



ROPER ST. FRANCIS
HEALTHCARE

Engagement Strategies for Women's Health and Beyond

in collaboration with IQVIA



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Today's conversation

Unpacking the goal

Strategy and activation

Outcomes

Key takeaways



A not-for-profit healthcare system

with more than **120 facilities** located in 4 counties



4 Flagship Hospitals & 657 Beds

1 Rehabilitation hospital



Nearly 7,000 Teammates

The region's largest private employer



1,500+ Employed & Affiliated Doctors

Representing almost every medical specialty



THE GOAL

Increase delivery volume at our hospitals

THE WHY BEHIND THE GOAL

Increase delivery volume at our hospitals

**Rapid population growth is
driving increased competition
in Charleston**

**Women's health is a key entry
point for lifelong patients**

Understanding the challenges underneath

The Charleston market is growing, but birth rates are shrinking nationally



**Women 15+
is up 8%**



**Deliveries
are down 4%**

Source: U.S. Census Bureau

Understanding the challenges underneath

Competitors old and new are already live in market

- Nearby, large academic medical center with nationally-ranked OBGYN care
- National health system opening a new women's health center in Charleston
- Longstanding local competitors still in the mix

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With complex pregnancies, moms want to be

TWICE AS CONFIDENT.

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SUMMERVILLE
MEDICAL CENTER
TRIDENT HEALTH

How we used marketing as a catalyst for growth

Deeply understood
the audience

Build a women's
health pipeline

Prioritized the
patient experience

Women's delivery decisions start long before pregnancy

5

Of the top factors women consider when choosing a gynecologist are related to delivery

Advisory Board study

Using gynecology as an entry point

BUILD LIFELONG RELATIONSHIPS WITHOUT OVERWHELMING CAPACITY

- Targeted women ages 20-45
- Focused investment on specific zip codes surrounding clinics with GYN access
- Budgeted strategically to support growth without creating operational friction

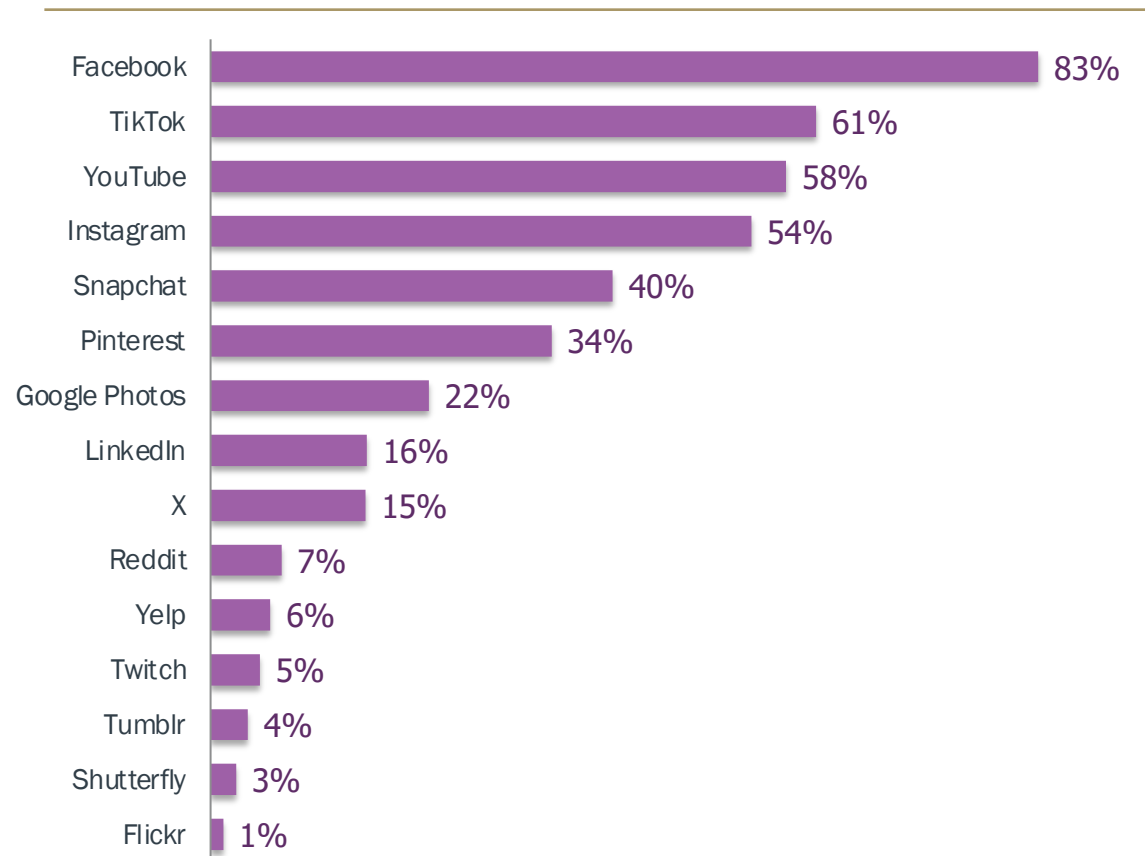
ENGAGE WOMEN MAKING PREGNANCY DECISIONS RIGHT NOW

- Targeted women ages 24-40 with pregnancy-related interests and behaviors
- Invested in paid media across the 3-county area to be competitive
- Allocated more investment to mid-funnel channels to build connection

Reaching women where they are online

- Women ages 20-45 spend an average of 37 hours/week online
- 92% use social media
- 85% use Google search
- 82% watch videos on their mobile devices

SOCIAL MEDIA USED IN THE LAST 30 DAYS



Strategy and activation

GYN messaging emphasized lifelong wellness and exceptional women's health care



 **Roper St. Francis Healthcare** ... X
Ad · 

Stay on top of your health with Roper St. Francis Healthcare. From routine exams to personalized care, our team is here to support women's health every step of the way.



