



Pairing content with data-driven distribution strategy

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could my cough be

could my cough be **cancer**

could my cough be **pneumonia**

could my cough be **allergies**

could my cough be **acid reflux**

could my cough be **heart related**

could my cough be **hayfever**

could my cough be **asthma**

could my cough be **lung cancer**

could my cough be **from mold**

could my cough be **bronchitis**

bruised esophagus from coughing

when i cough my whole body hurts

coughing so hard my diaphragm hurts

can you cough to death

can excessive coughing damage the lungs

broken blood vessel in throat from coughing



Report 1

Gwyneth Paltrow split with Condé Nast because they wanted her to use a fact-checker

"We're never making statements," Paltrow told the New York Times.
By Julia Belluz | @juliaoftoronto | julia.belluz@voxmedia.com | Jul 26, 2018, 12:40pm EDT

The New York Times

THE CYCLE

Worshipping the False Idols of Wellness

Charcoal, "toxins" and other forms of nonsense are the backbone of the wellness-industrial complex.

By Jen Gunter

Aug. 1, 2018

Leer en español

Illustration by Claire Millbank

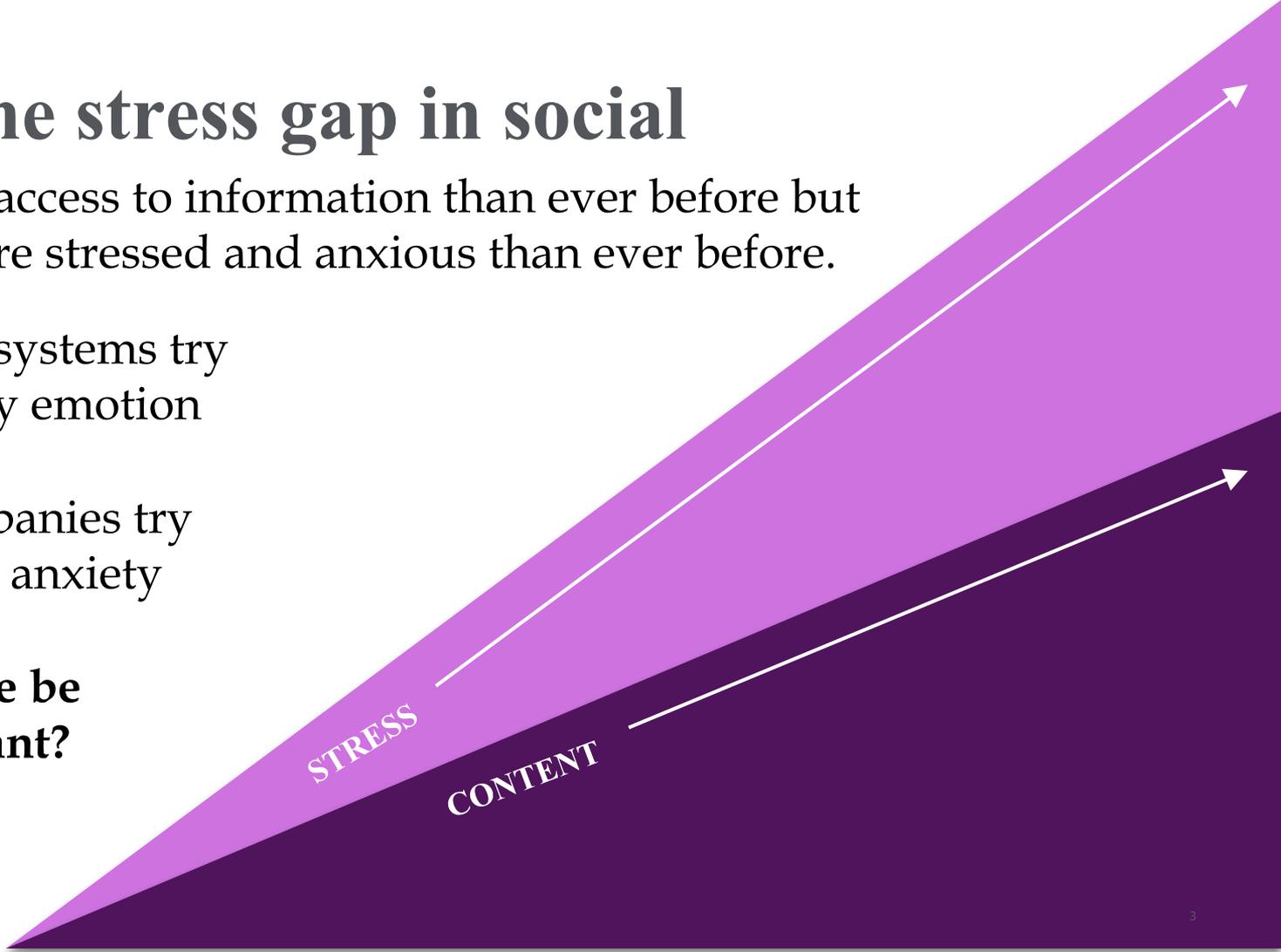
go further, I'd like to clear something up: Wellness is not the medicine.



