

Women's Health: Leveraging Gratitude for Greater Coverage

Winning over payors to support a breakthrough product

CHALLENGE

Cancer's scary enough. So it's challenging when health insurance providers become increasingly selective about which screening procedures to cover. One advanced 3D mammogram procedure called breast tomosynthesis, which offers better odds of early detection, was being spearheaded by our client, a major med tech company. But some top health insurance providers were not covering the procedure.

STRATEGY

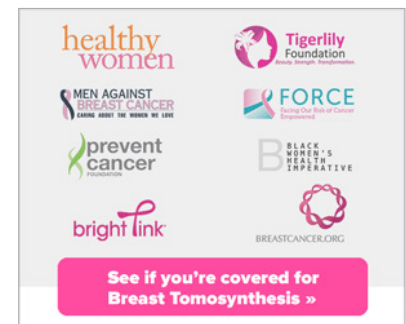
We developed a strategy to publicly thank insurance providers that were covering breast tomosynthesis—while subtly nudging those that were not.

Although the audience was both specific and narrow, we launched a digital banner campaign designed to sway the providers' decision making.

To ensure we hit the sweet spot, we geo-targeted executives of insurance providers that were not covering the procedure. This two-pronged approach:

- Conveyed our client's sincere gratitude to insurance providers that did cover breast tomosynthesis.
- Left providers who didn't questioning why they weren't on board.

Essentially, we doubled down on the fear of missing an opportunity to help more women obtain screening with the latest technology in early cancer detection.



RESULTS

- 1M impressions in one month
- 17-23% click-through rate
- 50% onsite conversion rate

As a result of seeing the ad message, a top health insurance provider agreed to cover breast tomosynthesis.