

Everyone at Heart: AHA's Inclusive Omnichannel Strategy



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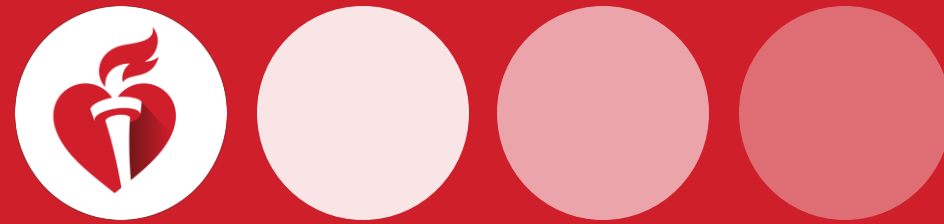
American Heart Association



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Pink Agate



The Four Spheres of Identification



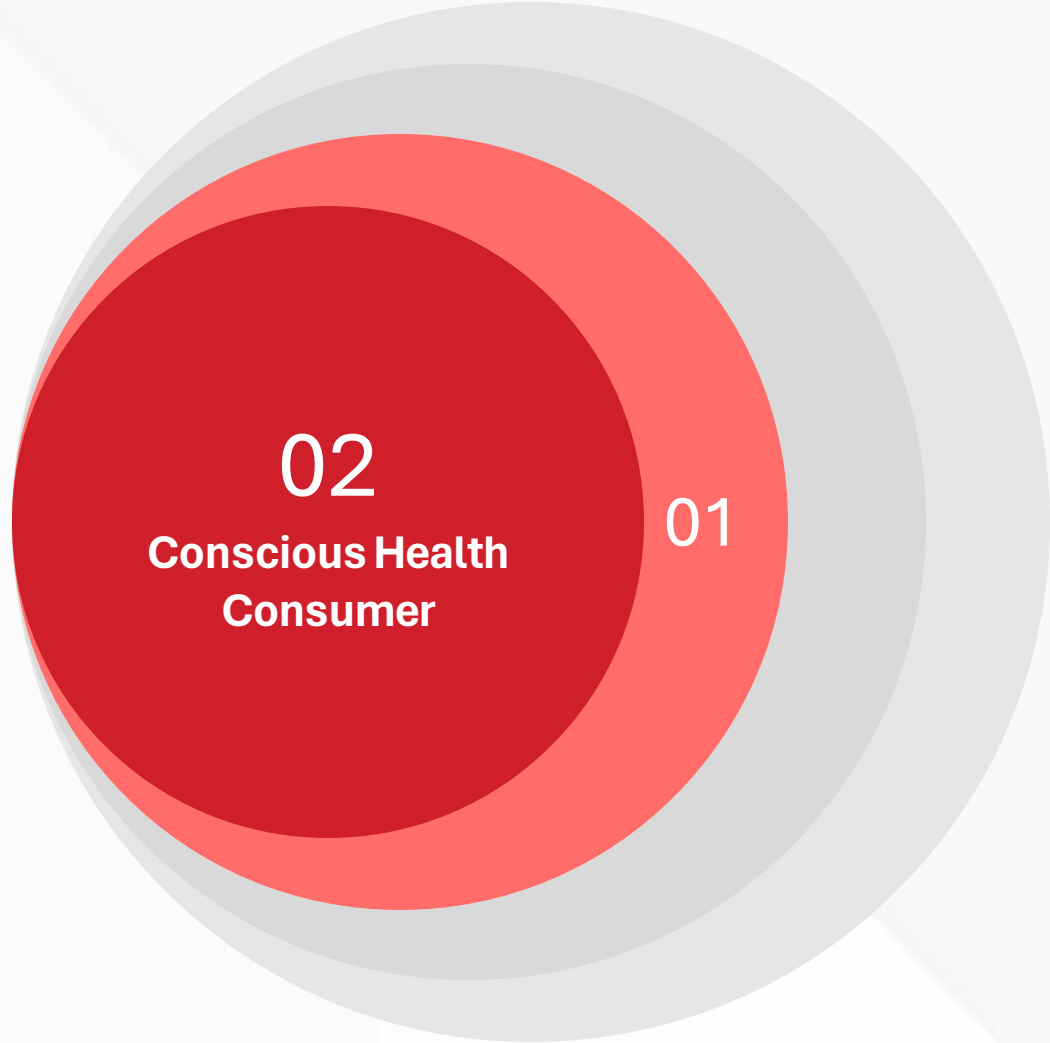
01

General Health
Consumer

01