Serving the stress gap in social

There is more access to information than ever before but people are more stressed and anxious than ever before.

- Healthcare systems try to downplay emotion
- Media companies try to monetize anxiety
- **How can we be more relevant?**



STRESS

CONTENT

What if we took a specific moment in health



Answered it authentically ...

Let's ask one of our writers, Julie!



Hunger pains & gas: My first colonoscopy

My doctor paid me a visit and told me that everything was fine. He didn't have an answer as to why I had bled that day two weeks ago, but we agreed that it was a smart decision to come in and get checked and now I could rest assured that I had a happy and healthy colon.

The guy next to me let out an enormous fart. Check, please! I decided I was strong and alert enough to get up and “pass the air” in the privacy of my own home.

Bottom line...colonoscopies are not a party, but really not too bad. And the peace of mind is well worth the trouble.

Medium

This was the experiment that started it all

Which age group is most interested?

Northwell Health
July 26 · 🌐

So you're getting a colonoscopy. What can you expect? One patient gets real in this first-hand account. <http://bit.ly/2naw0BC>

Hunger pains & gas: My first colonoscopy – Northwell Health – Medium
I lost a dear friend to colon cancer five months ago — the same amount of time it took for her to go from diagnosis to death. It was a...
MEDIUM.COM

👍 Like 💬 Comment ➦ Share

👍 🤔 🙄 176 Chronological ▾

22 Shares 33 Comments

Women 30-45 vs. Women 45-65+
Budget: \$500 split evenly

Results:

W, 30-45

Clicks: 69

CPC: \$1.96

CTR: 0.97%

Relevancy score: 4

W, 45-65+

Clicks: 727

CPC: \$0.50

CTR: 2.37%

Relevancy score: 8



Joann Kaye Appreciate the article it's time I make an appointment for one myself!!

Like · Reply · 1y



Sara Norton Guzman i think they should give out t-shirts that say "@i survived my first colonoscopy prep"

Like · Reply · 1y



What else makes people tick and click?

Testing “So You’re...” Copy

Test A: So you’re getting a mammogram. What can you expect? One patient gets real about her first.



Julie gets a mammo!

*Audience: Women, 35-65+
Budget: \$200*

Test B: They’re not fun, but mammograms save lives. One patient shares her first experience.



So, you're getting a better Relevancy score

We continued to perform and learn

Test A: So you're getting a mammogram. What can you expect? One patient gets real about her first.

Clicks: 428
CPC: \$0.41
CTR: 3.08%
Relevancy score: 9

Test B: They're not fun, but mammograms save lives. One patient shares her first experience.

Clicks: 55
CPC: \$0.48
CTR: 2.48%
Relevancy score: 8

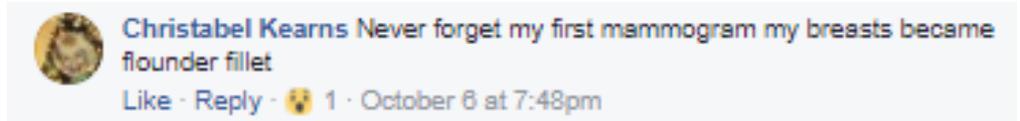


Milagros Valentin Had a real good experience having my mammogram.. Get it done it's so important..... I'm 73....
Like · Reply · 2 · October 9 at 6:31pm

