

seemingly impossible: behind the scenes of Dayton Children's groundbreaking documentary

Presented by:

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disclaimer

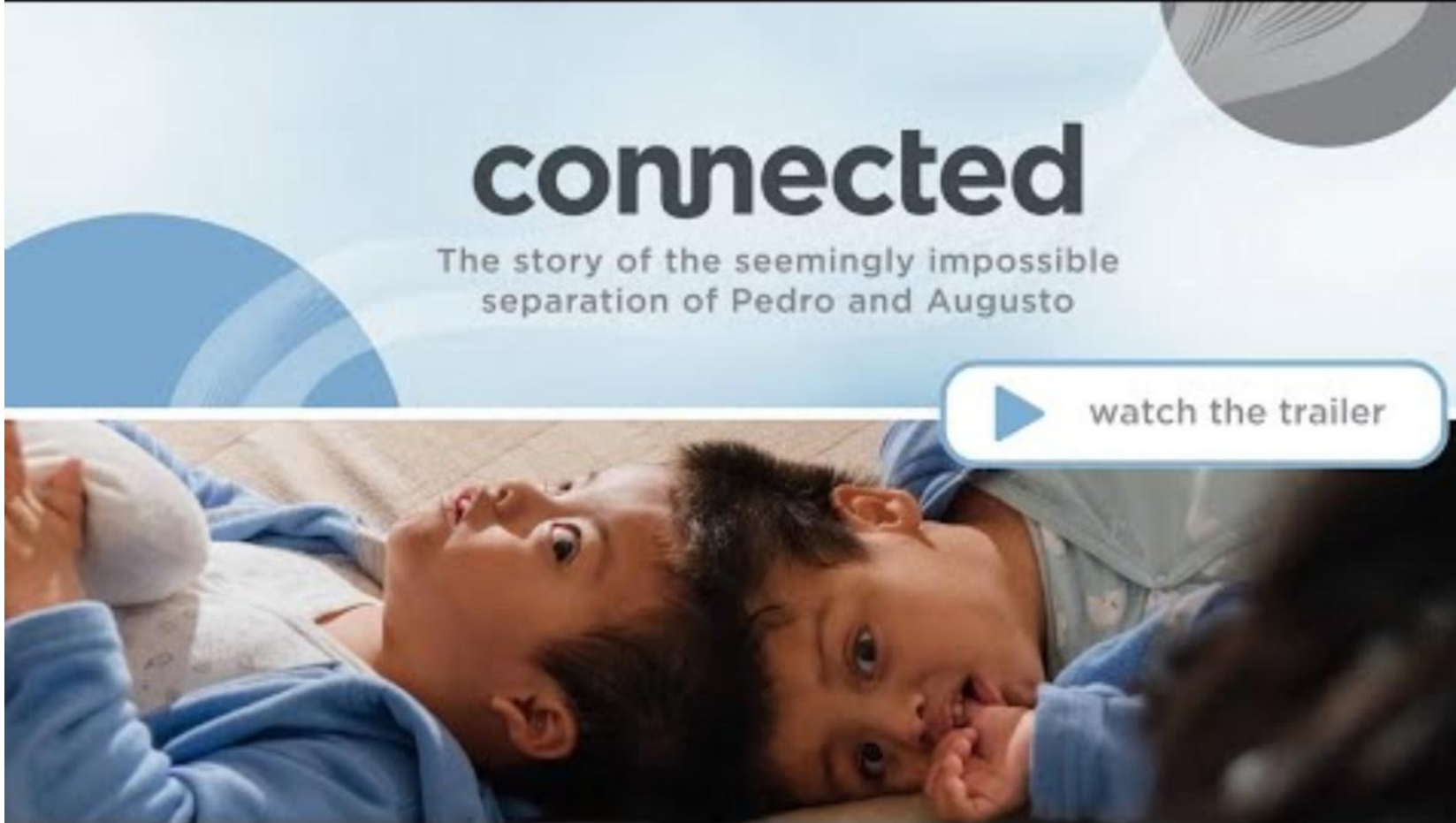
- We have no real or perceived conflicts of interest that relate to this presentation.



introduction and session overview

- Overview of Dayton Children's role in medical storytelling
- Introduction to *Connected: The Story of the Seemingly Impossible Separation of Pedro and Augusto*
- Session learning objectives:
 - Outline a **three-step plan** to create impactful multimedia campaigns.
 - Design a **stakeholder coordination plan** for large-scale, multi-year initiatives.

