor
<b>KPIs</b>	Content engagement (impressions, video views, click-thru, shares, comments)
<b>Launch</b>	2024
<b>Duration</b>	Indefinite





# How this campaign is different

The Faces of Adena goes beyond traditional health care marketing approaches

- Shows the commitment and compassion by highlighting personal and authentic connections to the community
- Incorporates a more intimate / deeper approach to storytelling
- Reinforces that Adena Health lies within our caregivers, patients, and community partners
- Generates content for use beyond a single campaign
- Naturally incorporates provider and service awareness



# Solid project management is essential

## Project management:

- Created SOP from conceptualization to execution.
- Built a comprehensive project spreadsheet for participant list, assets, and calendars.
- Weekly meetings with creative agency to discuss filming, edits, and deployment.

## Deployment:

- Ad agency handles copy and photo creatives
- Internal team handles reviews, video scripting, and deployment.
- Every week a new participant is highlighted through:
  - Individual landing page
  - YouTube video
  - Internal newsletter spotlight
  - Social media posts that includes story and video





# From planning to production

Planning to production takes two months

## Planning

Collaborate with service lines, leadership, and marcom to align on potential participants:

Criteria:

- Alignment with organization's mission, vision, and values
- Exhibits pride in Adena, the community, and/or rural health systems
- Offers differentiator (i.e. technology, service or insight valuable to community)

## Participant engagement

Contact for interest and availability

Confirm participation

Prepare:

- Questionnaire focused on connection to organization and community
- Conduct pre-interview via phone to learn further details
- Communicate expectations and details on location, schedule, attire, and interview questions

## Production

Scout and confirm final locations prior to production

Capture up to 7 participants each day (photography and video) at 90 minutes each

Deliverables launched 8-10 weeks post production

Work with cross-functional teams to deploy content in additional channels post campaign launch



# Deployment

## **The launch schedule strategically ensures**

- Representation of a diverse range of participants
- Alignment with relevant hospital, community, or seasonal events

## **Features a new "face" weekly through across multiple channels**

- Internal newsletter distribution
- Launch of an individual landing page
- YouTube video publication
- Social media post including the participant's video

## **Additional marketing efforts:**

- Print advertisements and digital billboards throughout the region
- Targeted placements based on geographic relevance and audience demand

# Campaign examples



# Ginny W.

COPD patient



Print



Digital

## Why selected

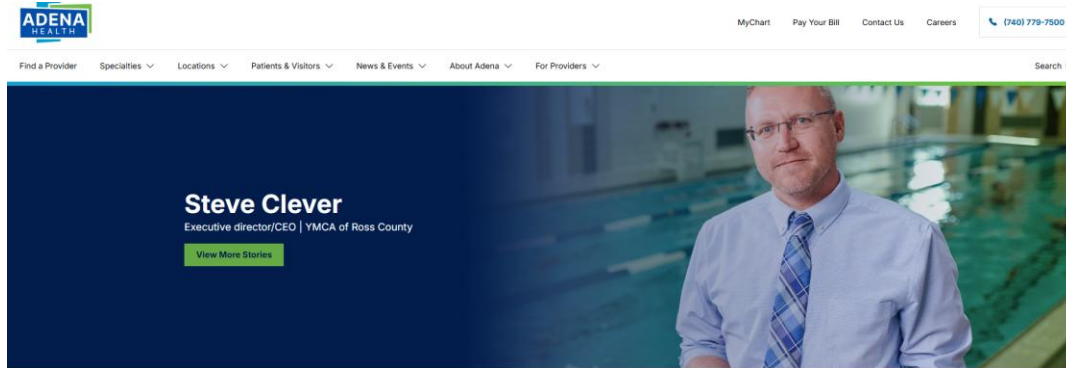
- Board member
- Patient with multiple experiences at multiple hospitals
- Former educator in community
- Long-time Chillicothe resident

[Meet Ginny W.](#)



# Steve Clever

Executive director/CEO, YMCA of Ross County



Steve Clever understands that it takes a village to help a community live healthier, more active lives. That's why the YMCA partners with Adena Health to bring vital programs to our region including those that help cancer survivors regain strength, provide resources for people managing diabetes, or help patients get healthier before orthopedic surgery. Steve is one of the many faces of our partners in the community we call home.

