



Creative That Performs

How a Patient Story and Strategic Media Doubled Marketing's Impact

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Penn Medicine

Meet the experts

IQVIA + Penn Medicine



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CASE STUDY

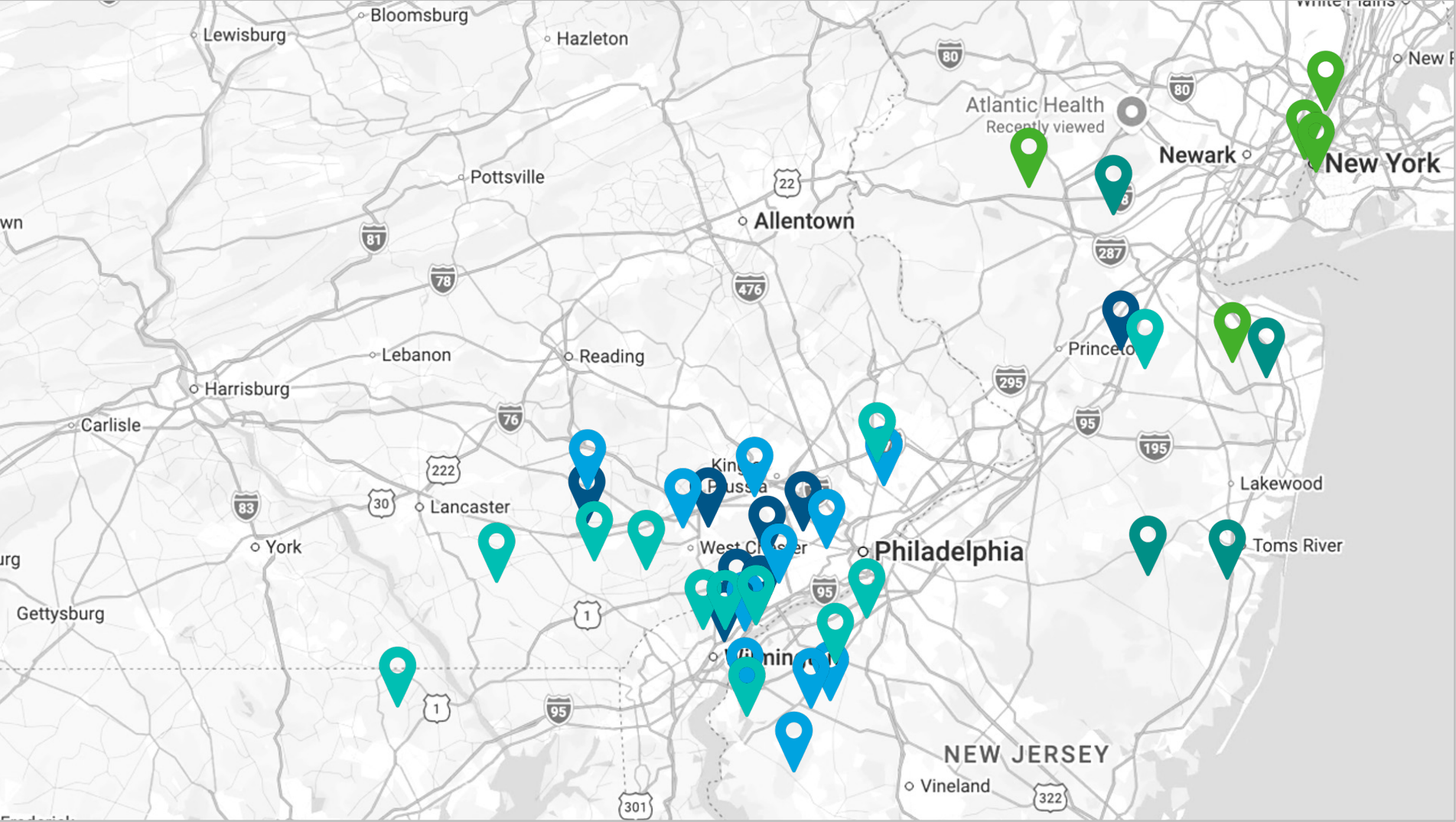
Patient-centric targeting drives surgical growth for breast cancer treatment





Shorter time to
treatment,
uncompromising
experience

Competition creates challenges



Access friction

Leakage across the care journey

Limited awareness of capabilities

Inaccessible general perception





THE CORE QUESTION

How do you build trust
among consumers and
remove barriers to care?