connected: the seemingly impossible separation of Pedro and Augusto




the opportunity: a once-in-a-lifetime story

- **Background of the case:**
 - Humanitarian case from Guatemala
 - Rare craniopagus conjoined twins, with little precedent for separation
 - Multi-year, innovative surgical plan developed by Dayton Children's surgeons
- **The PR potential:**
 - Showcasing medical expertise, innovation
 - Highlighting compassionate care
 - Increasing institutional reputation

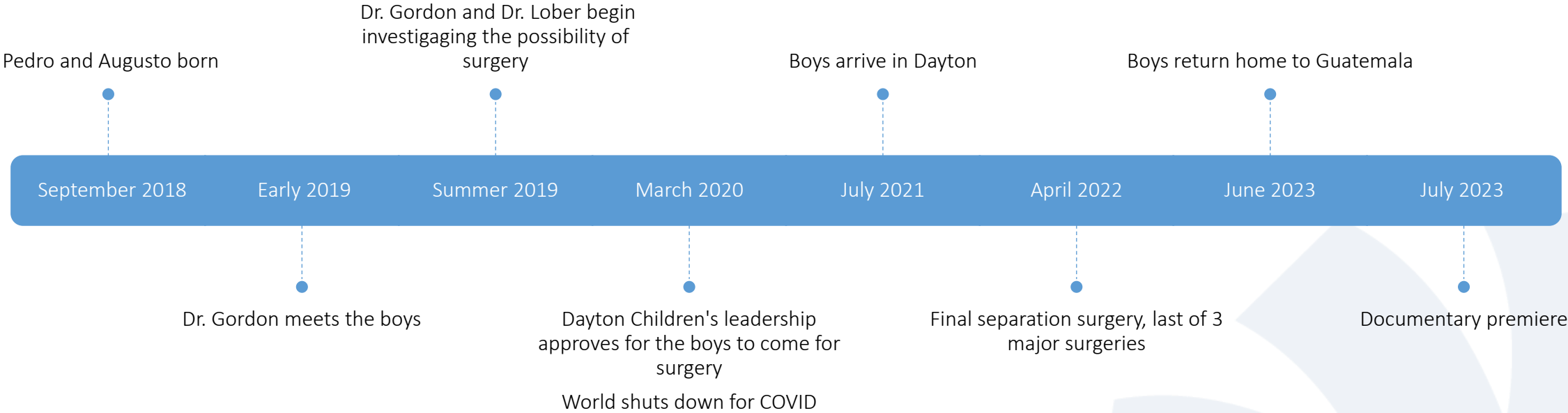


the opportunity: a once-in-a-lifetime story

Do we take the risk?

- We didn't know whether the surgery would be a success, but we'd only get one chance to capture each moment along the boys' journey.
 - Large investment with no guarantee that we could do anything with the footage.
 - What does 'success' look like to a medical professional versus the public?
- 