ROPER ST. FRANCIS
HEALTHCARE

Delivering Women's Care

through every stage of life

rsfh.com
Care Designed for Women

Contact us

Google

Roper St. Francis
www.rsfh.com/

Advanced Care for Every Stage - Meet Our OBGYN Team

Our Highly Trained OBGYN Experts Help Women of All Ages & Stages Live Life to Its Fullest. Not Sure Where to Start? We'll Help You Find an Expert OBGYN for a Wellness Visit. Service catalog: Pap Smears, Fertility Concerns, Breast Health, Gynecologic Surgery, Uteri...

Patient-Centered Care Preventive Care Request

Call 843-544-9255



OB messaging emphasized personalized, compassionate care throughout pregnancy

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Ad · 

At Roper St. Francis Healthcare, every birth story begins with compassionate care. Our obstetrics team is here to support you and your baby every step of the way.

 **ROPER ST. FRANCIS HEALTHCARE**

Delivering Expert Care

when it matters most



 **Roper St. Francis Healthcare** ... X
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When you deliver with us, you're in charge. Your birth, your way with Roper St. Francis Healthcare nurses by your side.



Thinking about delivering







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Patients Consistently Award Our Skilled OBGYNs Five Stars. Find a Top-Rated Provider. Our Highly Trained Maternity Doctors Provide Exceptional Care & Support at Every Stage. Service catalog: High-Risk Pregnancy, Lactation & Breastfeeding, Prenatal Care, Postnatal...

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Prioritizing a seamless patient experience



Patient sees ad



Directed to GYN or
OB landing page



Can choose
between filling out
a form or calling



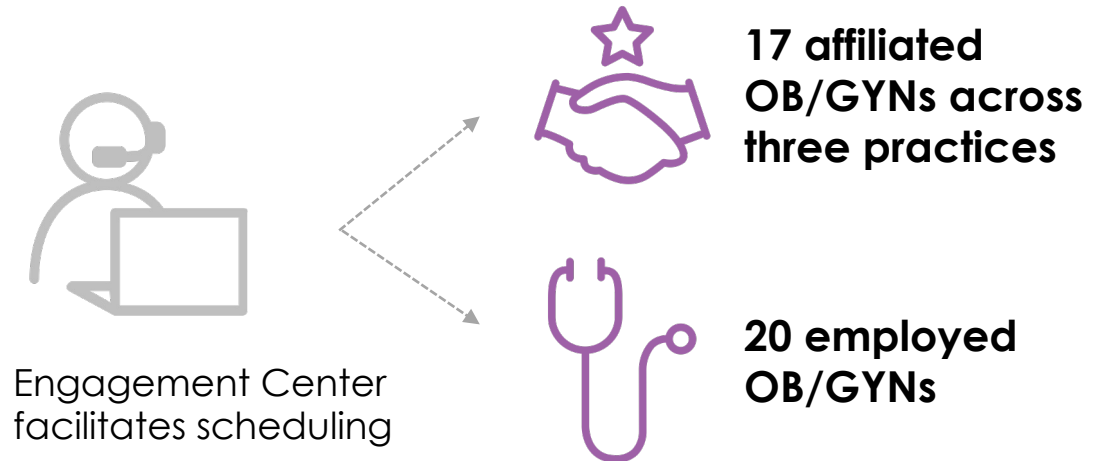
Engagement Center
facilitates scheduling



Appointment is
booked

Navigating operational nuances with the Engagement Center

- Coordinated with three affiliated practices that deliver at RSFH hospitals
- Directed patients to care based on their specific needs and locations
- Expanded RSFH's network of OB/GYN patients to support delivery goals



Outcomes

Supporting immediate and long-term growth

570 +27% +3%

OB/GYN appointments
generated by the
marketing campaign

in OB/GYN new
patient visits overall

in deliveries across
Berkeley Hospital and
St. Francis Hospital

Now, we're expanding on this foundation

Continuing to support OB/GYN

- Focusing heavily on social where the audience is engaged and competitors are actively advertising
- Closely managing GYN media spend in alignment with access
- Expanding into TikTok as another way to reach expecting mothers where they're planning for pregnancy

Applying pipeline strategy to other service lines

- Promoting primary care to stand out among strong competition and build a connection with new patients
- Testing pain management as an entry point for spine surgery

How you can apply these concepts

**Always put the
patient first**

**Lean into
audience trends
and system data
to refine
approach**

**Embrace
marketing's role
as a bridge
between patients
and operations**

Questions?



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