Pfiggy Figueroa Yes important...but so painful
Like · Reply · October 9 at 7:58pm
2 Replies

Michele Binderoff Karnis It's only painful for a few seconds
Like · Reply · October 9 at 11:15pm

Shondelle Juah-teah Davies Northwell does a good job that were i go to get mine
Like · Reply · 3 · October 11 at 12:40pm



Christabel Kearns Never forget my first mammogram my breasts became flounder fillet
Like · Reply · 1 · October 6 at 7:48pm



Milagros Valentin It doesn't hurt and it will save your life..
Like · Reply · 2 · October 17 at 6:36am

Laverne Whiting Painless.
Like · Reply · 1 · October 17 at 10:41pm

How would imagery impact results?

Test A: Stock Image

 **Northwell Health**
Sponsored ·   

Removing my breasts to avoid cancer.



The toughest choice
Read one woman's journey
medium.com [Learn More](#)

Testing Images
Audience: Women, 35-65
Budget: \$200

Test B: Real Person Image

 **Northwell Health**
Sponsored ·   

Removing my breasts to avoid cancer.



The toughest choice
Read one woman's journey
medium.com [Learn More](#)

Why I Chose a Preventative Mastectomy



Removing my breasts to avoid cancer.



The toughest choice
Read one woman's journey
medium.com

Learn More

Results:

Clicks: 436

CPC: \$0.36

CTR: 3.08%

Relevancy score: 9



Removing my breasts to avoid cancer.



The toughest choice
Read one woman's journey
medium.com

Learn More

Results:

Clicks: 65

CPC: \$0.48

CTR: 2.12%

Relevancy score: 7

Lizette Dimitriadis Yes it is my taught and prayers goes out to all the women that have to make this difficult decision 🙏

Like · Reply · 5 · November 16 at 11:41pm

Jody Pugach Diamond It's the wisest choice one can make.

Like · Reply · 3 · November 17 at 12:36am

2 Replies

Patricia Masi #3xacharm for this ol' gal! Had a bilateral last December and still undergoing recon!

Like · Reply · 1 · November 17 at 8:07pm

JoJo Dano God bless! Me too, but there is a light at the end of the tunnel. Stay strong and positive always because that is 99% of the battle!

Like · Reply · 2 · November 26 at 7:02pm

View more replies

Geraldine Cianciotti Ferrara Be tested have the genetic testing done it is not expensive if insurance doesn't cover. So glad I got tested

Like · Reply · 3 · November 18 at 9:31pm · Edited

Denise Pearson McGuckin If you decide to take this brave path -you must never look back only forge forward it was the best decision I made saved my life 🙏

Like · Reply · 3 · November 19 at 10:52pm

1 Reply

Roxanne Aska I will take breast, uterus and ovaries out anytime.

Like · Reply · 2 · November 20 at 1:37pm



We're on to something ...

But how can we take it to the next level?

Exhibit A

THE CHIEF MEDICAL OFFICER

FRIENDS &
COMMUNITY

8:00 a.m.

Called mom to check in after changing her medicine last week.

8:12 a.m.

Googled “how to convince mom to go to doctor” from her mobile phone.

Noon.

Refilled prescription for daughter on her way to lunch.

3:15 p.m.

Clicked through 4 slides on “signs you’re aging well” feature posted on Facebook.

EXTENDED FAMILY

NUCLEAR FAMILY

SELF
HEALTH

5:15 p.m.

Texted husband to coordinate dinner plans; debated takeout options.

5:40 p.m.

Picked up son from daycare; learned a child got chicken pox the day before.

6:00 p.m.

Got home; put off glass of wine and checked son/Google for pox.

7:30 p.m.