Type: General Health Consumer
Mode: Listening
Journey: Wellness, Prevention, CPR

- Word of Mouth
- **Physician Consult**
- Mobile 1st Social Media & Search



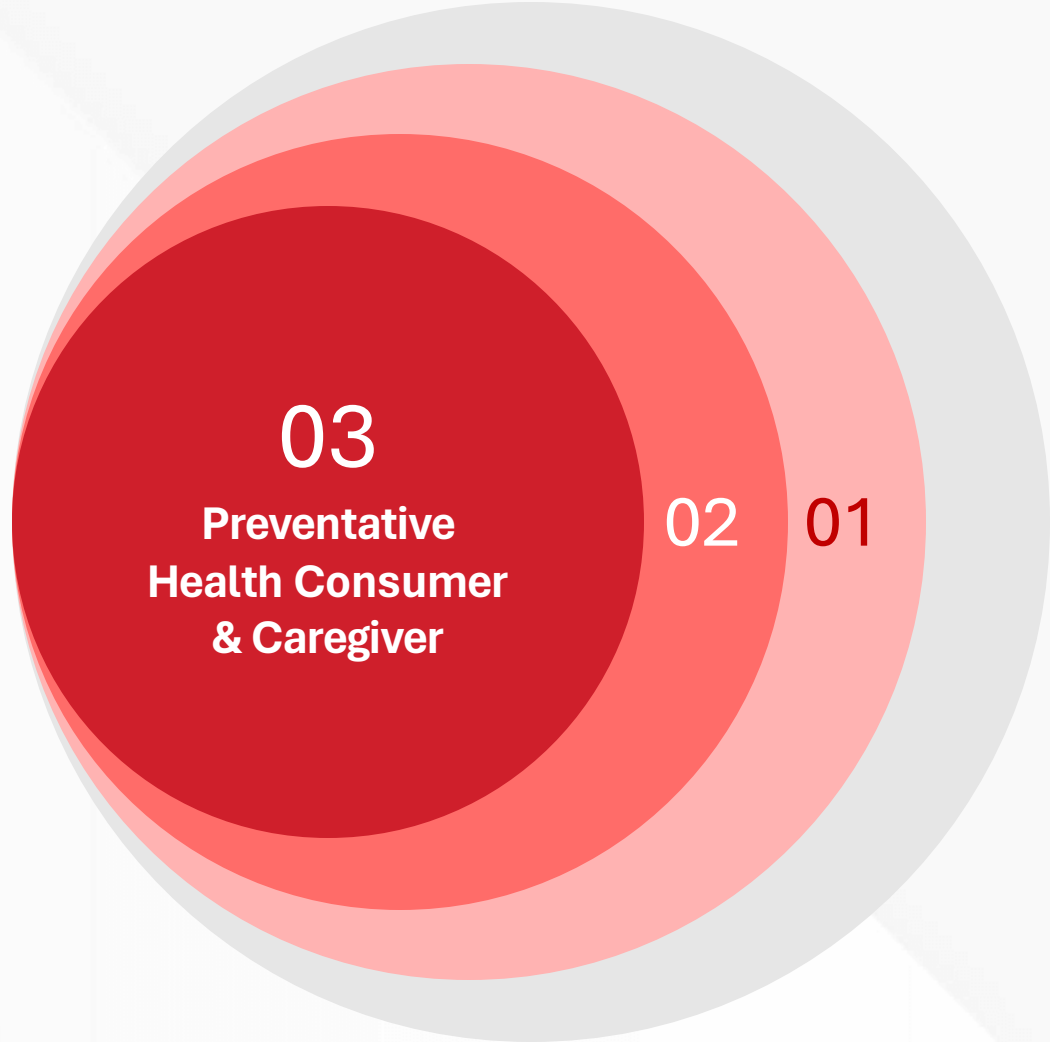
02

Type: Conscious Health Consumer

Mode: Engaging

Journey: Health, Genetics, Lifestyle

- Digital Point of Care
- Social & Search Targeted
- Email Targeted
- Display Targeted