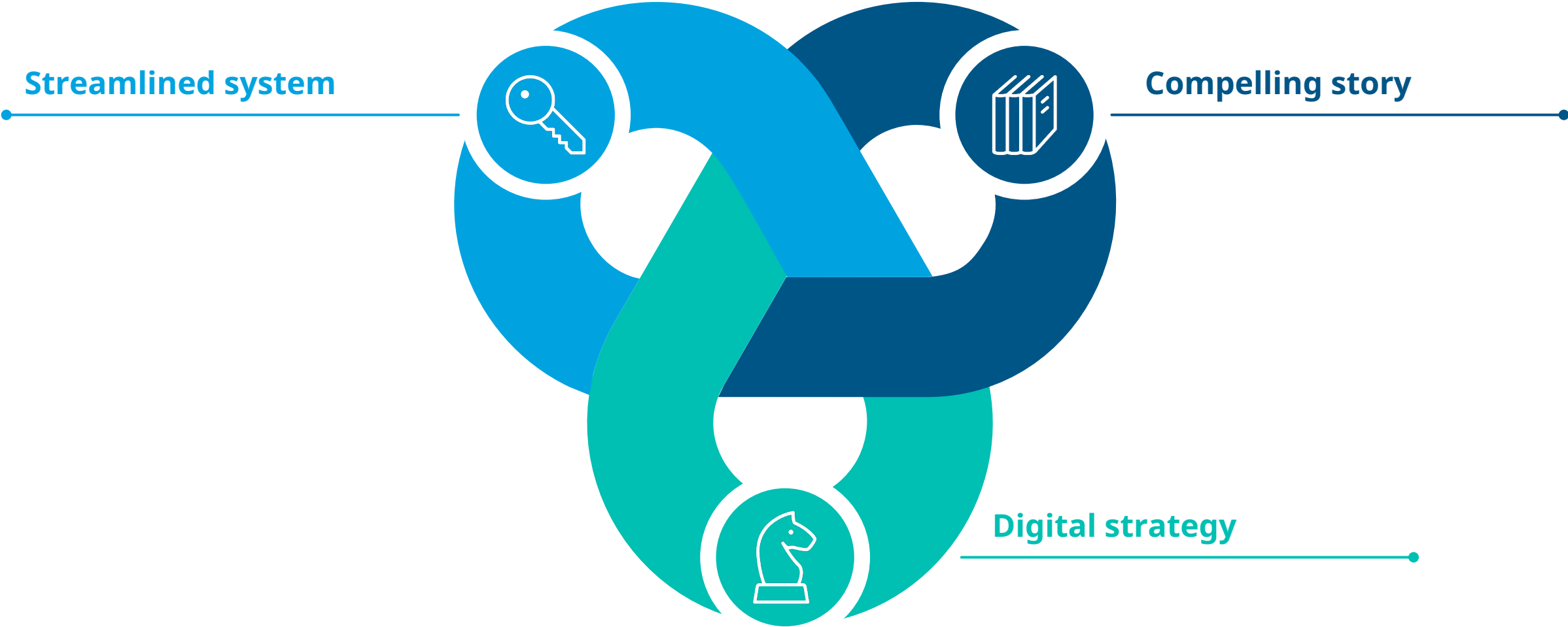
THE FRAMEWORK

Growth model



Sustainable growth is required

The growth model





Access friction



Leakage across the care journey



Inconsistent patient loyalty



Limited awareness of capabilities

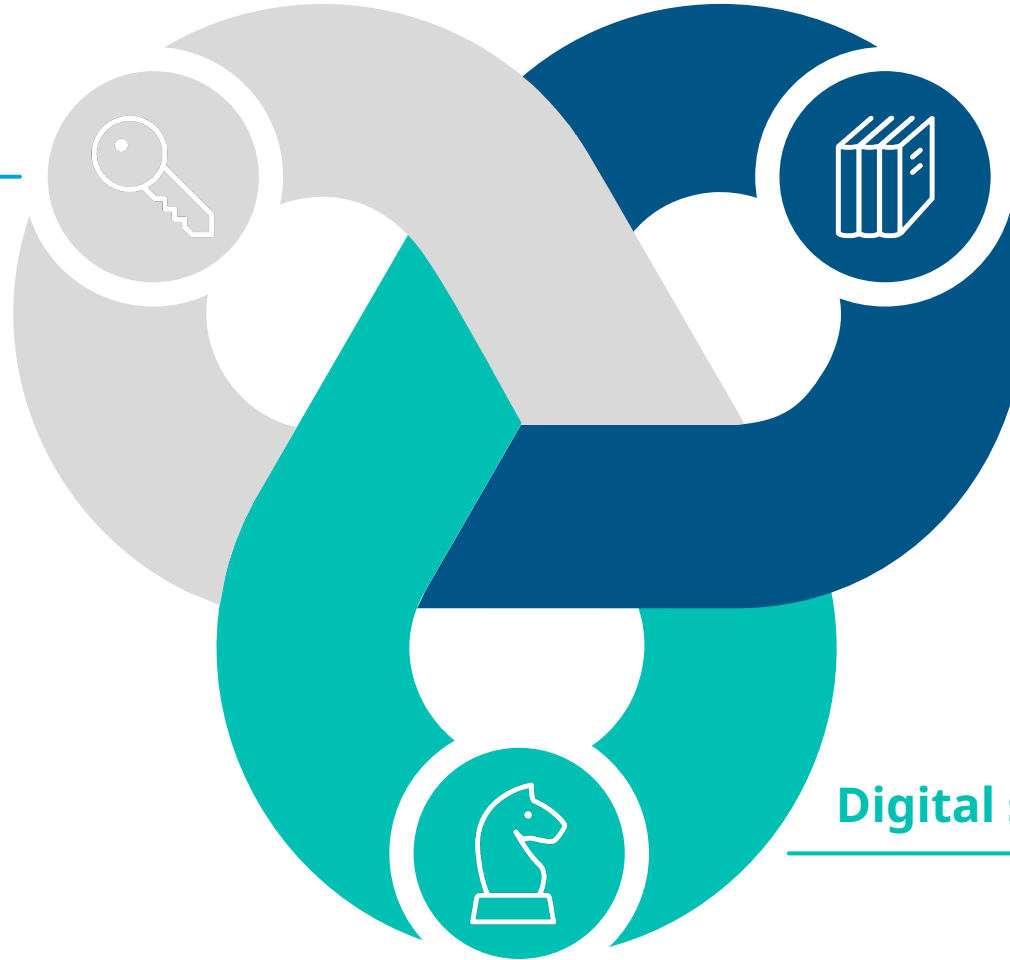


What if one piece is missing?

The growth model

Streamlined system

No access means patient leakage or poor patient experience



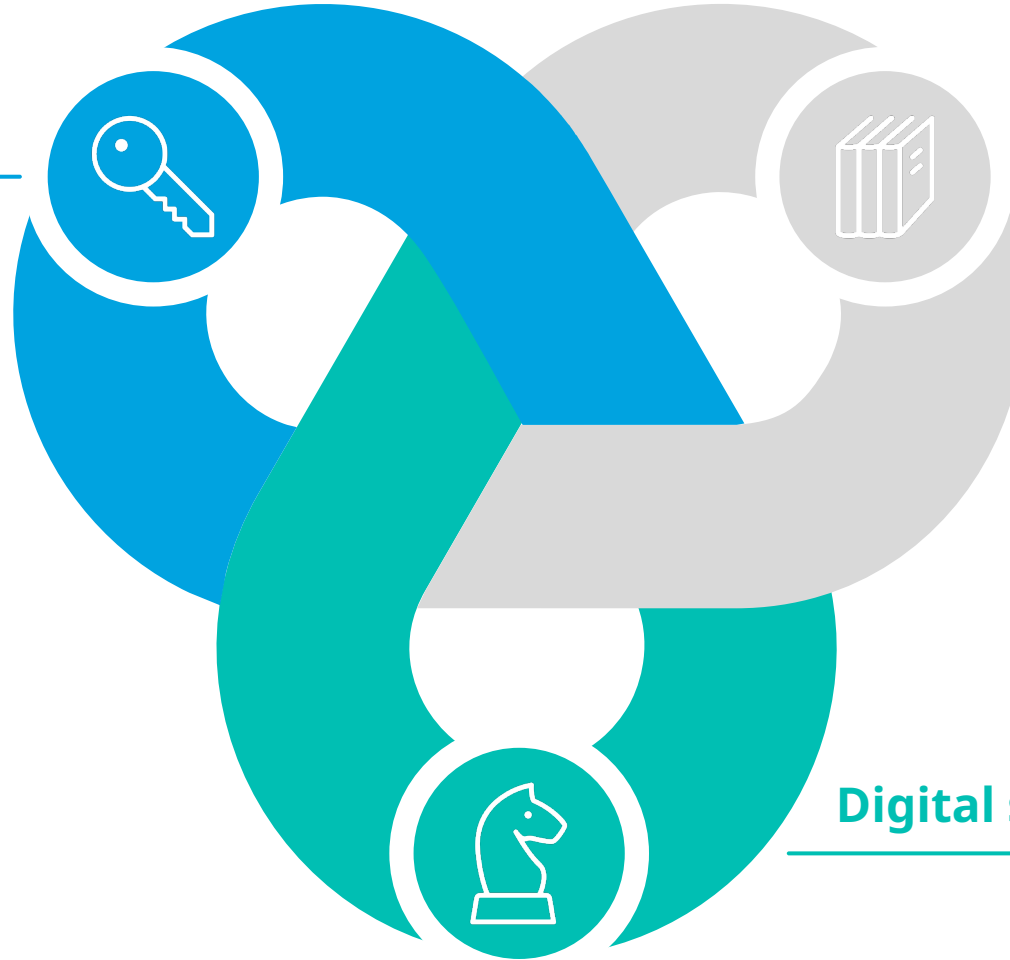
Compelling story

Digital strategy

What if one piece is missing?

