

# Innovative advertising testing research shows valuable results for OSF HealthCare

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## 42%

INCREASE FOR A NEW BRAND CAMPAIGN

## 27%

INCREASE BETWEEN RESULTS FOR CARDIOLOGY CAMPAIGN

## 20%

INCREASE BETWEEN RESULTS FOR PRIMARY-CARE CAMPAIGN

### SUMMARY

OSF HealthCare is an integrated Catholic health system owned and operated by the Sisters of the Third Order of St. Francis, headquartered in Peoria, Illinois.

OSF HealthCare employs over 24,000 Mission Partners (employees) in 145 locations throughout Illinois and Michigan. In 2020, OSF OnCall was established, a digital health operating unit that delivers seamless navigation for the care and services patients desire—when, where, and how they prefer to receive them.

**“Using NRC Health tools, optimization decisions made by leadership are quantified by the data.”**

—**Andrea Bonk**, program manager of Market Research & Analytics, OSF HealthCare

### OPPORTUNITY

OSF HealthCare aimed to improve awareness, preference, image, reputation, and advertising recall—testing five service lines simultaneously and against each other. Utilizing NRC Health’s Market Insights and AdVoice solutions, the OSF team gathered market-specific data to make informed decisions on the campaigns that best connect with consumers.

### SOLUTIONS AND RESULTS:

OSF utilized AdVoice to test what was working and what wasn’t and to see what data needed to be added to be most successful. They tested the overall branding campaign, assessing a variety of tactics for each segment, and used the data to optimize the campaigns after the initial launch.

Marketing leadership also tested all five segments against each other by comparing benchmarks against other service-line data from NRC Health, such as cardiovascular and birthing campaigns, and specific marketing-creative pieces against each other, to see what worked in terms of tactical research. Once digital, video, print, and billboard creative pieces were tested, NRC Health compiled the results to identify emerging trends.

- 42% increase for a new brand campaign
- 27% increase between service-line benchmark and campaign results for cardiology campaign
- 20% increase between service-line benchmark and campaign results for primary-care campaign
- 16% increase between service-line benchmark and campaign results for birthing campaign