



The Christ Hospital

**gethealthy**  
C I N C I N N A T I

## **Campaign Progress Report**

**June 2011  
Summer Activity**

Presented by



# Program Performance Overview – June 2011

## Overview:

The report that follows is a summary of media activity for the Christ Hospital program. The report covers the time period of **June 1- 30, 2011**. Throughout June, Zizzo Group has made observations about the program which are provided below.

## Observations and Significant Trends:

Below, please find a listing of key data and prominent statistical trends as seen in the reported metrics.

- TCH reported a total of **41** phone calls into the program number. Although there is not an official report at this time, the majority of the calls were in response to the quarter-page print ad CTA: Register for a FREE skin cancer screening. It is suggested that similar CTA's be used in the future – promoting classes, events, screenings, etc.
- There was a total of **915** in visitor traffic during the month of June. This is a slight decrease from the previous month, however, Zizzo has found that website visitor traffic tends to drop slightly during summer months.
- Other than the three topic articles and sidebar that were featured during the month of June, other top viewed pages include:
  - Physician Spotlight Section: **199** page views; Specific Physician Spotlight Doctors: **240** page views
  - Community Health Classes/Events: **146** page views
- The article, *Weekend Warriors: Avoiding Battle Scars*, received the most visitors with a total of 130 page views, indicating that this topic resonates with consumers.
- Banner ads on WLWT.com were slightly under-delivered with a total of **330,637** impressions and **129** click-thrus, resulting in a total click-thru ratio of **0.04%**. As is protocol, Zizzo is working with the media partner to determine a solution for make-good impressions moving forward. It is interesting to note that although the 300x250 banner (Weekend Warrior) received the most clicks (85 total), the 728x90 (Bites, Bugs, Burns) had the highest click-thru rate with 0.05%.
- Banner ads on Cincinnati.com (Cincinnati Enquirer) continue to produce consistent impressions (**500,135**). Both banner sizes received 36 clicks each.
- A total of **12** visitors clicked on the Cincinnati Sports Club's 60-Day, \$60 Physician Prescription program during the month of June. According to Cincinnati Sports Club, no individuals have redeemed this offer to date.

## Physician Surveys – June 2011

**Physicians who participated in the June program -- Dr. Piersma, Dr. Schneider, and Dr. Craven -- will each be provided a Participant Survey. Survey responses will be reported in the following campaign report.**

- 1) Approximately how many coworkers, colleagues, community members and/or patients have commented that they saw you participate in Get Healthy Cincinnati?
  
- 2) Were any new patients referred to you as a result of this program?
  
- 3) Did any current patients contact you for additional services (i.e. scanning, meds, screenings, etc.)?
  
- 4) Do you think your web article/newspaper ad helped the general public gain a greater understanding of a particular health condition, process or treatment?
  
- 5) Do you think the content featured in the Get Healthy Cincinnati program is helping raise awareness of the quality of care and scope of services available at The Christ Hospital?
  
- 6) Do you believe the content featured in Get Healthy Cincinnati is helping convey the importance of living healthy lifestyles and making healthier choices?
  
- 7) How was your experience working with The Christ Hospital Marketing Team and Zizzo Group Marketing+PR+New Media?

# Media Audit – June 2011



## TV Spots Aired

Total June spots: 58

Total spots contracted: 66

## TV Spot Breakdown

:15 Spot – 16

:30 Spot – 34

:60 Spot – 8

## Banner Ads on WLWT.com

### Total Impressions

330,637 (400,000 guaranteed)

### Total Clicks

129 (0.04% CTR)

## Banner Ad Breakdown

### **160x600:**

327 impressions, 1 click, 0.31% CTR

### **300x250 Topic:**

213,671 impressions, 85 clicks, 0.04% CTR

### **728x90 Topic:**

73,290 impressions; 37 clicks. 0.05% CTR

### **Title Bar Logo:**

2,335 impressions, 1 click, 0.04% CTR

### **Best Bets:**

41,014 impressions, 5 clicks, 0.01% CTR

## Print Ads Published

Total ads: 4

## Half-Page Ads:

### **Thursday, June 2** (Full color)

Featuring Dr. Craven in “Enjoy the Summer Buzz.”

(CTA: Get tips on how to stock your summer-first aid kit and other summer safety tips at [www.GetHealthyCincinnati.com](http://www.GetHealthyCincinnati.com))

### **Sunday, June 5** (Full color)

Featuring Dr. Piersma in “Sun Safety.” (CTA: Learn where to schedule a complete skin cancer screening at [www.GetHealthyCincinnati.com](http://www.GetHealthyCincinnati.com) or call 877-904-4YOU.)

### **Sunday, June 19** (Full color)

Featuring Dr. Schneider in “Step from Weekend Warrior into full-time Fitness.” (CTA: Keep up with your pace this summer with sports injury prevention tips at [www.GetHealthyCincinnati.com](http://www.GetHealthyCincinnati.com).)

## Quarter-Page Ad:

**Wednesday, June 15** - “Skin cancer doesn’t always announce itself.” (CTA: Register for your FREE skin cancer screening by calling 877-904-4YOU.)

## Banner Ads on Enquirer.com

### Total Impressions

500,135 (0 guaranteed)

### Total Clicks

72, 0.01% CTR

## Banner Ad Breakdown

**300x250:** 250,044 impressions; 36 clicks, 0.01% CTR

**728x90:** 250,091 impressions; 36 clicks, 0.01% CTR



# Get Healthy Cincinnati Web Dashboard – June 2011



Total site visitors	<b>915</b>
Unique visitors	<b>848</b>
Average time on site	<b>01:41</b>
Average page views per visit	<b>2.43</b>
Physician Spotlight clicks	<b>199</b>
Outgoing links to TCH sites	<b>74</b>

## TRAFFIC

Direct **20.55%**  
Referring Sources **24.92%**  
Search engines **54.54%**

### Top referring sites include:

- Google: **437**
- The Enquirer: **43**
- The Christ Hospital: **39**
- Facebook: **6**
- WLWT: **4**

### Feature Article Views

Weekend Warriors: Avoiding Battle Scars **130**  
Sun Safety from Head to Toe **71**  
Summer's Bad B's: Addressing bugs, bites and burns **56**

### Topic-specific Content Views

Interactive: Sunscreen Labels Decoded **35**  
Video: Summer Sun Safety **21**

### Additional Web Segment Views

Individual Doctor Spotlight clicks **240**  
Community Health Classes/Events **146**  
Health Info Article Page Views **78**  
Find a Location **33** (20 specific searches)  
Contact Us **19**  
Find a Physician **16**

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**41** Phone Calls into Call Center in June

**12** clicks on sports club promotion