The growth model

Streamlined system



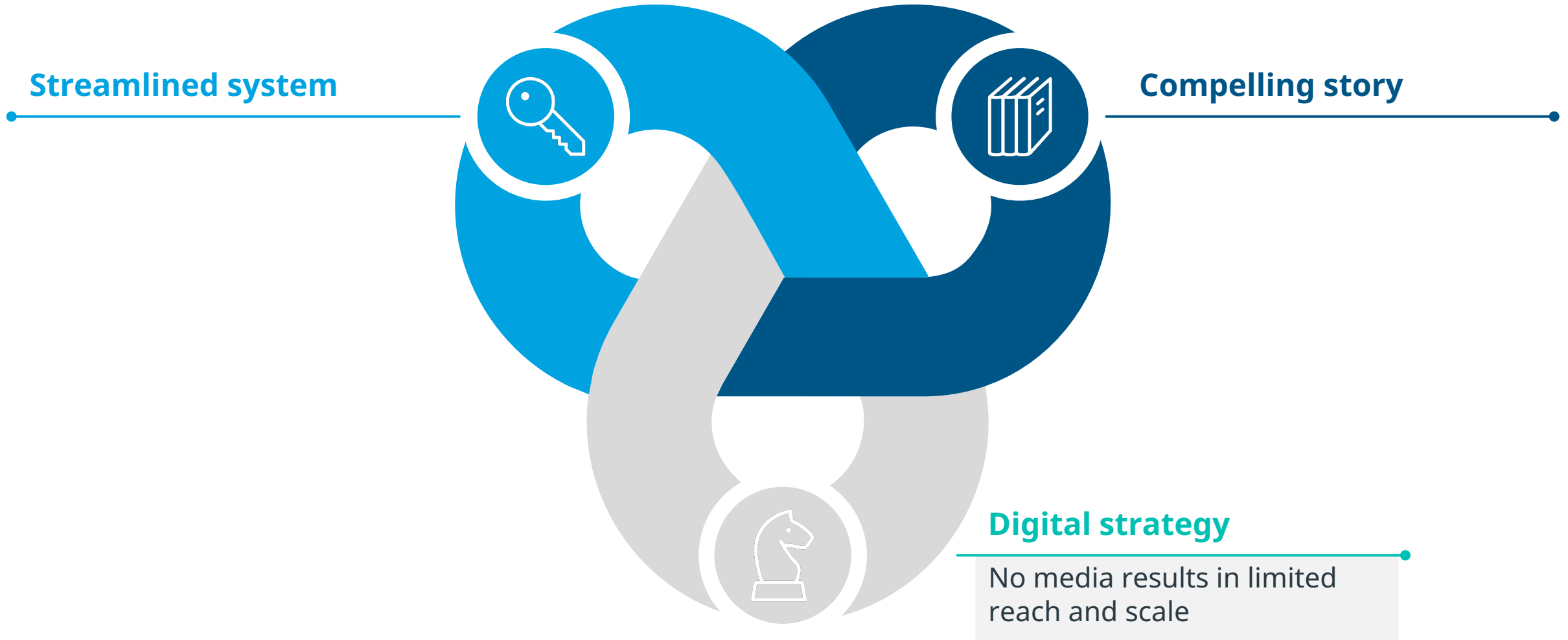
Compelling story

Uninspiring or misaligned creative fails to activate attention, emotion, and trust

Digital strategy

What if one piece is missing?

The growth model





STREAMLINED SYSTEM

How do you navigate
internal stakeholders to
generate action?



Keys to unlocking marketing and outreach resources



Access

Must be able to constantly get patients in within 30 days



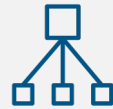
Measurable growth goal

Specific and measurable goal related to volume of new patients or cases



Market and audience

Defined audience and understanding of market



Lead capture workflow

Must have a defined workflow where a digital form exists and calls will be answered, returned, and fully documented

- OR -

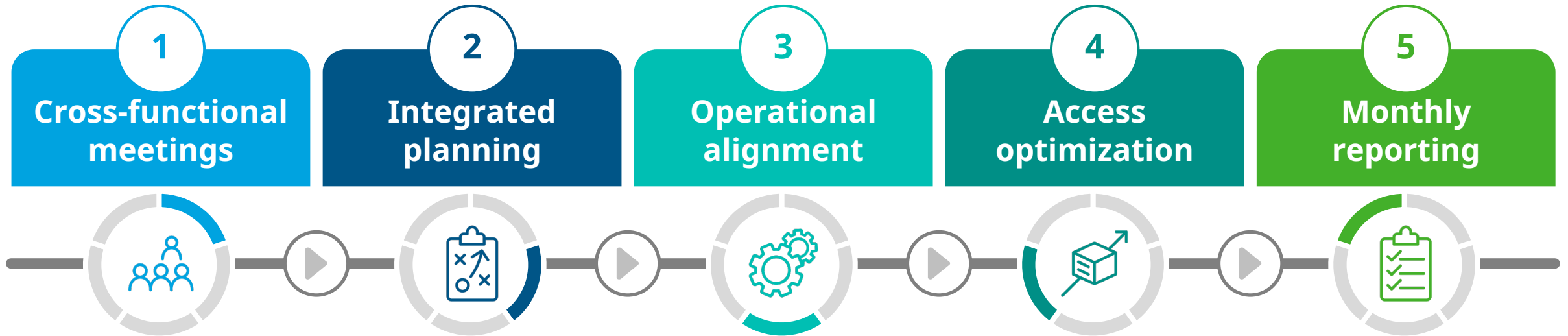


Measurable reputation goal

Differentiating offering that will support institutional priorities and will impact preference and perception measures

Key partners across the health system

Success is built on system-wide collaboration



Clinical & care delivery partners

Breast Surgery | Breast Medical Oncology | Radiology | Nurse Navigation | Survivorship

System & access partners

Access | Cancer System | Network Telemedicine Transformation

Brand, strategy & enablement

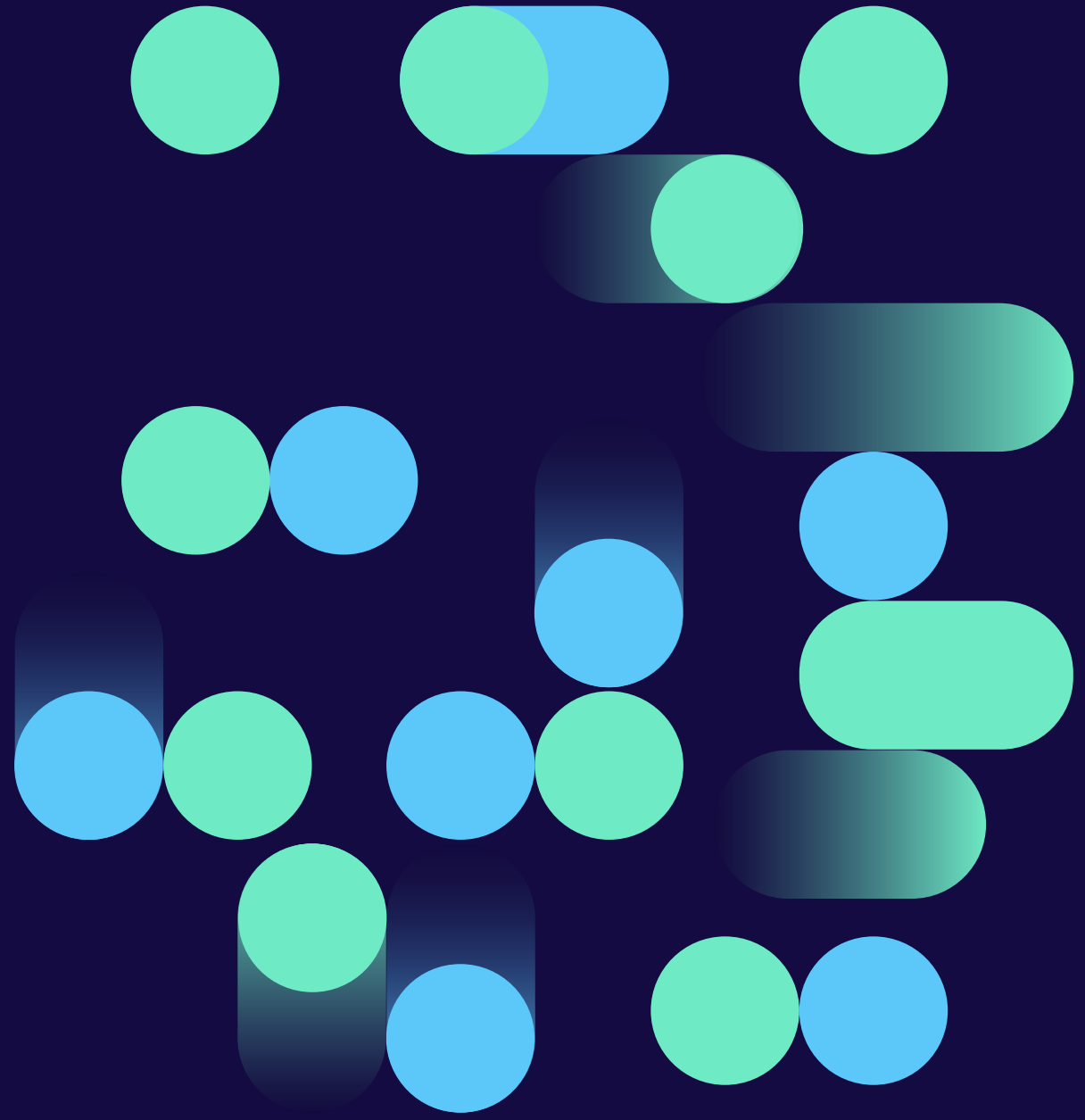
Marketing | Communications | Medical Affairs | Data & Technology Solutions | General Counsel





COMPELLING STORY

Team Kate





Why patient stories matter

Creative



Authenticity



Relatability



Trust

Meet Kate

Creative

Scaling the patient story

- Patient expectations
- Authenticity
- Leadership support
- Aligning internal teams



A shift from *technology* and *innovation* to Team Kate

Creative

Old creative



The most advanced breast cancer treatment options.