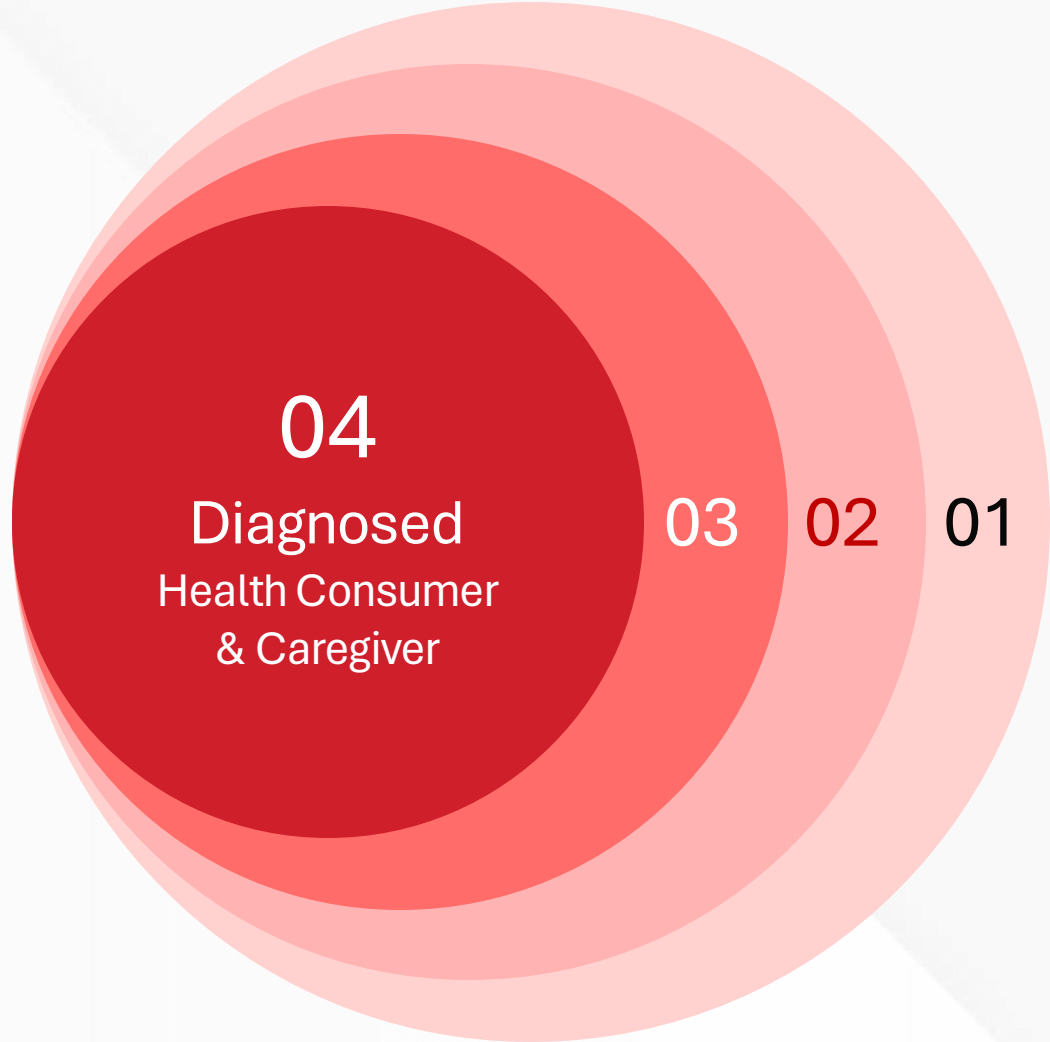
03

Type: Preventative:
Health Consumer & Caregiver

Mode: Seeking

Journey: Testing, Risk Factors, Management

- Insurance Provider
- Education
- Influencers



04

Type: Diagnosed: Consumer & Caregiver

Mode: Sourcing

Journey: Acute, Chronic, Survivorship

-
- Email Subscriber
 - Social Media Groups
 - Care Coordinator
 - Events

Consumer Care Continuum Engagement & Impact

All people living with, or at risk of, cardiovascular conditions and those who love them, have the care and support they need to survive and thrive.

- Audience Persona Development
- Health Stage
- Life Stage & Roles
- Demographics
- Economics
- Geography



Prevention v. treatment stage
impacts message relevance and
channel / location fit