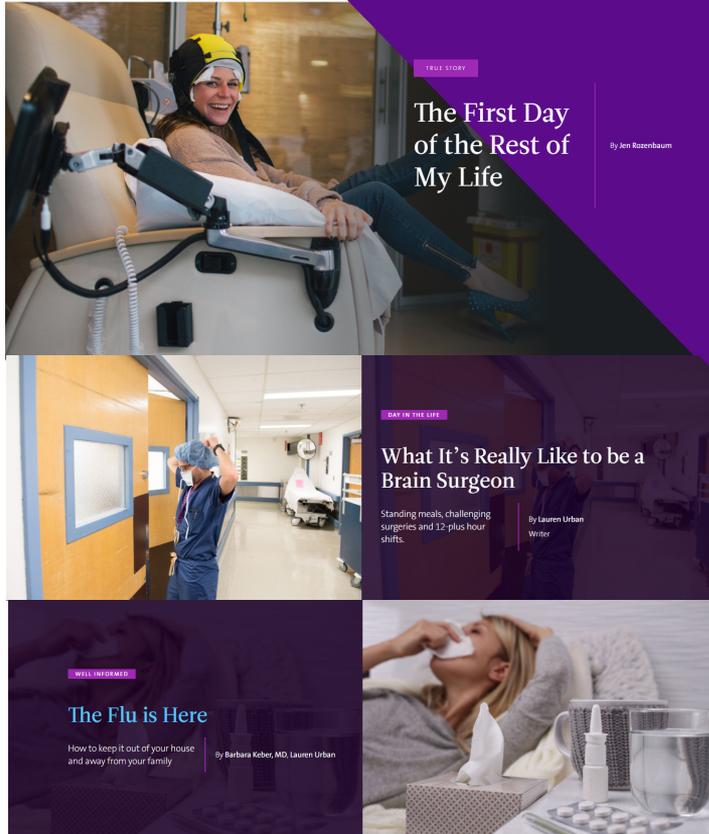
Did 7-minute YouTube workout in the basement; video shared via Facebook.

A DAY IN THE LIFE
of our Chief Medical Officer

Moments of truth = Opportunities for Relevancy

Our goal: create a stream or piece of content for each moment of truth

	SHOULD Nagging	ROUTINE Scheduled	OBSESSIONS Spontaneous	EXTREME Life-changing
Trigger	Pop culture; daily life; voice in the back of our heads	Change in life stage; management of current stage	When everyone's talking about ...	An unexpected diagnosis; an unexplained symptom
Approach	Show the success of others to inspire success of self	Help gauge expectations and navigate change	Debunk (or clarify) the news item or trend	Provide empathy, guidance and welcome
Outcome	Drive credibility and community participation	Gain trust and increase likelihood of taking next steps (i.e. HRA or event participation)	Position Northwell as a source of trust in dubious spaces	Drive referrals to Northwell services, increase awareness of services, too



DEAR DOCTOR

We tap into the age-old (and still wildly successful) advice-column format and answer the communities questions

SO YOU'RE...

We profile people going through common (and uncommon) procedures from a first-person, blog-style point of view.

A DAY IN THE LIFE

We profile (via photo-essay diary entry) people with interesting stories in the tri-state area and beyond.

TRUE STORY

We feature stories from our community in personal essay or narrative- offering voices and perspectives not commonly heard.

WELL FED

Looking for delicious, nutritious dishes to make at home? Well Fed offers video instructions to make mouthwatering meals that are certified "healthy choice recipes" by Northwell nutrition experts. Yum!

WELL INFORMED

Well Informed is a forum for Northwell professionals to demystify healthcare-related topics that leave the rest of us wondering "why?"

DEEP DIVE

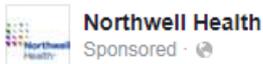
Telling the story behind the story, through investigative and narrative journalism.

Using content to find niche audiences

And how we put experiment + scale into action

Finding the Caregiver Audience

Audience Test



Caring for an aging parent can feel like an isolating experience. You're not alone.



My aging father is depressed

How I'm coping one day at a time
northwell.edu/thewell

Learn I



Women 35-45 vs. Women 45-55

Budget: \$200 split evenly

Results:

W, 35-45

Clicks: 188

Cost per click: \$0.53

CTR: 1.17%

Relevancy score: 7

W, 45-55

Clicks: 299

Cost per click: \$0.33

CTR: 1.87%

Relevancy score: 8

- Linda Walton** My father has alzheimers and that is so sad too. It hurts to see him suffer.
Like · Reply · 1w
- Linda Walton** We wish we could take their pain and suffering away.
Like · Reply · 1w
- Susan Fine Adams** Feeling the suffering. Can so relate 🙏
Like · Reply · 1w · Edited
- Meridith Shaw Rubenstein** Oh how true, try two 88 year olds and you have 5 kids, I run on coffee and Jesus.
Like · Reply · 1w
- Margaret Nasta Norris** Yes it is tough. My brother and sister and I are going thru a tough time now with both parents.
Like · Reply · 1w
- Elizabeth Meyer** My mom has Lewy Body Dementia and my daughter has autism, so it has been a bumpy ride.
Like · Reply · 1w
- Anita Pinto** My parents are in heaven now, I sleep well knowing I took care of them.
Like · Reply · 1w