Schedule an appointment

Penn Medicine
Abramson Cancer Center

THE RIGHT BREAST CANCER
TREATMENT MAKES ALL THE
DIFFERENCE

Schedule Appointment

Penn Medicine
Abramson Cancer Center

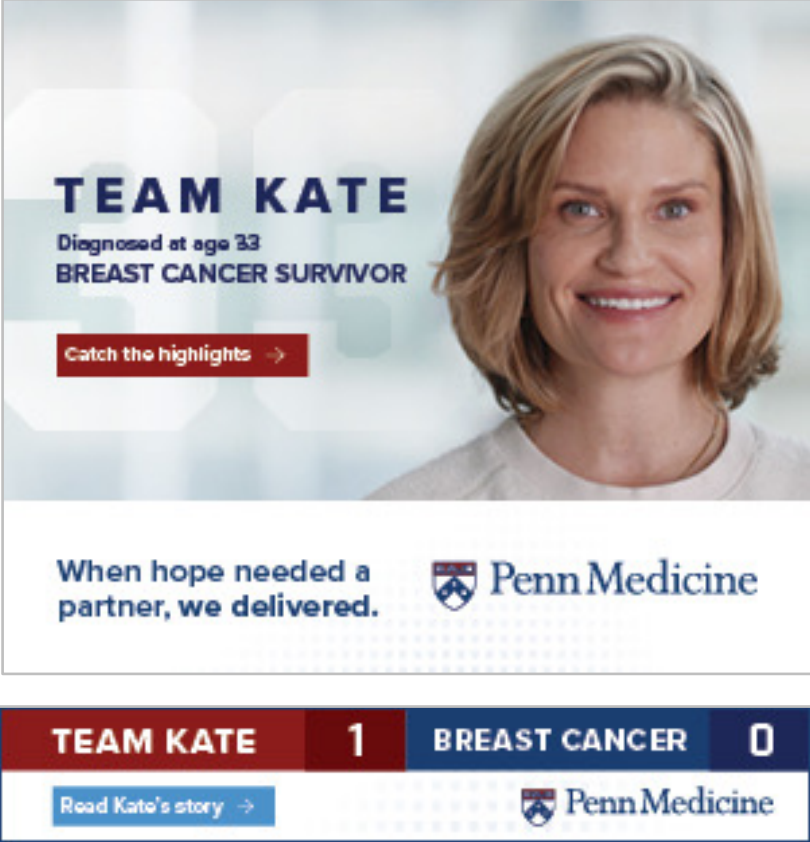


The most advanced breast cancer treatment options.

Schedule an appointment

Penn Medicine
Abramson Cancer Center

New creative



TEAM KATE

Diagnosed at age 33
BREAST CANCER SURVIVOR

Catch the highlights →

When hope needed a partner, we delivered.

Penn Medicine

TEAM KATE 1 BREAST CANCER 0

Read Kate's story →

Penn Medicine



TEAM KATE 1
BREAST CANCER 0

KATE KORSON
Diagnosed at age 33
Breast Cancer Survivor

When hope needed a partner,
our team delivered.

Schedule now →

Penn Medicine



Why Kate's story worked

Creative



Compelling

A young woman facing an aggressive breast cancer diagnosis found hope through precision medicine – where personalized treatment changed her outcome and her future



Relatable

Her life stage allowed others to connect to her



Outcomes

Positive outcome with personalized treatment



Penn Medicine Mission

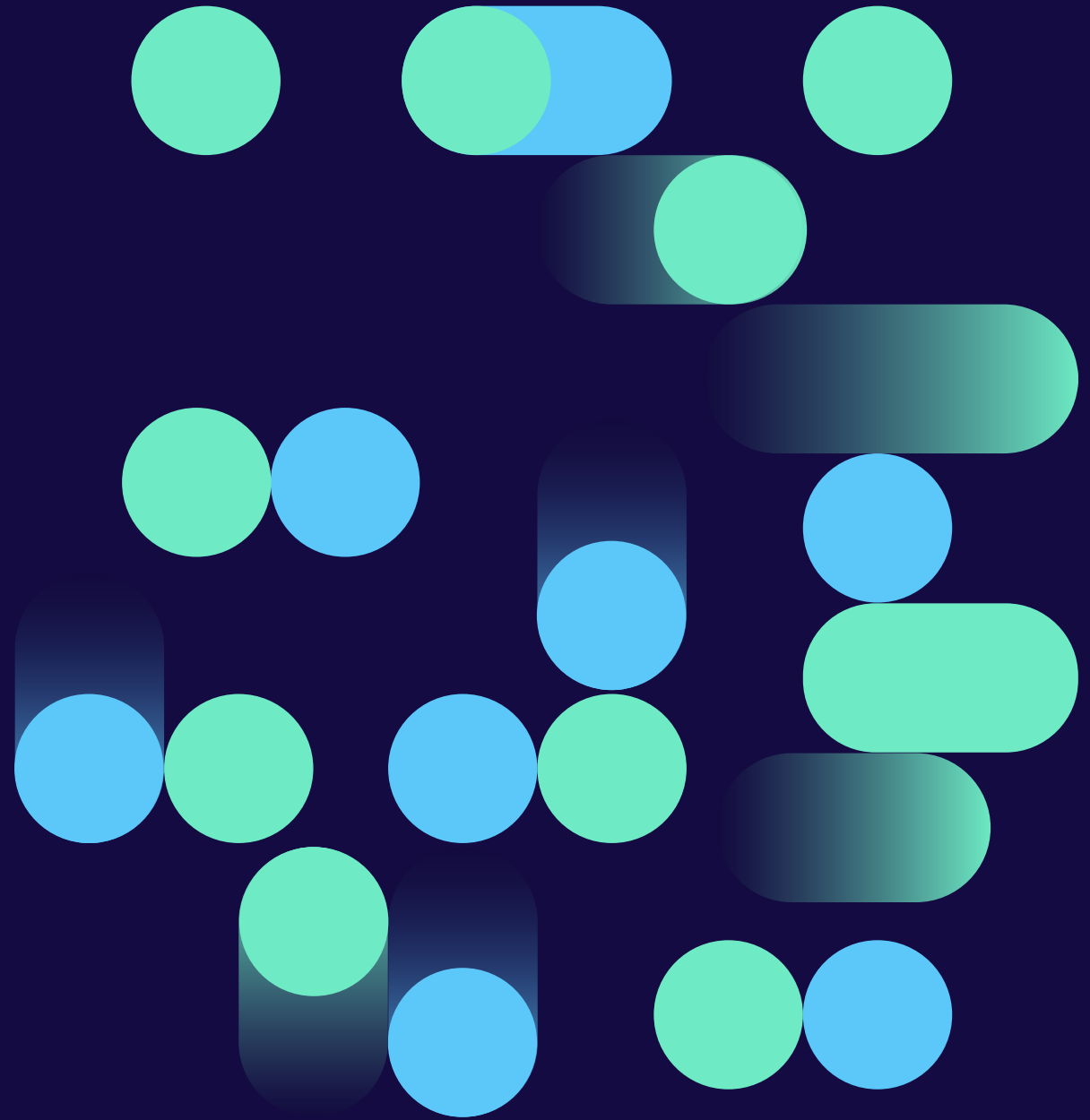
Deliver high-quality, compassionate care while improving community health