Attuning messaging to distinct
health scenarios, such as

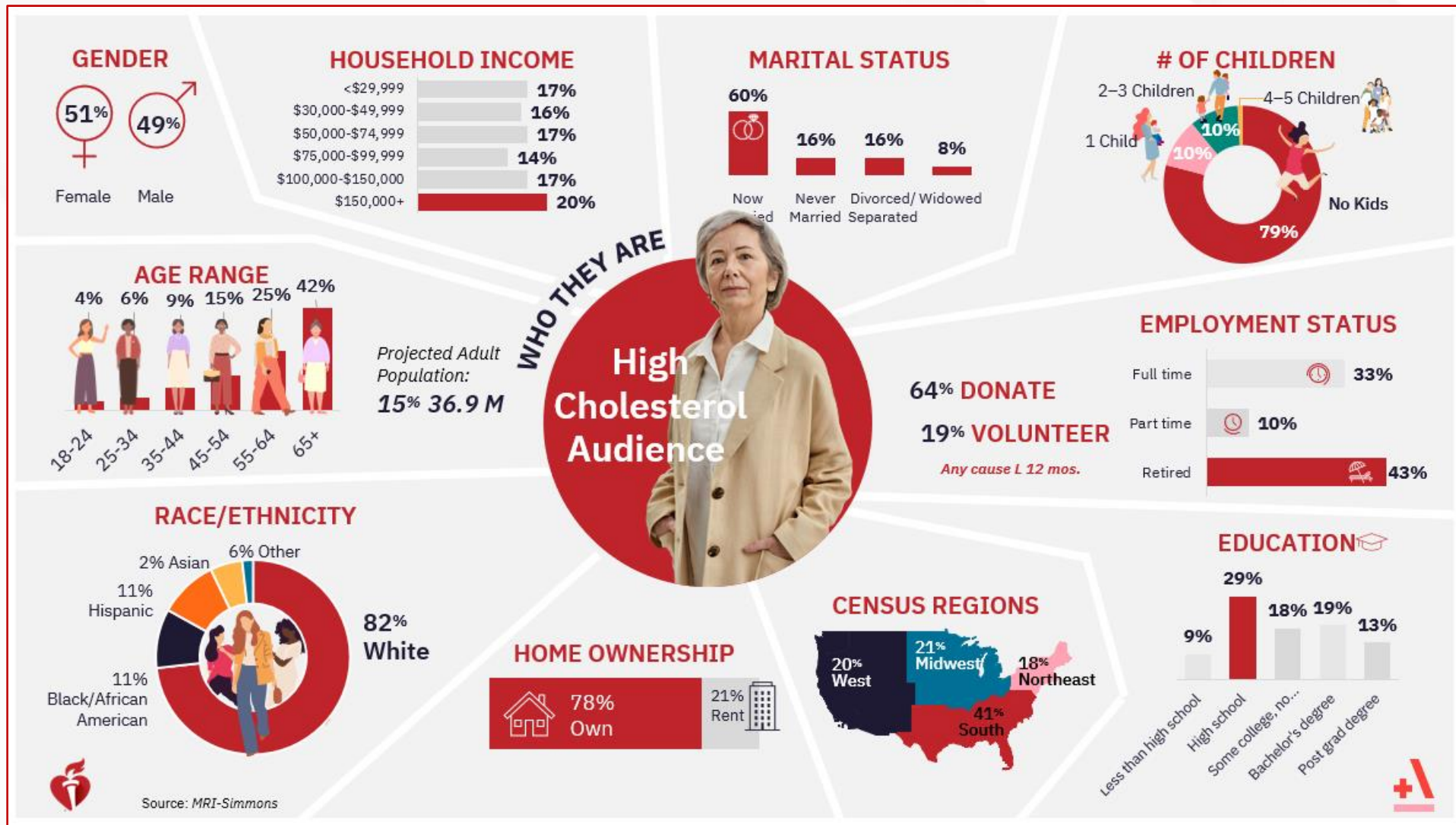
- Annual visit
- Risk prevention, or management
- Acute recovery
- Secondary prevention



The Care Continuum – Macro vs Micro



Consumer Care Continuum Culturally-Relevant Messaging That Resonates



The LDL Threat is Real – Sponsored by AMGEN

Consumer Care Continuum Culturally-Relevant Messaging That Resonates

American Heart Association
Sponsored (demo) · 🌐

Don't become a statistic. Talk to your doctor about your LDL cholesterol, especially if you've had a heart attack or stroke. [#LDLthreatisreal](#)

American Heart Association
Reduce Your Risk™
THE LDL THREAT IS REAL
Every 40 seconds
40 Sec
someone has a heart attack or stroke.
Sponsored by AMGBI

HEART.ORG
Lower your LDL (bad) cholesterol
Prep for your appointment [Learn more](#)

👍👎 119 7 comments 22 shares

#1 Preferred by Hispanic, Latino, Asian & Caucasian Audiences

Consumer Care Continuum Culturally-Relevant Messaging That Resonates

This ad has been shared with you.