timeline



research & insights – laying the foundation

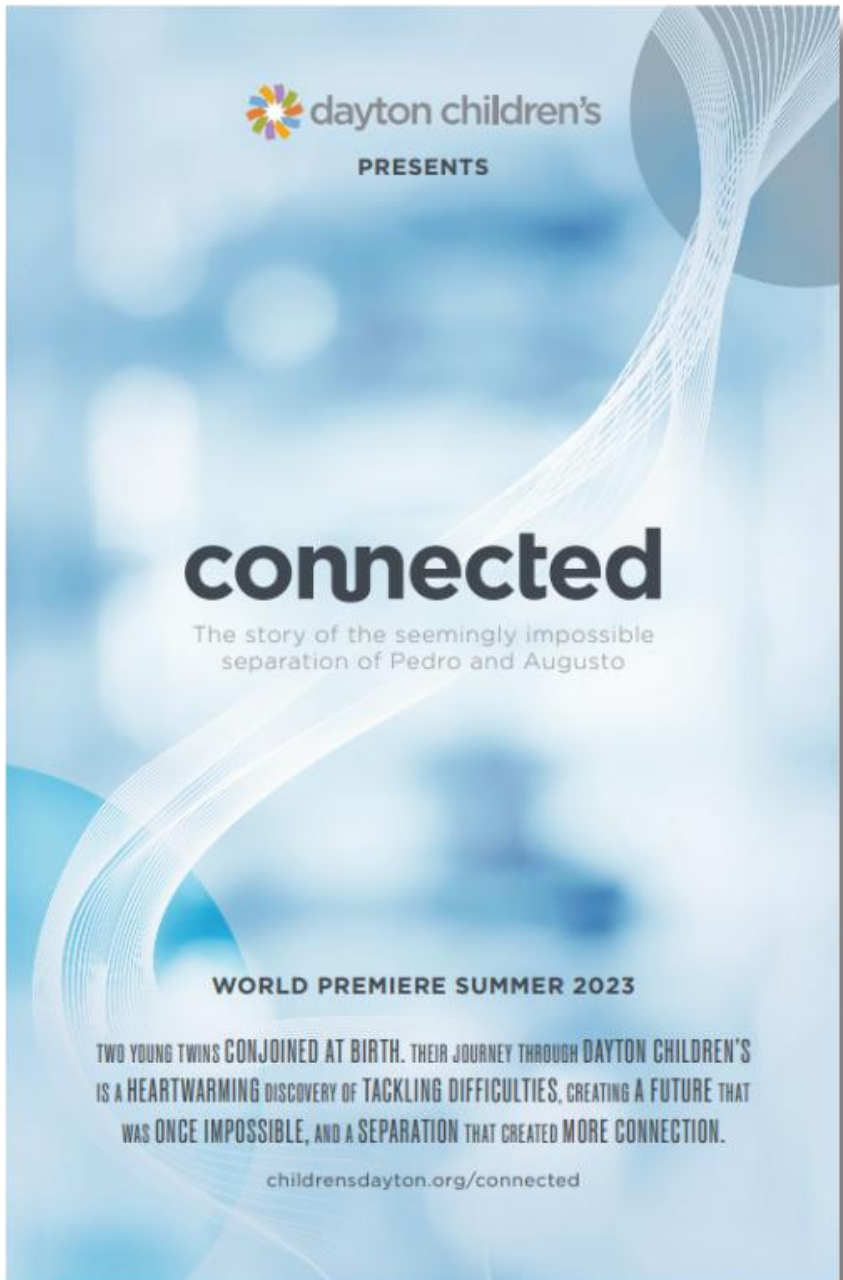
- **Secondary research (prior to filming)**
 - Media analysis of previous conjoined twin separation cases
 - What were the common themes?
 - How unique was our case?
 - Meeting with PR team from Northwell Health (Netflix docuseries)
- **Primary research (prior to documentary release)**
 - Focus groups with key audiences
 - Key stakeholders with established relationships with the hospital
 - Group that was not familiar with Dayton Children's
 - Resulting changes: More emotional commentary, timeline clarity

planning – building a strategic approach

- **Goals:**
 - Elevate Dayton Children’s reputation nationally
 - Highlight innovative surgical techniques
 - Gain wide exposure for the documentary
- **Target Audiences:**
 - Patient families (trust in the hospital)
 - Medical professionals (showcasing innovation)
 - Staff (internal brand advocacy)
 - Community, media, donors (engagement & financial support)
- **Specific, measurable objectives:**
 - 1,000+ views in the first month
 - 5,000+ website visits
 - 100,000 social media impressions
 - 3 national media outlets

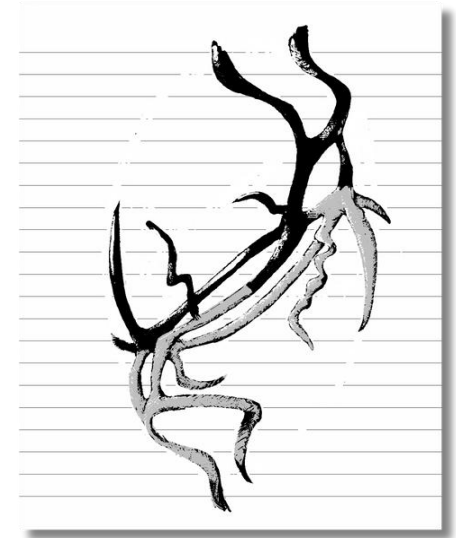
stakeholder coordination: getting them to say 'yes'

- Sitting down with key stakeholders to determine what 'success' looks like to them
 - National media
 - Local media
 - Referrals to craniofacial center
 - Donations
- Regular communication, even if there were no updates to share.
 - Maintain project momentum over multiple years
 - Show value of stakeholder relationship and input
- Microsoft Form approval process with key stakeholders
 - Confirm that they had viewed the documentary in full
 - Give approval



branding

- Blue and gray
 - Brand palette
 - Surgical scrubs worn to distinguish the teams for each twin
- Circles represent
 - The two boys
 - The operating room lights above them
- White sinuous lines represent the drawings of the boy's brain blood vessels



staff premiere

- Premiere for the surgical staff first.
- Gave them a chance to watch together and share emotions around the experience.
- Presented with gifts of a movie poster and a small Guatemalan keepsake to remember the boys.