CREATIVE TAKEAWAY

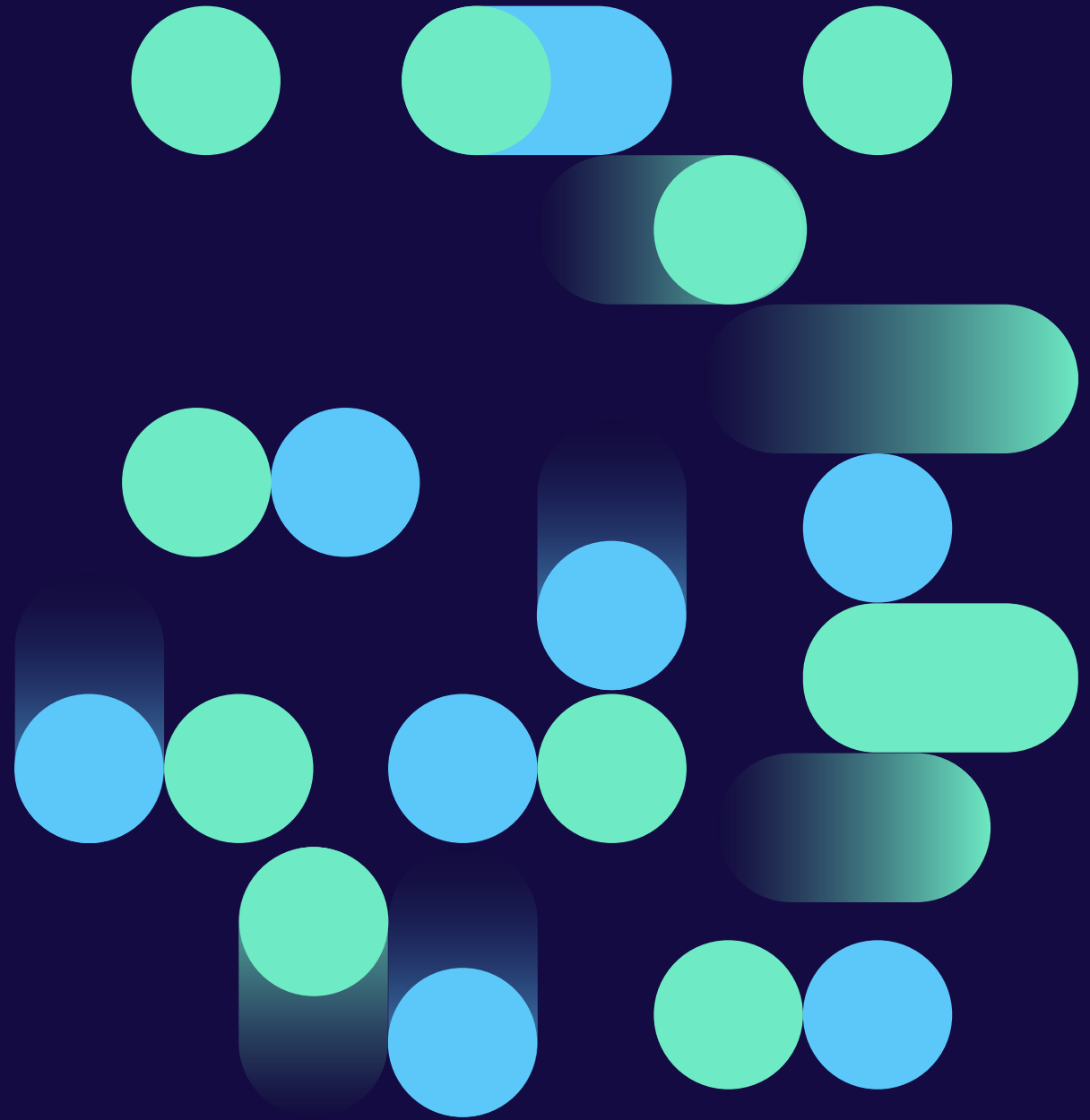
Trust leads to
engagement





STREAMLINED SYSTEM

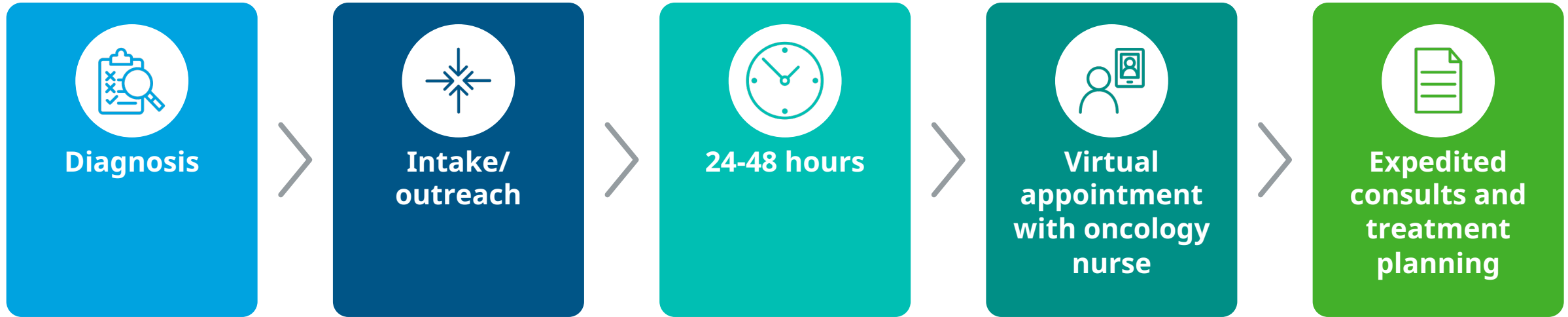
Rapid access implementation





Rapid access program

Same day/next day virtual breast cancer care



- Helps patients **understand their diagnosis** and available care options
- Sets clear expectations for **what patients can expect and next steps**
- Assists with **scheduling of essential tests and referrals**, including expedited MRI appointment
- **Reduces delays** between diagnosis and treatment planning



