



# 2016 SEPSIS AWARENESS CAMPAIGN

A CASE STUDY OF THE INDIANA HOSPITAL ASSOCIATION

# Situational Analysis

Sepsis is defined as the body's overwhelming and potentially life-threatening response to an infection. It can lead to tissue damage, organ failure and even death. According to the Global Sepsis Alliance, it is more common than heart attacks and claims more lives than any cancer. As such, sepsis is a state, national and global public health issue. Yet, according to a 2015 Sepsis Alliance survey, only 47 percent of Americans have heard of sepsis and even fewer understand the risk factors and warning signs.

There are more than 1 million cases nationwide of sepsis each year, and up to half of the people who get sepsis will die, according to the Centers for Disease Control and Prevention (CDC). The 2015 Indiana Hospital Association (IHA) Inpatient Discharge Study also showed that almost 3,500 Hoosiers die each year from sepsis.

In addition to the cost of human life, sepsis also takes an economic toll. The average charges for a patient with a sepsis diagnosis in Indiana amount to approximately \$44,000. Sepsis as the primary diagnosis is the highest consumption of a patient's inpatient stay charges in Indiana, resulting in nearly \$1.5 trillion in 2015, according to the 2015 IHA Inpatient Discharge Study.

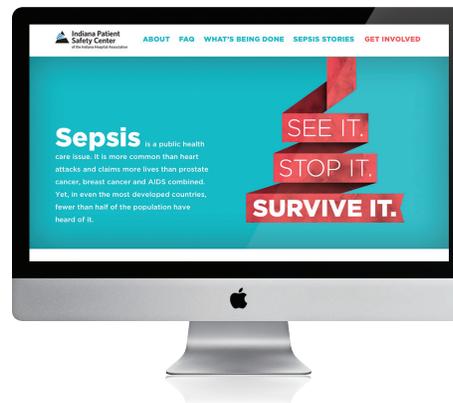
# Solution

Together, IHA and its Indiana Patient Safety Center (IPSC) decided something had to be done to address this public health issue in Indiana and save Hoosier lives. In conjunction with Sepsis Awareness Month in September, IPSC and IHA launched a campaign to raise awareness statewide and encourage prevention of this deadly disease.

IHA, IPSC and their communications partners developed an integrated campaign to engage member hospitals, regional patient safety coalitions, health care providers and the general public. The campaign utilized a multi-channel approach to educate the audience on sepsis facts, symptoms, risks and opportunities for prevention.

## Landing Page

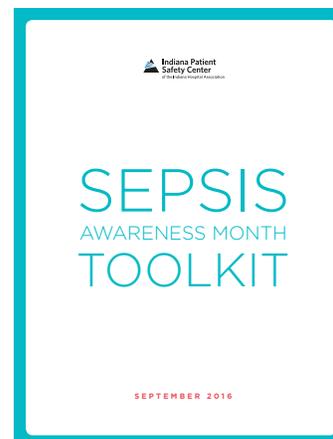
IPSC created SurviveSepsis.com to provide Hoosiers with vital information regarding sepsis, including FAQs, a downloadable toolkit and a powerful video. The site also allowed patients, health care providers and family members to share their own experiences with sepsis, helping to educate others through their stories. This landing page served as an information hub for the campaign, as all marketing efforts drove audiences here.



## Member Relations

### Toolkit

IPSC created a Sepsis Awareness Month Toolkit for all member hospitals to provide resources for promotion of Sepsis Awareness Month. The toolkit included a letter from IHA President Doug Leonard, fact sheets, FAQs, a series of posters, a social media plan and outdoor advertising opportunities. These materials were created to be duplicated, allowing for easy execution at each hospital.



### Social Media Plan

Included in the toolkit was a social media plan developed specifically for use by member hospitals. The plan provided a social media calendar, sample posts and social graphics. IPSC also utilized several hashtags for use during the campaign: #SurviveSepsis, #SaferHoosiers and #SepsisAwarenessMonth. These tools allowed hospitals to easily plug the campaign into their existing social media strategy, helping IPSC to create a strong, unified message across the state.



### Member Communications

Sepsis awareness was woven into all IHA and IPSC member communications, including the IHA Weekly News, the IPSC newsletter and weekly educational webinars to support their quality improvement and patient safety efforts.

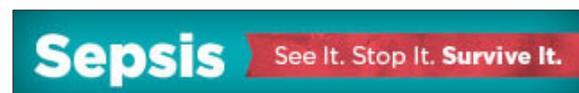
### Paid Media

#### Digital Display and Mobile Ads

IPSC launched a \$10,000 digital display and mobile ad campaign targeted at the general population, 18 years and older, in Indiana. A series of five unique ads at the most popular sizes ran from Sept. 1 through Sept. 30, including:

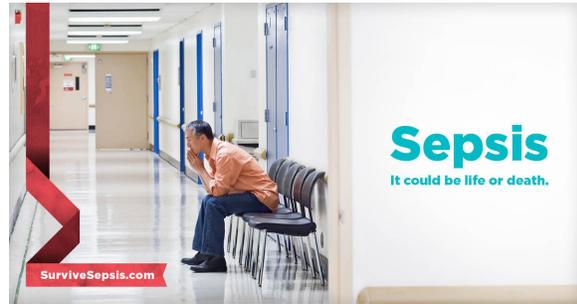
- 160x60
- 300x600
- 300x250
- 320x50
- 728x90

Ad messaging utilized a variety of sepsis facts and calls to action to raise general awareness of Sepsis, ultimately directing people to SurviveSepsis.com.



### Facebook Ads

In conjunction with paid digital display and mobile ads, IPSC launched a \$1,000 Facebook ad campaign also targeted to the general public, 18 years and older, in Indiana. Three unique ads ran from Sept. 1 through Sept. 30 on Facebook and led users to SurviveSepsis.com.