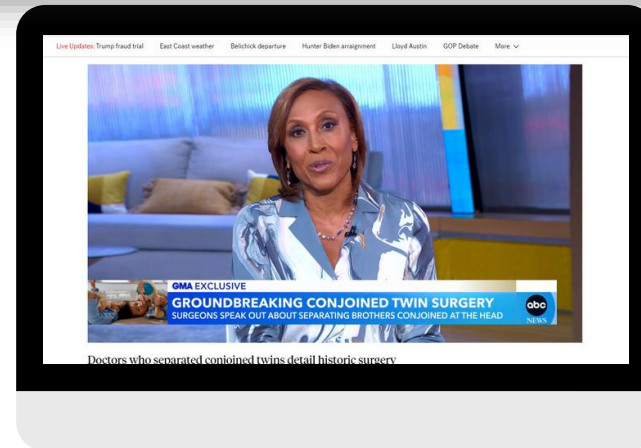
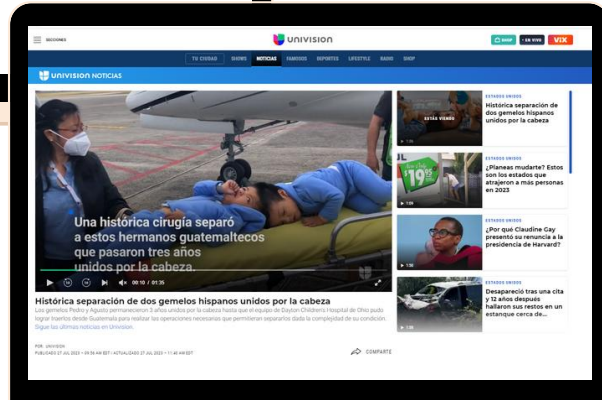
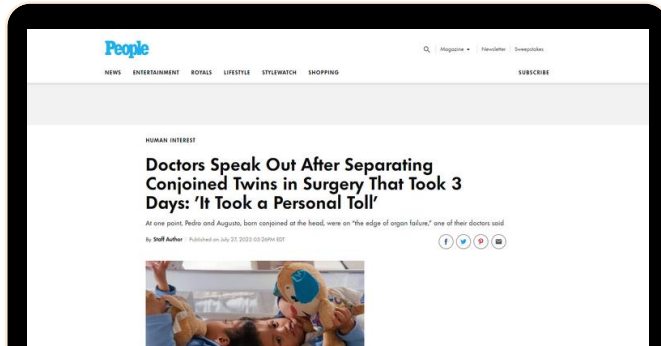


media coverage

reach:116M

Withing three days of release:

- ABC News national
- PEOPLE Magazine
- Telemundo
- Front page of the Dayton Daily News.



VIP premiere

- 400 people at the world premiere at the Victoria Theatre in Dayton, Ohio.
 - Watch the film
 - Panel discussion
 - Tour museum-style displays of items from the documentary



displays

Museum-style displays:

- Child life support
- Dolls sewn by care team to understand the twins' connection
- Dr. Lober drawings
- Custom-made snake scrub caps
- Blue/gray team display
- The JustRight stapler had an integral role in the surgery
- 3D brain models (shown on previous slide)



social media

Over a four-month period after launching the documentary, we featured content at least once a week on our social media channels about the documentary and supporting stories.

by the numbers for all connected-related posts:

59 total posts
340,000 impressions
37,000 engagements

Dayton Children's Hospital
★ Favorites · August 3, 2023 · 🌐

With such a complex and rare case, there were many people involved during Pedro and Augusto's surgeries. One tactic to keep things organized during surgery was having two teams delineated by the colors blue and grey.

♥ Pedro's team was always grey.
💙 Augusto's team was always blue.