Connecting marketing + access

Streamlined system



**Landing
pages**



**Call center
coordination**



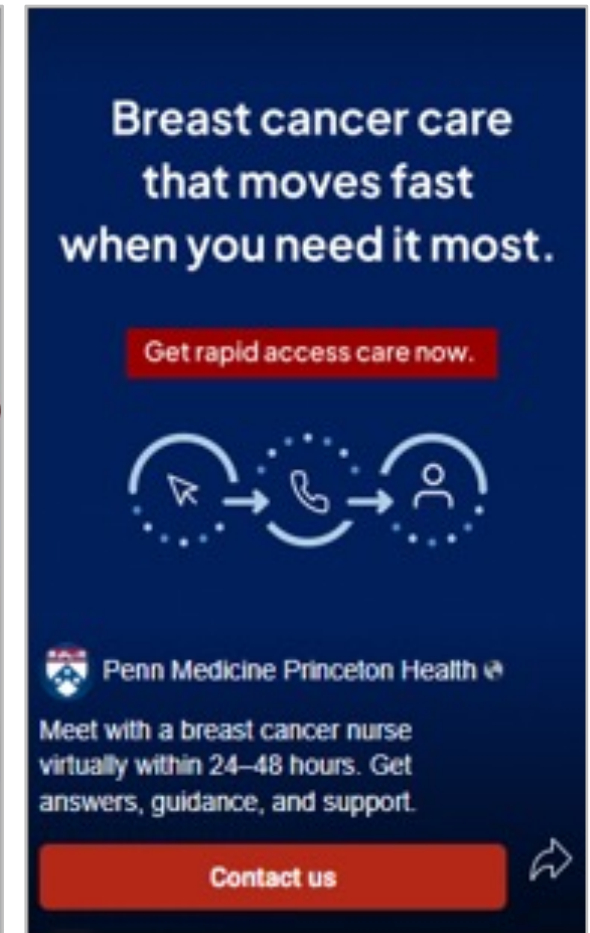
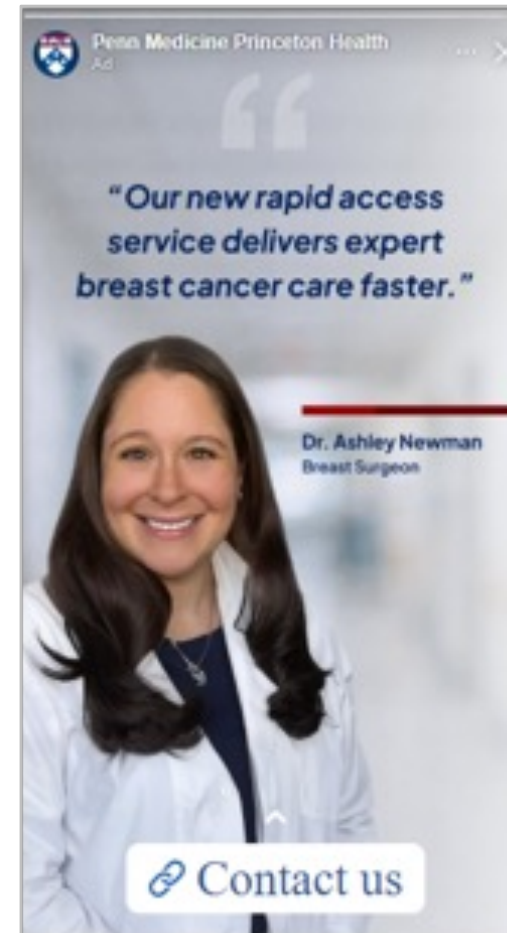
**Appointment
messaging**



Marketing integration

Message and call-to-action

- Emphasize the availability of timely breast cancer virtual appointments within **24 to 48 hours**
- Reduce anxiety around long wait times
- Get patients one step closer to speaking with a doctor about their diagnosis
- Encourage patients to **take action and schedule and appointment**





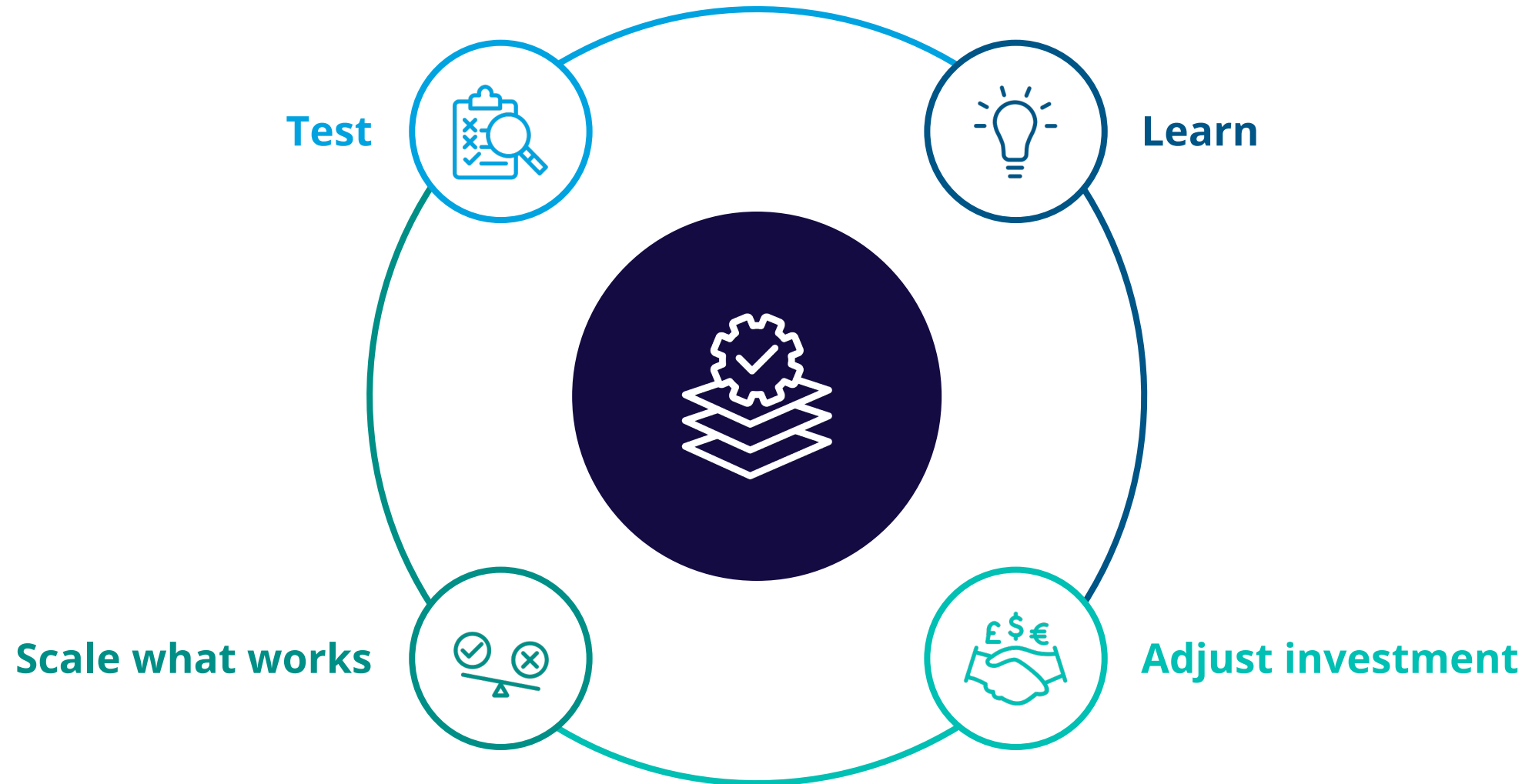
DIGITAL STRATEGY

Creative alone
is not enough



Our optimization approach

Performance media

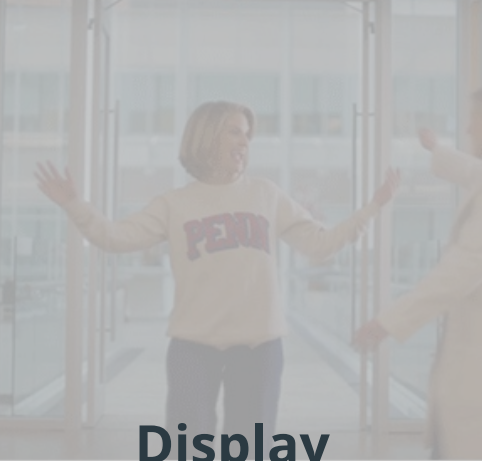




Media execution

Performance media

TEAM KATE1BREAST CANCER0



Display

When hope needed a partner, our team delivered.