Scaling Up

Budget: \$2,000

Audience: W, 40-65+



We're mothers. We're daughters. We're taking care of everyone and we're exhausted.



northwell.edu/thewell
The cost of caregiving
Five women share their stories

LEARN MORE

461 48 Comments 101 Shares



Results:

Clicks: 6,410

Cost per click: \$0.31

CTR: 2.26%

Relevancy score: 6



We're mothers. We're daughters. We're taking care of everyone and we're exhausted.



northwell.edu/thewell
The cost of caregiving
Five women share their stories

LEARN MORE

1K 98 Comments 256 Shares



Jackie Rizzi So very true. We wind up turning into people we don't even recognize anymore.

Like · Reply · 24w



Jeanette Krempler I can relate to the article as I'm an only child that is caring for my aging parents, 97 year old grandmother along with having my husband and 14 year old daughter. Oh...and throw in a full time job. There are days I just want to hid but the reality is this is my life.

Like · Reply · 25w



Catherine F Pomerico Cavanagh This is so true for me right now, my new normal is worry, exhaustion, worry, work, worry,

Like · Reply · 24w



Rosemarie Seminario Fitzpatrick Exhausted To the bones

Like · Reply · 24w

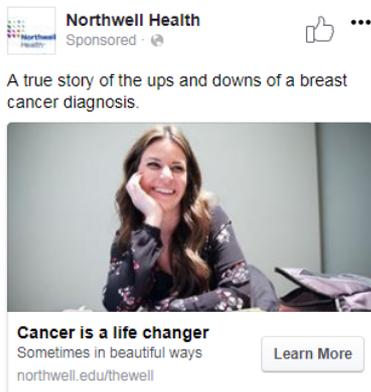


Talking About Breast Cancer

Audience: W, 40-64

Interests: American Cancer Society Making Strides Against Breast Cancer, Avon 39 The Walk to End Breast Cancer, Susan G. Komen 3-Day for the Cure

Budget: \$200



Northwell Health
Sponsored · 🌐

A true story of the ups and downs of a breast cancer diagnosis.

Cancer is a life changer
Sometimes in beautiful ways
northwell.edu/thewell

Learn More

Results:

Clicks: 1,099

Cost per click: \$0.18

CTR: 3.07%

Relevancy score: 8



Northwell Health
Sponsored · 🌐

A true story of the ups and downs of a breast cancer diagnosis.

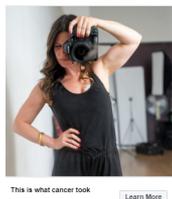
She lost her breasts to cancer

Learn More



But found a greater purpose

Learn More



This is what cancer took

Learn More



And what cancer gave

Learn More



The Well
by Northwell

Read Jenn's story on The Well

Learn More



Diane Finocchio You are an inspiration to many.

Like · Reply · 40w



2



Lisa Renda Longboat As a survivor myself, I can relate to this in so many ways, except I did not have to have chemo. Your story is truly inspiring, I always say I am so grateful, cancer has changed me in so many ways for the better!

Like · Reply · 40w



3



Ava Coltun Eckstein I pray for you-thanks for the inspiration! ❤️🙏

Like · Reply · 40w



2

Findings:

- Reaching that breast cancer survivor audience is critical
- Starting the age target at 40 is more effective

Scaling Up

Audience: W, 40-64

Interests: American Cancer Society Making Strides Against Breast Cancer, Avon 39 The Walk to End Breast Cancer, Susan G. Komen 3-Day for the Cure

Budget: \$2,000

Northwell Health
Sponsored · 🌐

On her last day of chemo, Jen discovered strength, gratitude, and studded stilettos.



northwell.edu/thewell
True Story
My life after chemo

LEARN MORE

👍 🗨️ 📄 1.1K 101 Comments 63 Shares

Results:

Clicks: 6,769

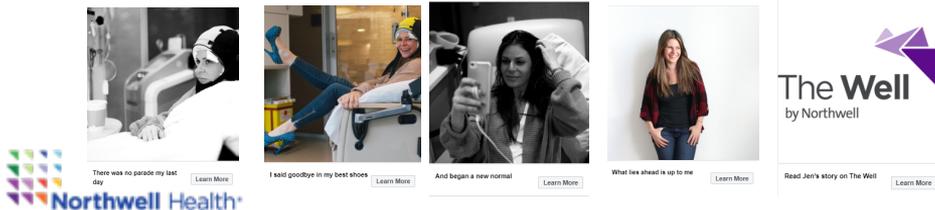
Cost per click: \$0.29

CTR: 4.08%

Relevancy score: 7

Northwell Health
Sponsored · 🌐

Jen's last day of chemo was not what she expected, but what she discovered was even better



There was no parade my last day [Learn More](#)

I said goodbye in my best shoes [Learn More](#)

And began a new normal [Learn More](#)

What lies ahead is up to me [Learn More](#)

Read Jen's story on The Well [Learn More](#)

The Well
by Northwell



Tracy Gerard Akner I went through the whole process in 2009-10. April 5th was the day I lived for and then the journey began! I reinvented myself and am still fine tuning and evolving all the time. As difficult as it all was I would not be where I am today. Thank you for sharing your journey and taking beautiful, inspiring photos of fellow warriors. ❤️

Like · Reply · 29w



Barbara Klein Newman I "get" you Jen! So beautifully said! ❤️

Like · Reply · 29w



Samira Ashraf Great inspiration you are to see you looking good. Best of luck for the future. Have had already 12 sessions of chemo. 4 to go. Wish i had your spirt. Prayers needed.

Like · Reply · 29w



@gczark @CmStolfo #SMSsummit

Connecting with Millennials

Audience: W, 25-38; Interests: Bumble, Tinder, Match.com, PlentyofFish

Budget: \$200



A screenshot of a Facebook advertisement for Northwell Health. The ad features a woman in a Santa hat holding a black cat in front of a Christmas tree. The text of the ad includes the headline 'Answering why I'm single', a sub-headline 'How I found the perfect response', and a 'Learn More' button. The URL 'northwell.edu/thewell' is also visible.

Northwell Health
Sponsored · 🌐

If you're being questioned about your relationship status, here's how to respond.



Answering why I'm single
How I found the perfect response
northwell.edu/thewell

[Learn More](#)

Results:

Clicks: 1,292

Cost per click: \$0.15

CTR: 2.67%

Relevancy score: 7

Findings:

- Very low CPC and high CTR but comments limited to tagging of others
- The topic may not be something the audience wants to bring attention in their FB activity

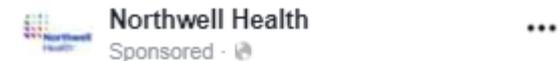
Scaling up

Audience: W, 25-38

Demo: Single

Interests: Bumble, Tinder

Budget: \$2,000



If you're being questioned about your relationship status, here's how to respond.



northwell.edu/thewell

Answering why I'm single

How I found the perfect response

LEARN MORE

295

63 Comments 60 Shares



Results:

Clicks: 6,972

Cost per click: \$0.29

CTR: 2.71%

Relevancy score: 7



Karen Paton Hawxhurst My famous response in my 30s: I love dating and being in a relationship but I've never met a man I'd subject a child to. 😊

Like · Reply · 24w · Edited



Jessica Condon "No one's good enough for me" seems to work. 😊😊

Like · Reply · 25w



Patricia Elizabeth I'm nearing 40... lol it bothers others more then it bothers me lol

Like · Reply · 24w



Nicole McDonald Lindsay Spergel This is a great article

Like · Reply · 25w



Lindsay Spergel This is an interesting read and so true. I'm gonna start using that answer.

Like · Reply · 25w



Key takeaways

Things to keep in mind as you plan content for moments – and use paid social to mine for audience segments

- Start small and learn big
- Don't assume a broad target
- Test before you invest
- There's always more to learn!

Thank You!

Gina Czark
@gczark

Christina Stolfo
@cmstolfo

#SMSsummit