The care team switched scrub colors during surgery so everyone could know exactly who oversaw each child at any given moment. Learn more about these teams and how they accomplished the seemingly impossible separation of Augusto and Pedro: <https://bit.ly/3OEy4RQ>

*Please Note: There were 35+ people on the blue/grey teams. Not all are pictured here in these images but all played an integral role in the care of Pedro and Augusto.

#DaytonChildrens #DaytonChildrenshospital #aboveandbeyond4kids #DaytonOhio #Dayton #craniofacialsurgery #craniofacialsurgeon #conjoinedtwins #connecteddayton #connected #WeAreDaytonChildrens

connected

Boost this post to reach up to 3121 more people if you spend \$42. [Boost post](#)

👍👍 You, Ashley Carson McFadden, Ravi Elluru and 116 others 4 comments 16 shares

Dayton Children's Hospital
★ Favorites · July 27, 2023 · 🌐

We are proud to release today the hour-long documentary "connected: the seemingly impossible separation of Pedro and Augusto", that follows the separation journey of exceptionally rare conjoined twins. Watch the trailer now.

Learn more at <https://bit.ly/3Yanxkw>

CHILDRENSDAYTON.ORG
connected documentary trailer [Learn more](#)

[See insights](#) [Boost again](#)

👍👍 Terry Fink, Aliah Williams and 1K others 56 comments 686 shares

👍 Like Comment Share

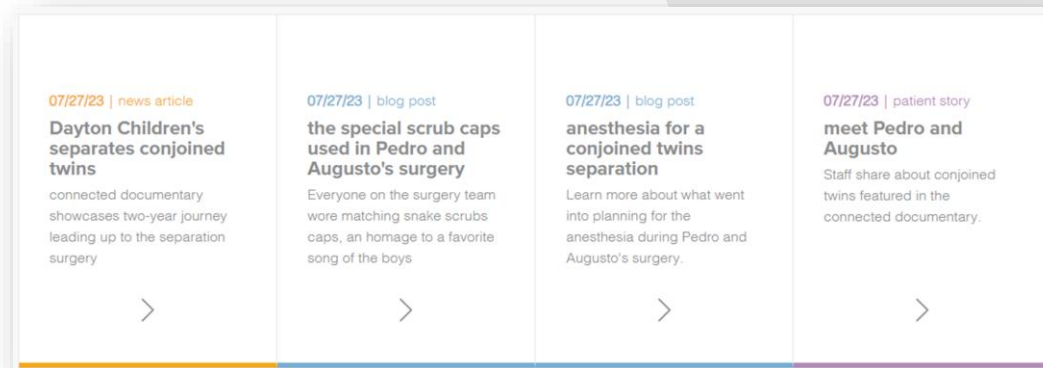
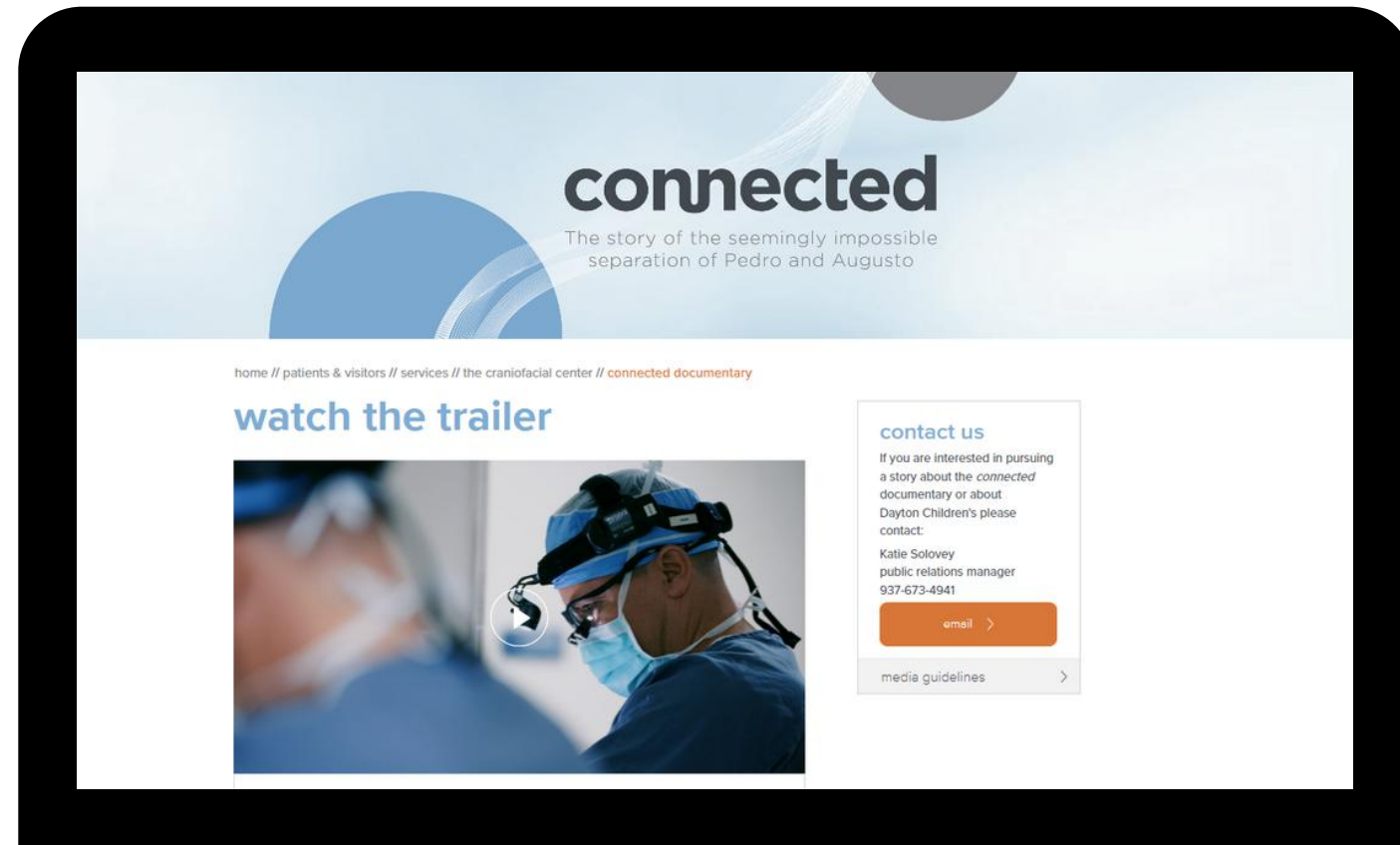
Most relevant