Schedule now →

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TEAM KATE1BREAST CANCER0

How Kate won with our all-star team

Search

Read Her Victory Story →

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TEAM KATE1BREAST CANCER0

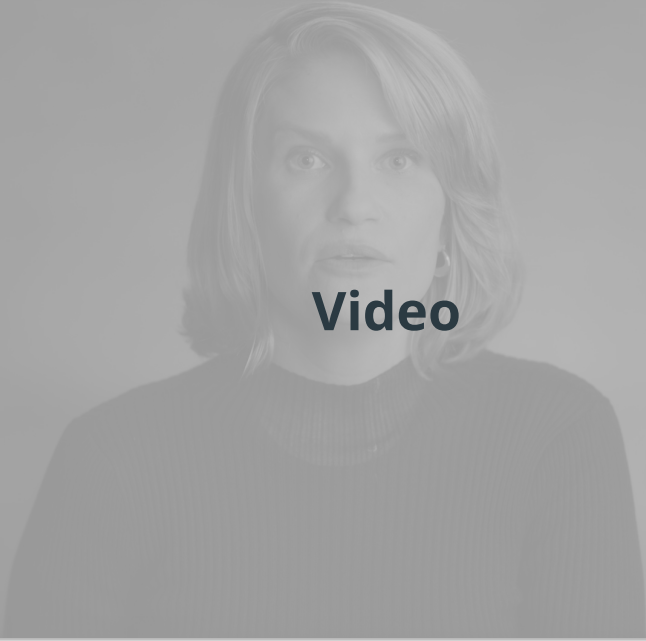


Paid social

Diagnosed at 33
BREAST CANCER SURVIVOR

Read Kate's story →

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Video



Campaign results

Performance media



24,890

Clicks

170% above expectations



11.8M

Impressions

110% above plan



248

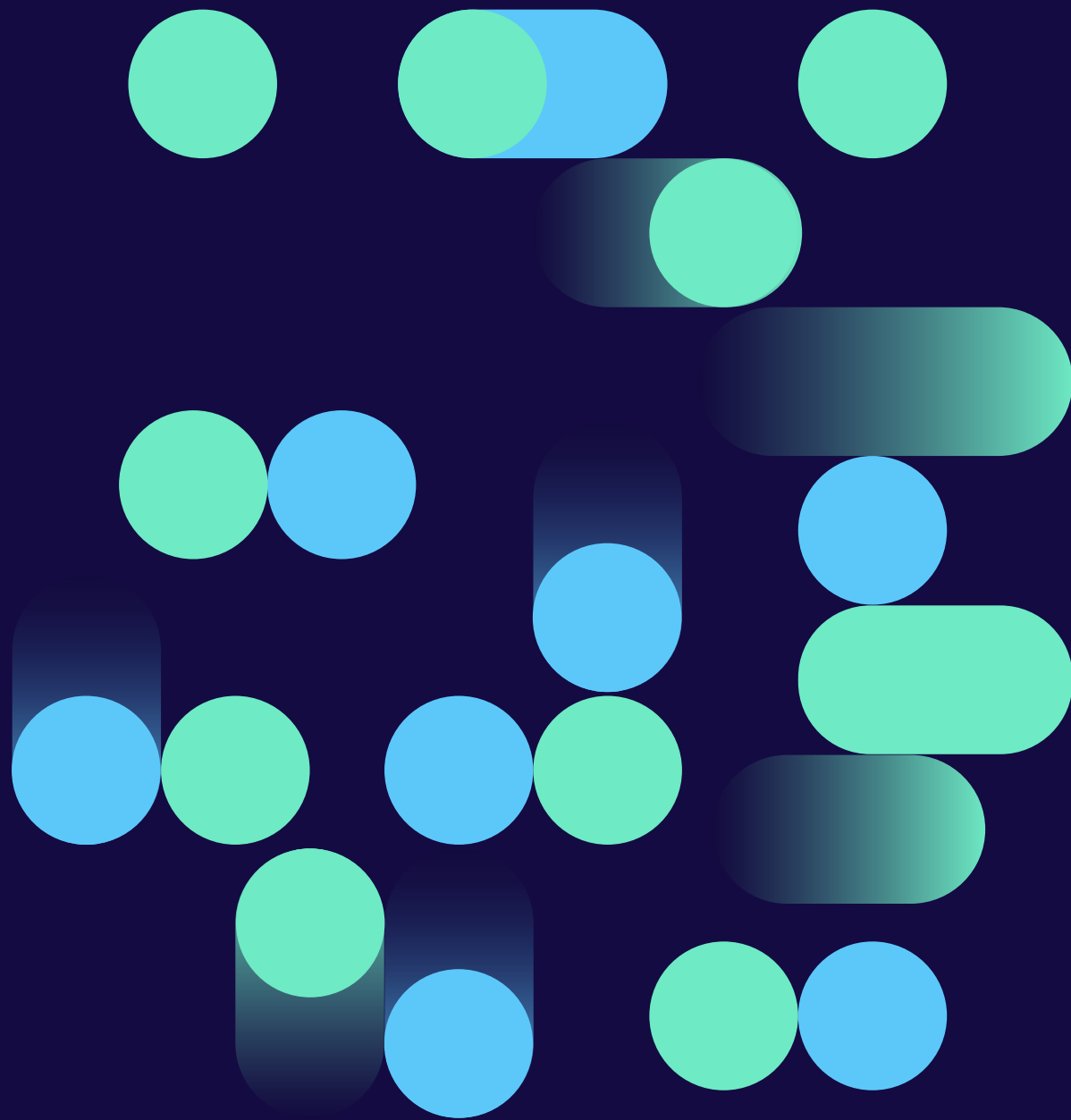
Tracked leads

86% increase



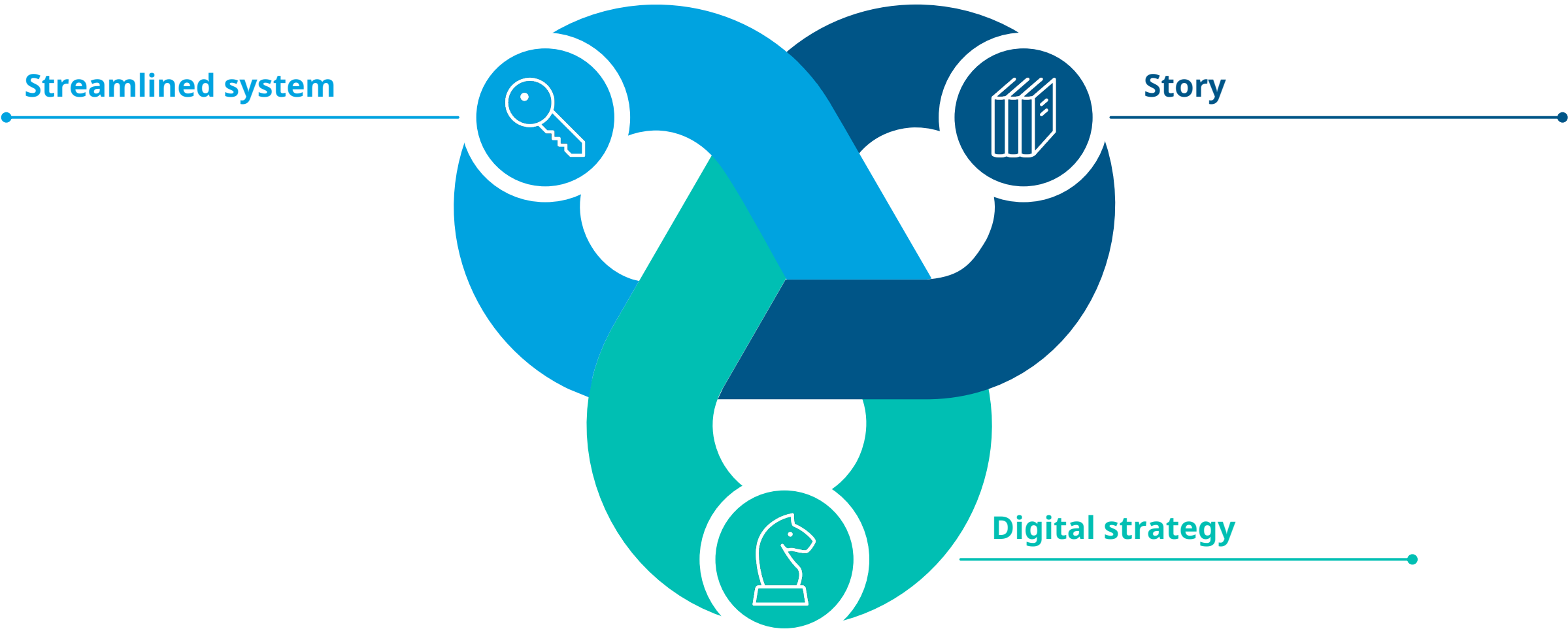
MEDIA TAKEAWAY

Disciplined media
strategy turns
engagement
into action



