

# Generating Nationwide **WORD-OF-MOUTH** for the Healthcare Industry

A HEALTHTALKER CASE STUDY



# Spreading the Word



HealthTalker creates compelling word of mouth programs in the healthcare industry that raise awareness and increase conversations about causes, conditions and treatment options. We activate like-minded individuals to join the movement and spread the word to people they know and trust in their networks, leveraging the power of personal recommendations.

**We amplify their voices to engage, equip and empower others to take action.**

Once engaged, HealthTalkers\* are equipped with the facts and resources they need to begin spreading the word. We empower them to motivate others to learn the facts, take action, and speak with their doctor, leading to better physician-patient dialogue and increased awareness of conditions and treatment options.

*\* HealthTalkers are not compensated for their participation.*

## The Evidence for Word of Mouth is Overwhelming

92%

of consumers say they trust recommendations from people they know

84%

of those consumers will take action based upon those recommendations





**OBJECTIVE:** Our client had three primary objectives with this program when we started:

**1.** Engage consumers to spread the word about being protected from this devastating disease; **2.** Spread the word that a booster dose is required to stay protected, **3.** Measure the market impact of the HealthTalker Program using independent third party research. The program was renewed and expanded by 40% in year two.

## Creating the Movement

Working with the client, we recruited moms (mostly) between the ages 35-54 who had children 10-18 years old. They wanted to be involved in the movement to be a part of something larger than themselves and help spread the word about something that mattered to them. This 'mom' segment was ideal as they direct most, if not all, the health care decisions in the household! **In over 10 weeks we signed up nearly a 1,000 HealthTalkers into the movement. The program was renewed and expanded by 40% in the second year adding nearly 400 additional HealthTalkers .**



## Innovative WOM Marketing Program

We created an innovative WOM marketing program to mobilize and educate a group of highly engaged caregivers as members of the program.



### Offline & Online Tools

Once engaged, participants were provided the tools and resources they needed in order to share information with others via in-person conversations and online activities.

### Facts For Sharing

We developed informative facts that were easy to share and would encourage discussion and ongoing disease education.



# Engage. Equip. Empower.



The surround-sound HealthTalker engagement started with our Movement Manager, Julie. She was the central voice to the HealthTalkers once enrolled. HealthTalkers were equipped with MLR-approved content and facts through direct mail and online. Having factual information to share or pass along provided an authentic structure for dialogue, empowering them to have effective, informed conversations. In total, over 40,000 conversation aids were distributed to HealthTalkers. Motivating messages through email, newsletters, personal stories, forums and personal HealthTalker acknowledgements were delivered throughout the program.

# PROGRAM METRICS

18+ months



**1,377**  
HealthTalkers



**20.6**

Conversations lasted on average 20.6 minutes



**56%**

Intent to ACT:  
See their physician



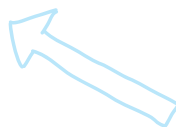
**79%**

Conversations occurred with moms aged 35-54



**28**

Average number of primary conversations per HealthTalker



\*Conversations using conservative relay rates

(and again)

# Measure, Measure and Measure Again

Critical to the evaluation of the program was market impact measurement by an independent, 3rd party market research organization. The manufacturer provided all sales call data, individual marketing interventions, PR campaigns, paid and organic search, digital display advertising and sales promotion. Conversation data was captured directly from the HealthTalkers.

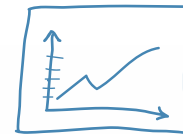
The HealthTalker Movement was measured 4 times during the length of the program using a sophisticated econometric modeling of the sales and marketing data provided by the manufacturer, including government provided utilization data.

**RESULTS:** The results showed that the incremental impact of HealthTalker's WOM Movement lead to the protection of over 100,000+ preteens and teens and returned an ROI in excess of 5:1!



**100,000+**

PreTeens & Teens Protected



**5:1**

Returned ROI in excess of 5:1



# HealthTalkers are Real People Making a Difference

Here are some verbatim comments we received from HealthTalkers about why they liked being part of the movement:

**"I feel parents need to be more pro-active about their children's health. This is an avenue that allows open conversation about real life experiences. It's a good feeling to know I can help others by sharing stories through HealthTalker."**



**"Great cause! Do you have other programs?  
#proudtobehealthtalker #payitforward"**



**"I wanted to share up-to-date health information with people my age."**



**"I feel proud to advocate such an important and life saving cause. I get satisfaction out of helping others as well as making them aware of something that they weren't in touch or informed about."**







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If you want to learn how HealthTalker can make a difference in your marketing plans, please contact us today.

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**Steve Simcox**  
Managing Partner  
908-246-8369  
steve@healthtalker.com



**HealthTalker**

Spread the Word. Make a Difference.

3600 Rt 66, Suite 150 Neptune, NJ 07753 | [www.healthtalker.com](http://www.healthtalker.com)

[hello@healthtalker.com](mailto:hello@healthtalker.com) | **973-665-6915**