web content

We created childrensdayton.org/connected as the lander for the documentary.

Our goal was to receive 5,000 website page views of this lander within the first month.

We exceeded that goal by 95% receiving 9,700+ page views in the first month.



testimonials



“

There were so many emotions watching this documentary. Congratulations to all the skilled hands involved to give Pedro and Augusto the chance to live their best lives!

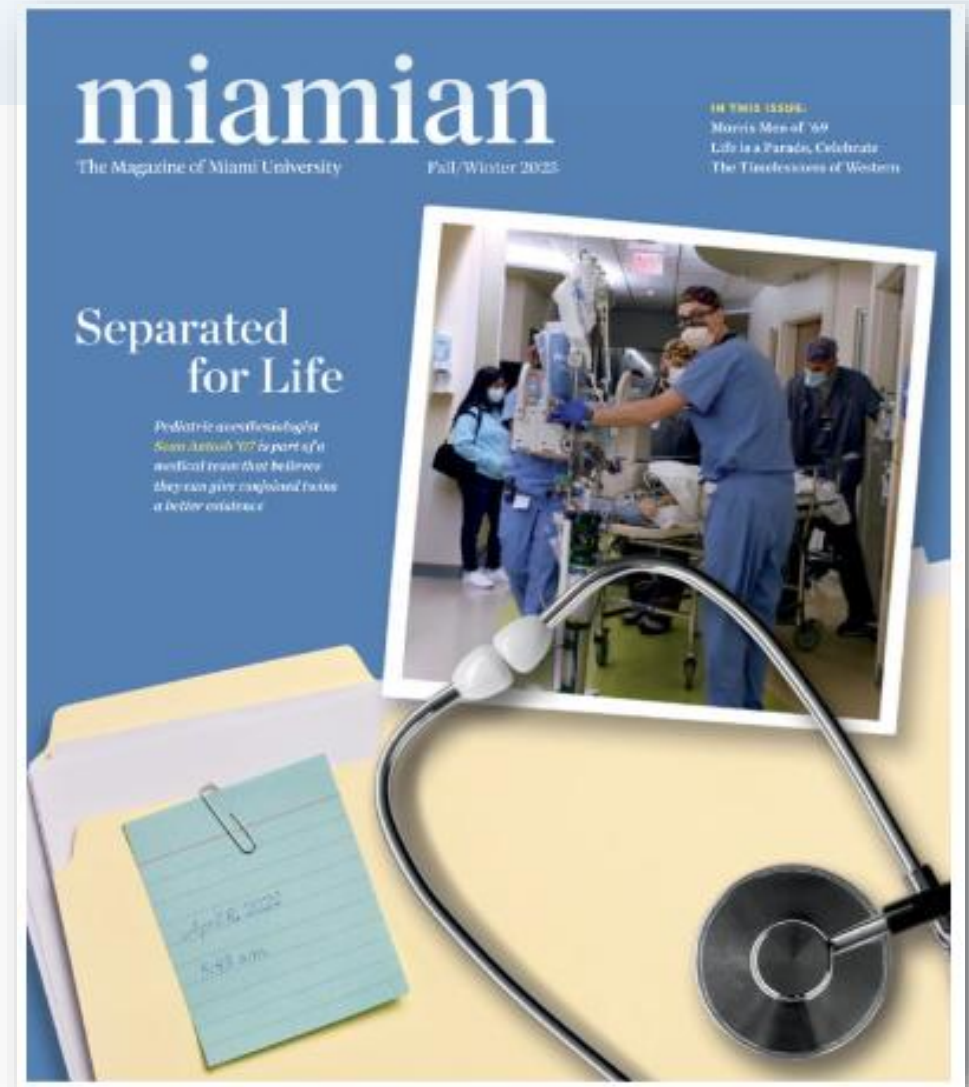
An amazing film, showing the compassion, intelligence, and skill of the staff of Dayton Children's. I wish all the best to Augusto and Pedro for a happy life.