Sustainable, clinical growth was achieved

The growth model



Results

The growth model



Engagement

+91%
CTR

Lead generation

+86%

Patient visits

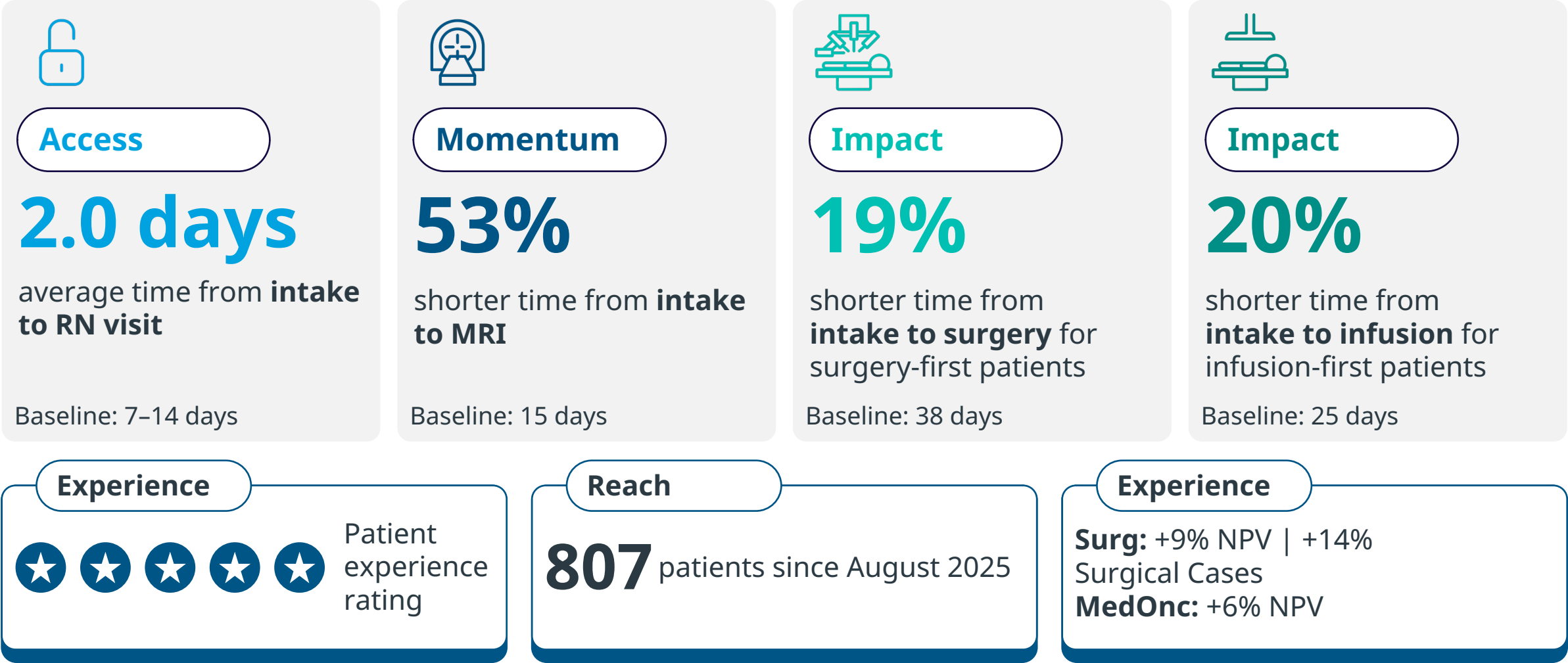
+95%

Service line
growth

16-22%

Shorter time to treatment, uncompromising experience

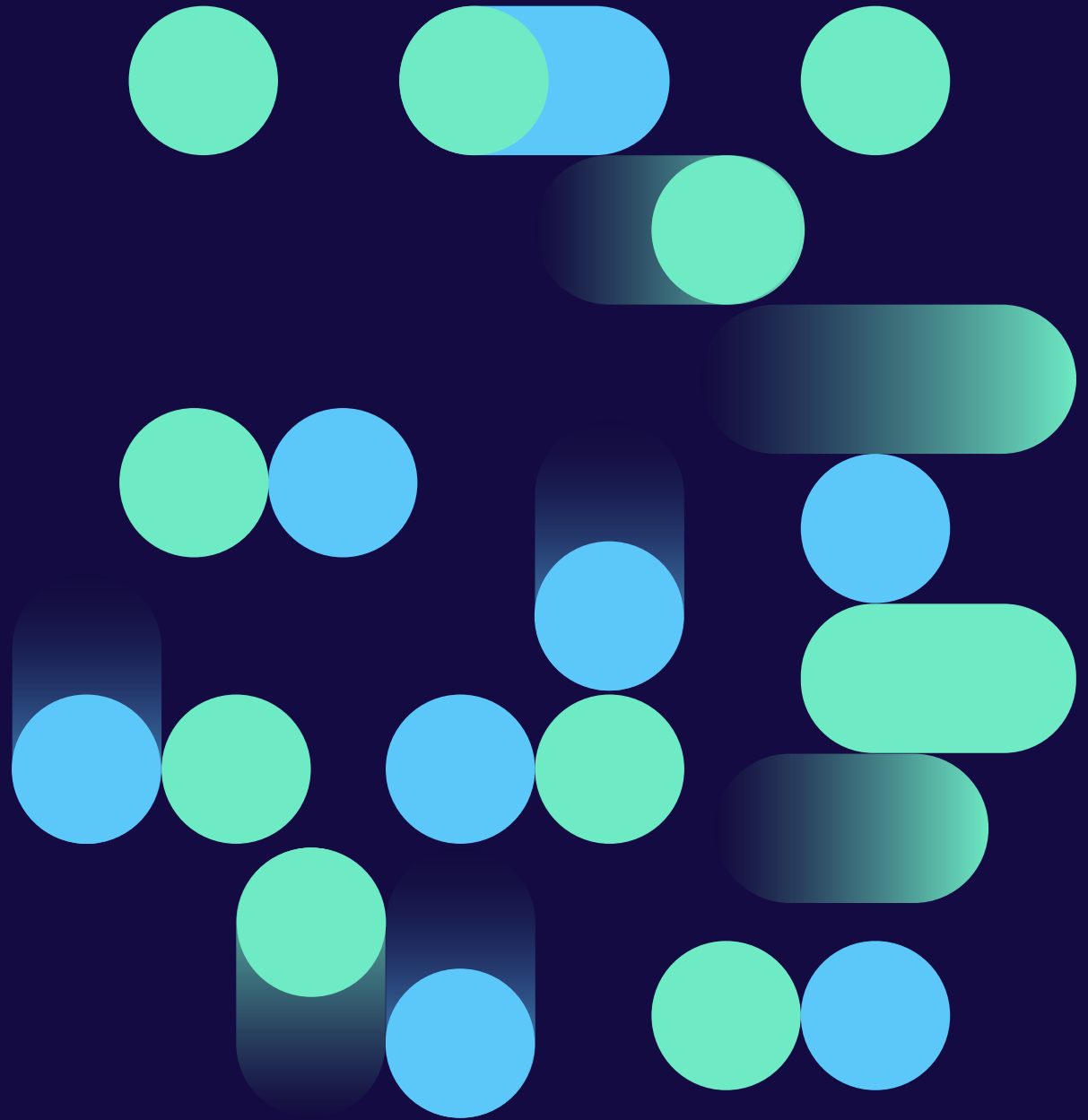
Rapid access program takeaway





PRACTICAL FRAMEWORK

What you can apply



Five things you can do

Practical framework

1

Identify the root issue impacting outcomes



2

Gain alignment across the organization on solution



3

Search and source patient story that aligns with root issue



4

Identify media opportunities to scale story



5

Run, refine, and advance approach based on performance





Final thought

Find your Kate

Thank You!