Landing page



Billboard

## Why selected

- Long collaborative partnership with Adena
- Familiar face in the community
- Partnered with Adena in implementation of programs targeting key community health needs including: cancer survivorship, joint replacement preparedness, nutrition, fitness, and diabetes prevention

[Meet Steve Clever](#)



# Jeff Shaw

Nutrition services attendant

For Jeff, it's all about the people.



**JEFF SHAW**  
Nutrition services attendant

**ADENA HEALTH**

Jeff just couldn't stay away from the community he loves. After a short retirement from a career in maintenance at Adena, he returned to help out as a part-time nutrition services attendant. Whether he's serving up food with a warm smile at work or fishing with his grandson, Jeff always finds a way to brighten everyone's day. Jeff is one of the many faces of our caregivers in the community we call home.

See Jeff's story and more at [Adena.org/Faces](https://Adena.org/Faces).

Print

**Adena Health**  
Jan 21 · 🌐

Meet Jeff Shaw — nutrition services attendant, fisherman, grandfather, and one of the many faces of our community.

Whether he's serving up meals with a warm smile at Adena or casting a line with his grandson, Jeff always finds a way to brighten everyone's day. 🎧 😊

See his full story at [Adena.org/Faces](https://Adena.org/Faces).  
#FacesOfAdena



When I first come on to Adena, I was hired in

**JEFF SHAW**  
Nutrition services attendant  
Adena Regional Health Center

Captions are auto-generated

adena.org [Learn more](#)

**Faces of Adena: Jeff Shaw**

👍👍 296 72 comments 42 shares 32.7K views

Social

## Why selected

- Long-time Adena employee
- Known for his smile and joyful spirit
- Greets everyone by name and everyone knows his
- Passionate about his community

[Meet Jeff Shaw](#)



# Geoff Duncan

Security team lead

**Geoff tackles safety with teamwork and trust.**



**ADENA HEALTH**

Geoff's role at Adena Pike Medical Center goes beyond security. He keeps patients, staff, and visitors safe, responds to incidents, and restores calm when needed. Drawing from his experience as a former college football player, Geoff knows the value of teamwork and staying focused in high-pressure situations. Outside of work, he's still passionate about football, now enjoying the sport from the comfort of home. He's one of the many faces of our caregivers in the community we call home. See Geoff's story and more at [Adena.org/Faces](https://Adena.org/Faces).

Print

Adena Health Feb 18 · 🌐

Meet Geoff Duncan — former college football star, bowhunter, father, and one of the many faces of our caregivers.

As a security officer at Adena Pike Medical Center, Geoff tackles every challenge to keep our patients, staff, and visitors safe. Off the clock, he's still passionate about football — only now from the comfort of home. 🏈👊

See his full story at [Adena.org/Faces](https://Adena.org/Faces). #FacesOfAdena



adena.org **Faces of Adena: Geoff Duncan** Learn more

👍❤️ 112 26 comments 5 shares 17.8K views

Social

## Why selected

- Promoted to team lead in a short period of time
- Recognized as leader professionally and personally
- Values teamwork and the importance it has toward the safety of our patients.

[Meet Geoff Duncan](#)



# Kendra Pollard

Breast health and imaging navigator



*Static banner*



*Billboard*

## Why selected

- Patients have continuous praise of her ability to help them navigate a difficult diagnosis
- Dedicated to getting patients the resources and care they need
- Passionate about her patients

[Meet Kendra Pollard](#)



# Zachary McKinney, MD

Interventional pain management



Static banner



Billboard

## Why selected

- Recently joined Adena Health
- Sees importance of ensuring good care is available and accessible in rural markets
- His personal cancer experience influences his approach to patient care