Dr. Lober and team is amazing!!!! You guys are heroes! Thank you for all you do for your patients and make them feel like family!!!


This is awesome. So proud of Dayton Children's Hospital and everyone involved in the separation.

not just 'one and done'


- One-year follow up
- Odyssey: hospital stakeholder magazine
- Compass: employee magazine
- *Miamian* cover story
- Research publications



challenges and solutions: learn from us!

- Unpredictable surgical timeline
 - Complex, multi-stakeholder approval process
 - YouTube age restriction flagged surgery content
 - Footage captured on mobile devices
- 

results and evaluation

- Exceeded all objectives significantly
 - Unanticipated viral success – recalibrated expectations
 - Key learnings:
 - The power of **consistent communication** in long-term projects
 - **Flexibility** is key when working with real-time medical events
 - **Emotional storytelling** drives engagement
- 

three-step plan for impactful multimedia campaign

1. Research & strategy

- Conduct media analysis & audience insights
- Set realistic, measurable goals

2. Execution & stakeholder coordination

- Develop branding & narrative
- Align stakeholders with clear approval processes
- Utilize a mix of media, events and digital storytelling

3. Evaluation & optimization

- Track KPIs and adjust in real-time
- Leverage insights to inform future campaigns

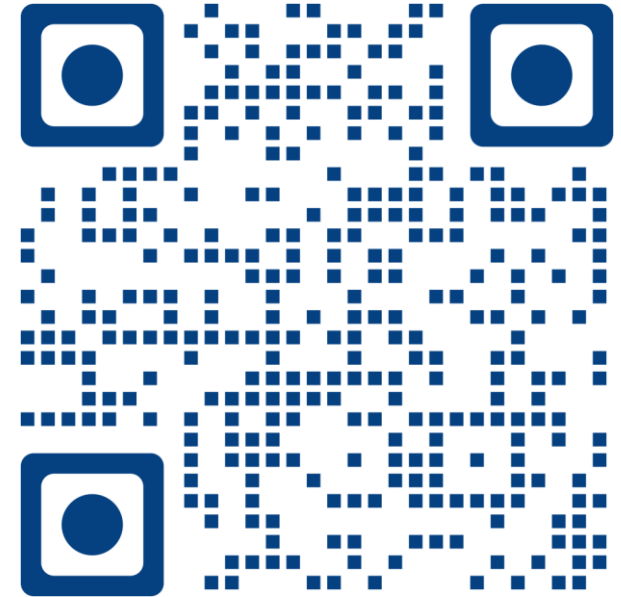


questions?



where to find us

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Scan to watch the film