CASE STUDY
EXECUTIVE SUMMARY

OSF HealthCare harnesses new advertising research for valuable insights

READ THE FULL INTERACTIVE STUDY

FEATURING: OSF HEALTHCARE

52%↑
INCREASE IN CONSUMER ENGAGING WITH OSF WEBSITE

33%↑
INCREASE IN LIKELY TO SWITCH TO OSF HEALTHCARE

61%↑
INCREASE IN BENCHMARK COMPARISON

SUMMARY

OSF HealthCare is an integrated Catholic health system founded 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—including 16 hospitals, two nursing colleges, and a 1,700-provider network—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. OSF Innovation, ranked among the top 10 innovation centers in the country, is a multidisciplinary program focused on the largest healthcare challenges in the industry.

OPPORTUNITY

In 2022, OSF HealthCare tested creative impact and effectiveness on a multi-service line brand initiative using NRC Health's AdVoice platform. Using direct consumer feedback on messaging, presentation, and engagement, OSF was able to refine its creative in real time and test five service lines simultaneously. The valuable feedback validated the work of the original campaign while providing clear direction and insights for upward growth when it came time to refresh the campaigns. Given the important market perspective gathered in



"As long as we put the consumer at the center of everything we do, we're going to win. It's really putting yourself in the consumer's shoes and walking through that journey and their expectations, and then delivering against that journey."

—**Mayura Kumar**, Director of Digital Marketing Strategy, OSF HealthCare

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2022, OSF HealthCare tested the new core messaging with the AdVoice platform again in 2023, paying special attention to the primary service line to show quantifiable change.

Compared to the 2022 AdVoice study, OSF HealthCare saw increased engagement for 2023 messaging, specifically for call-to-action engagement such as likelihood to utilize the organization's website, switching to providers or facilities, and desire to learn more about primary-care services.

SOLUTIONS AND RESULTS

The OSF HealthCare marketing strategy, beyond market research and consumer insights, puts the consumer at the center of everything the organization does, to drive patient volume and deliver on the organization's promise to serve with the greatest care and love.

NRC Health's Market Insights and AdVoice capabilities allowed OSF HealthCare to track awareness, preference, image, reputation, and advertising recall for multi-service-line brand initiatives. To continue to evolve its messaging in 2023, OSF HealthCare tested new core messaging, paying special attention to the primary-care service line. OSF HealthCare saw increased engagement for 2023 messaging—specifically for calls to action (engaging with the website, switching to OSF HealthCare, engaging on social media) and an increase in persuasion (likelihood to recommend). These results informed strategies and helped connect the dots to what matters most to patients, consumers, and communities.

Mayura Kumar, Director of Digital Strategy for OSF HealthCare explains that part of their job as marketers is to always advocate for the consumer. All consumers, she adds, are looking to solve a problem—they're seeking a solution to something—and mapping out that consumer journey is always the first step to take to tackle, no matter the industry.

THE VALUE OF HUMAN UNDERSTANDING

Infusing Human Understanding into healthcare marketing initiatives is not only a strategic approach, but also a compassionate one. By acknowledging the diverse needs, preferences, and experiences of the patients, families, and communities they serve, OSF HealthCare is paving the way for a more human-centered and impactful connection with patients.



"The insights from AdVoice gave us agility to improve our campaign messaging so it connected with each target persona. Personally aligning with the consumer ensures we meet their needs with the care we provide, which is a win-win for both our Ministry and patients. Marketing needs to drive value and results. These consumer insights demonstrated both."

—**Susan Milford**, Senior Vice President of Marketing and Communications, OSF HealthCare

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