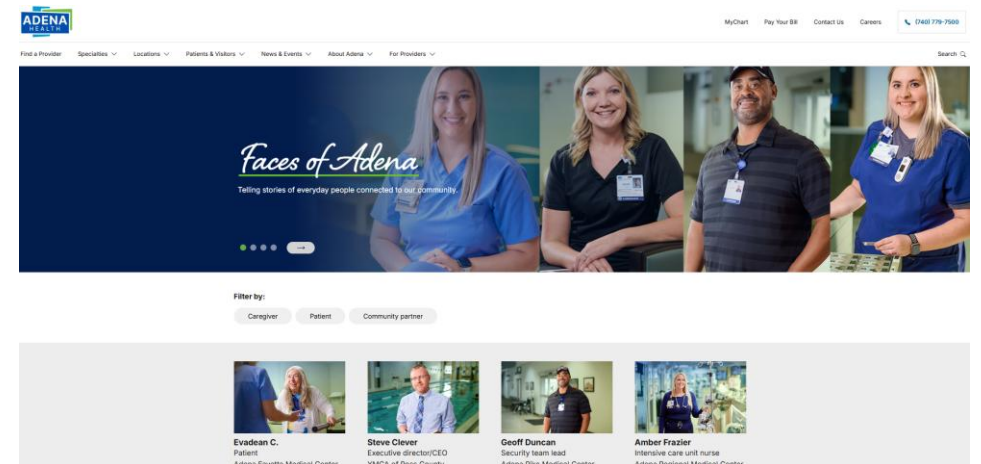
[Meet Zachary McKinney](#)



# Dedicated landing page

## Landing page serves as the primary hub for all campaign content

- Each participant is also assigned an individual landing page for targeted internal distribution
- Landing page includes filtering capabilities to enhance user experience:
  - Patient
  - Caregiver
  - Community Partner
  - *Provider* (coming soon)
- Videos are embedded via our YouTube channel, enabling broader sharing capabilities
- Enhancements include nomination form to identify future participants



[Adena.org/faces](https://Adena.org/faces)

# Performance



# Performance since launch

Target is 368K residents in south central and southern Ohio

## Organic Social

- 58 Posts
- 277K Impressions
- 156K Video Views
- 56% Engagement Rate

Engagement rate is **367% higher** than our organic average of 12%

## Paid Social

- 2 Campaigns
- 829K Impressions
- 360K Video Views
- 43% Engagement Rate

Engagement rate is **187% higher** than our paid average of 15%

*Data from November 2024 – April 2025*



# What the community is saying



**Amy Strawser Vallette**  
Amber's story speaks truth . Our ICU family cares for our community, so you can get back to your family .

3w Like Reply 11



**Gamma Ladd**  
Beth is truly the most caring lady with a beautiful soul. So blessed to know her.

1w Like Reply



**Victoria Bauer**  
Thank you Holly for all you do for our patients and community at Adena! Your story was a true testament of the brand at Adena!

12w Like Reply



adena.org  
**Faces of Adena: Cyndi Wallace** [Learn more](#)

Love Comment Share

Marsha Landrum Baisden + 47

3 shares

Most relevant ▾



**Ramona Steinhauer Park**  
I just had an MRI at Pike County a few days ago! She was wonderful!!

3w Like Reply



**YMCA of Ross County** 2h ·

Such a great post about such a great boss!

Show attachment

27 2 shares



**Cheryl Veach Noel**  
You are outstanding loving and caring lady! So glad I had you during my journey with breast cancer! Keep being you and maybe the next person will feel at ease knowing you help understand the cancer journey make them not as scared and courage to fight. Your awesome!

8w Like Reply 1



**Autumn Stepp**  
So glad he has gotten reconized for all that he does. Absolutely love jeff. When covid started even through the mask and craziness he was smiling and asking people how they are doing. Making them smile. Me personally I have had several times where we had conversations that brightened my day.

12w Like Reply 2



**Brenda DeMint**  
She is a very nice and sweet lady. We've talked a lot when my husband was going through radiation. She took our picture with him when he rang the bell after his last treatment. You can tell she cares about them.

12w Like Reply

# Campaign will continue to expand

From	To
General content	Intentional content digging into service capabilities, competitive differentiators, clinical expertise, community impact, workforce development, and patient experience
One “face” promoted each week	Multiple “faces” promoted each week driving awareness and engagement faster
Focus on brand awareness	Focus on brand awareness and <ul style="list-style-type: none"><li>• Service awareness</li><li>• Health system reputation</li><li>• Provider expertise</li><li>• Targeted marketing</li></ul>
Usable content for single campaign	Usable content for multiple channels: <ul style="list-style-type: none"><li>• Service lines</li><li>• Referring providers</li><li>• Human resources / talent acquisition</li><li>• Community health</li></ul>
Measuring performance by digital engagement	Expand KPIs to measure impact to organization's brand and reputation <ul style="list-style-type: none"><li>• Conduct follow up "patient drivers of choice" survey</li><li>• Evaluating influence to Adena's Net Promoter Score (NPS)</li></ul>

**Questions?**



# Thank you!



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Hilary Nichols  
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