### Billboards

IPSC partnered with Hoosier hospitals to support an outdoor advertising component to the campaign. An impactful billboard design was developed to capitalize on the high visibility of outdoor advertising. Several member hospitals and Patient Safety Coalitions donated a billboard run to help highlight this powerful message.



### Owned Media

#### Organic Social Media Campaign

In addition to paid Facebook ads, IHA developed an organic social media campaign during Sepsis Awareness Month, engaging followers through Facebook, Twitter and LinkedIn. Messaging highlighted important facts about sepsis, promoted the Rally Against Sepsis and directed followers to SurviveSepsis.com to learn more.

### Harmony

Harmony is IHA's quarterly member publication, covering hospital and health care issues, IHA initiatives, events and member news. The sepsis awareness campaign was highlighted in several stories, as well as a full-page ad, to reach the magazine's more than 1,000 subscribers.



## Public and Media Relations

### Rally Against Sepsis

IPSC and its partners hosted the inaugural Rally Against Sepsis on World Sepsis Day, Tuesday, Sept. 13, at the Indianapolis Artsgarden. The rally encouraged Hoosiers to join the fight against sepsis. Experts from IPSC and IHA, member hospitals and the Indiana State Department of Health (ISDH) spoke to health care professionals, media and the general public about the diagnosis and treatment of Sepsis. Speakers included:



- Carolyn Konfirst, Clinical Director, IPSC, IHA
- Dr. Jennifer Walthall, Deputy Health Commissioner, ISDH
- Larry Heydon, President and CEO, Johnson Memorial Health
- Dr. Michele Saysana, Riley Hospital for Children at Indiana University Health
- Karin Kennedy, Administrative Director, IPSC, IHA

### Earned Media

IPSC executed a media relations strategy to engage local and statewide outlets in the campaign's message. A press release was distributed about Sepsis Awareness Month, as well as a media alert for the Rally Against Sepsis. An op-ed written by IHA President Doug Leonard was also published in The Seymour Tribune.

### Promotional Items

A campaign-branded first-aid kit and campaign t-shirt provided tangible take-aways from the Rally Against Sepsis event and helped to engage the audience on World Sepsis Day. These items were designed so that they can be used year after year.



# Results

A combination of marketing, public relations and advertising tactics created a robust campaign to raise awareness around the dangers of sepsis. Overall results were positive and provide a solid benchmark for future, similar campaigns.

## Landing Page

Over the course of September, the landing page saw 11,625 pageviews, of which 10,709 were unique page views. The average time spent on the page was 4:37, with some sessions lasting as long as 10 minutes. These durations indicate that people were finding useful information. On the day of the Rally Against Sepsis, the landing page saw 500 pageviews, the second-highest pageview day throughout the life of the campaign.



Source	Pageviews	Unique Pageviews	Average Time on Page
Social	8,198	7,848	00:04:09
Direct Link	2,962	2,465	00:04:50
Referral	417	375	00:06:02
Organic Search	24	21	00:07:06

## Member Relations

Sepsis Awareness Month Toolkits were made available to more than 3,000 IHA members and 11 patient safety coalitions. A number of IHA members utilized the social media messaging and graphics, spreading the campaign across their networks.



## Paid Media

Digital display and mobile ads executed for this campaign throughout the month of September garnered more than 3 million impressions and more than 3,000 clicks to SurviveSepsis.com, resulting in a click through rate that met the benchmark for awareness campaigns and exceeding the industry average for the Health and Medical category. Web analytics show that 62 percent of total pageviews on SurviveSepsis.com came from paid advertising, the majority on mobile.

The Indiana territories within the following designated metropolitan areas saw coverage:

- Chicago
- Cincinnati
- Dayton
- Evansville
- Ft. Wayne
- Indianapolis
- Lafayette
- Louisville
- South Bend-Elkhart
- Terre Haute

Facebook ads garnered nearly 100,000 impressions, resulting in 4,148 clicks to SurviveSepsis.com. This represents an exceptional 4.6 percent click through rate.

Lastly, 16 billboards were raised across the state with the sepsis message, thanks to donations from member hospitals and patient safety coalitions.



## Owned Media

A total of 22 organic posts were made to the IHA Facebook page to promote sepsis awareness throughout the month of September. These posts reached nearly 9,000 users, averaging more than 400 user impressions per post. They also received nearly 500 total clicks and nearly 400 total engagements (likes, comments, shares, reactions) overall.

## Public Relations

The Rally Against Sepsis on World Sepsis Day proved to be a valuable tool to unite influential Hoosiers, media and the general public to spread awareness about sepsis. More than 50 attended, including many major media outlets.

Through media relations efforts, focused heavily on the Rally Against Sepsis, IPSC earned 17 media placements that resulted in more than 11.4 million media impressions. Placements include:



### **WRTV-6**

Sepsis: Educating Hoosiers on a Little-known Killer

### **WISHTV-8**

Rally Planned in Downtown Indy for World Sepsis Day

### **WIBC 91.3**

Spreading the Word of Caution on Sepsis Awareness Day in Indiana

### **WTHR**

World Sepsis Day Draws Attention to Dangers of Infection

**WBIW** - Bedford, IN

**105.5 FM** - South Bend, IN

**Washington Times Herald** - Washington, IN

**Dearborn County Register** - Lawrenceburg, IN

**Hoosier Topics** - Cloverdale, IN

**The Tribune** - Seymour, IN

**103.9 FM** - The Region

**WVUT** - Vincennes University

**MAX 98.3** - Starke/Pulaski Counties

**Yahoo!** - Syndicated from WISH

**1010 AM - WCSI** - Columbus, IN