

GENERATING NATIONWIDE
WORD-OF-MOUTH
FOR THE HEALTHCARE INDUSTRY

A HealthTalker Case Study



THE IMPORTANCE OF SPREADING THE WORD



HealthTalker continues to find success developing compelling word of mouth programs designed to raise awareness and increase conversations about prevalent health conditions and the prescription products that treat them in the United States.

The HealthTalker platform is used to **educate**, **inform** and **activate** those affected by a specific condition and provide them with the resources they need to begin spreading the word.

HealthTalker recently used its proprietary platform to raise awareness of a very common disease that affects millions of young females each year.

THE EVIDENCE FOR WORD OF MOUTH IS OVERWHELMING

70%

of consumers believe that pharma information from peers is credible, even if the peers are not experts ¹

83%

of consumers who use social media for health information are interested in hearing from others with the same condition ²

92%

of consumers say they trust earned media like word of mouth above all other forms of advertising, representing an 18% increase from 2007 ³

WE HELP GET THE WORD OUT!

THE MISSION

Due to the lack of awareness about the severity and prevalence of this particular condition, a major pharmaceutical manufacturer chose to partner with HealthTalker and take a **grassroots approach to raising awareness** about this condition by leveraging the power of **word of mouth** (WOM).

THE OBJECTIVE



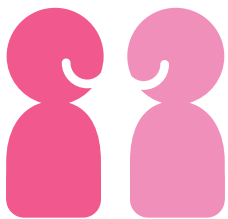
Increase awareness of and **education** about this condition among the young adult female (YAF) segment in an unbranded capacity.

Knowledge is power! And with the right information, women can be the best sources to get the word out to the people who need it most!

THE HEALTALKER SOLUTION

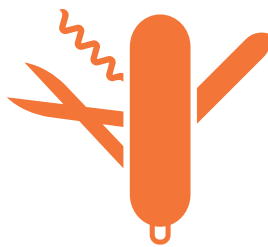
A BLUEPRINT FOR SUCCESS

CREATE AN INNOVATIVE WOM MARKETING CAMPAIGN



Create an innovative WOM marketing campaign to mobilize and educate a group of highly engaged female patients as members of the program.

PROVIDE ONLINE AND OFFLINE TOOLS



Provide members with the necessary online and offline tools to enable them to increase the reach and impact of their message.

PROVIDE FACTS FOR SHARING

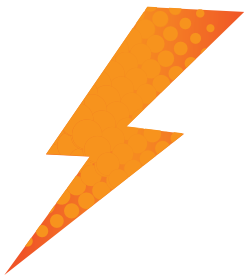


Develop informative materials that are easy to share and will encourage ongoing disease education.

CORE ELEMENTS OF A HEALTHTALKER CAMPAIGN



Identify patients and other interested consumers who have been touched by this condition and are passionate about spreading the word.



Engage members by providing them with meaningful resources, tools, and handouts to enhance the spread of information, both online and offline.



Empower members to motivate others to become educated, take action, and speak with their doctor.

DELIVERING RESULTS WORTH TALKING ABOUT!

WOM is all about making a message or cause go viral, which is exactly how we track the success of each HealthTalker program, using our proprietary measurement system outlined below:


Learn how our program went . . .

VIRAL


VOLUME

 **1003**
Members


 **48,637**
Influential
conversations

 **89%**
Took place
face-to-face


IMPACT

13 
Minutes
average length
of conversation


COMPARE TO
a 30 second
TV commercial


90%
Of conversations
well or extremely
well received

REACH


 **45,000+**
Patient materials
distributed


 **50**
States reached

 **71%**
Of members in
brand's target
market

ACTIVITY

 **206**
Stories submitted

 **857**
Tell A Friend
emails sent

 **100%**
Of members
completed
a 15-minute
educational
tutorial

LIKELIHOOD

73% 
To continue
spreading
the word

 **62%**
To speak
to a HCP


**DRIVING
STRONG
ROI**

WHAT'S IN IT FOR PARTICIPANTS?

Even though HealthTalker doesn't compensate its participants, there was still tremendous activity and engagement among the HealthTalkers. There are 3 key reasons why people chose to get involved:

EMOTIONAL: People like to feel like they are a part of something larger than themselves, and want to make a difference in the lives of others through their own knowledge and experience. Participating in a HealthTalker program gives them social currency among their network.

THERAPEUTIC: Data exists that shows that speaking about one's personal health condition provides a therapeutic benefit, helping the individual feel a sense of control over a health issue from which they suffer.

FUNCTIONAL: Program participants all received a welcome kit with educational materials that included a program-specific URL they could share with others. The materials of the welcome kit were used to help educate others in a fun and meaningful way. In addition to the online tools to spread the word and share their personal story, members of the program found value in having trusted materials to distribute to people they know.



BUT DON'T JUST TAKE OUR WORD FOR IT!

Here are some verbatim comments we received from HealthTalkers during their participation in the program:




EMOTIONAL CONNECTION

“My story has recently been published to your website and tears were in my eyes as I read it. I am so happy to have my story out there. It has been the best form of therapy for me.”

“This website has been a blessing in my life because I feel empowered by telling my story, helping others, and being an ambassador. Thank you so much for the opportunities...and for the healing it has given me.”

SPREADING THE WORD

“I will be giving a presentation in a class of mine about this condition... I have already picked up information from my doctor...I believe this is an extremely worthwhile opportunity to get the word spread to about 100 students.”



SUMMARY (SO WHAT CAN YOU TELL YOUR BOSS?)



A major pharmaceutical manufacturer, in partnership with HealthTalker and many women across the country, successfully increased the awareness and education level of a prevalent condition among Young Adult Females (YAF s) through a unique HealthTalker Program.

The program was in-market for more than 3 years, which speaks to the ongoing success and impact that its members were able to generate nationwide.

Through the dissemination of offline educational handouts, coupled with HealthTalker's proprietary online sharing platform, the participants were able to spread the word throughout every state in the country!

Thanks to the awareness generated, women are now having more educated conversations with their doctors and finding the treatments that are right for them.

AND WHAT CAN YOU DO NOW?

If you like what you've just read, and want to learn how HealthTalker can make a difference in your marketing plans, please contact us today.

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Sources:

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