 American Heart Association 
Sponsored (demo) ·  

Talk to your doctor about your LDL (bad) cholesterol so you can learn your risks. Have your numbers checked. [#LDLthreatisreal](#)



 American Heart Association
Reduce Your Risk™
Talk to your doctor today.
*Partly sponsored by AMGEN

HEART.ORG
Lower your LDL (bad) cholesterol
Prep for your appointment [Learn more](#)

#1 Preferred by Black Audience



Atrial Fibrillation (Afib) Audience

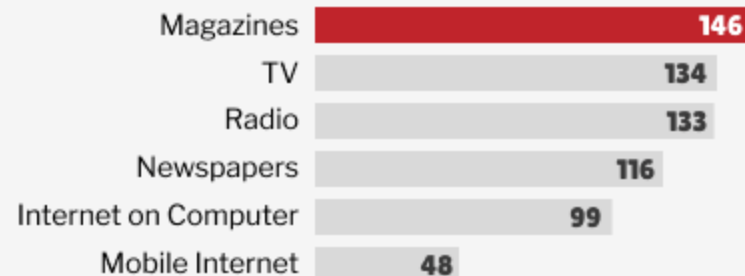
Media Highlights

79% visited social sites in the last 30 days

84% read magazines in the last 30 days

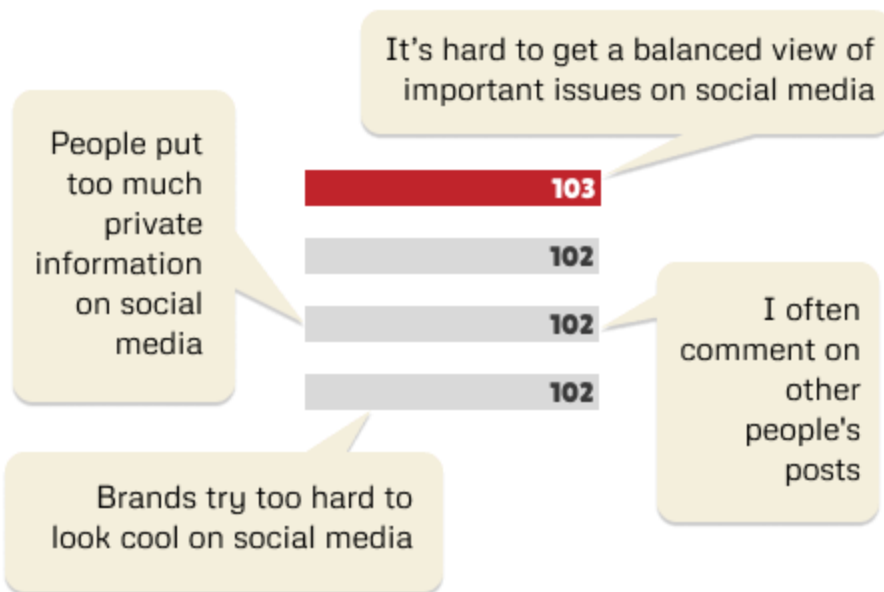
84% **watched TV in the last 7 days**

2% Projected Adult Population (3.7m)



Social Media Attitudes

By index with a minimum composition of 15%



Source: MRI-Simmons

Index: How likely the audience is to fit the attribute compared to the general 18+ population

Percent Composition: % of people in the audience who fit the attribute

Top Social Platforms

By index with a minimum composition of 15%



100%

Consumer Care Continuum Culturally-Relevant Messaging That Resonates



Getting to the Heart of Stroke
AFib Awareness Month
Sponsored by HCA Healthcare Foundation

AHA Audience Insights, MRI/Simmons, January 2023

American Heart Association
September 1 · 🌐

At least 2.7 million Americans are living with atrial fibrillation, increasing their risk for stroke 5X. Here's what you should know about AFib.
Get the support you need at <http://spr.ly/6187P9PBz>.
HCA Healthcare Foundation is the national sponsor of Getting to the Heart of Stroke™.

What is Atrial Fibrillation?

Atrial fibrillation, or AFib, is a quivering or irregular heartbeat.

<h3>What are the Symptoms of AFib?</h3> <ul style="list-style-type: none">• Racing heart, fluttering or thumping in the chest• Shortness of breath• Lightheadedness, dizziness or fainting	<h3>What are the risks of AFib?</h3> <p>Atrial fibrillation (AFib) can lead to: stroke, heart failure, and additional heart rhythm problems.</p>
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Source: Report outlines most common symptoms of 6 cardiovascular diseases | American Heart Association

Golden Rules

Actively Listen & Empathize

- Importance of empathetically stepping into the patient POV (back it up with market research, data, lived experience perspective, etc.)
- Leverage those that populations trust

Create Value Based on Their Needs

- Meet people where they are has wide application, but inserting into lives and lifestyle is critically important
- Build HCP and patient perspectives into content marketing strategy

Stay Curious & Questioning

- Leverage the “idea of inquiry” consistently and repeatedly
- Make processes straight forward (5W’s & an H)