

Name: Christy Saia Owenby

Organization: Pontchartrain Cancer Center

Name of Project/Initiative: Pontchartrain Cancer Center Rebranding

Executive Summary: To establish and expand awareness of Pontchartrain Cancer Center’s professional presence utilizing Facebook, Twitter and LinkedIn by featuring the advanced medical care provided by Dr. David Oubre, Dr. Allison Rome and the team of medical staff. A professional presence on Facebook, Twitter and LinkedIn will cultivate awareness of Pontchartrain Cancer Center’s clinical trials, in-house pharmacy, infusion center, and advanced care and treatment, as well as increase physician referrals and improve patient to doctor interaction among residents of St. Tammany, Tangipahoa Parishes, and surrounding parishes. A quarterly analysis of Pontchartrain Cancer Center’s social media platforms will monitor the progress of these initiatives by measuring administrative performance and user engagement.

Background/Situation Analysis: Pontchartrain Cancer Center is a 10-year-old business that lacked significant professional presence on social media. PCC utilized only Facebook to produce a suboptimal number of forty posts in a 2-year period, while generating little to no user engagement. PCC lacked a professional presence on social media platforms such as Twitter and LinkedIn. Pontchartrain Cancer Center’s incomplete social media presence created an insufficient awareness of the scope and quality of comprehensive advanced cancer treatment to patients.

Strategic Issues: Defining Audience(s), Identifying Goal(s), Crafting Message(s)

Primary Marketing Goals for this project/initiative: (1) Use Facebook, Twitter, LinkedIn and Pontchartrain Cancer Center’s website to create public awareness and increase existing patient retention, (2) generate new patient referrals from community physicians in St. Tammany, Tangipahoa and surrounding parishes and (3) integrate the message of “The Care You Need, and The Compassion You Deserve” within Pontchartrain Cancer Center’s social media strategy plan.

Definition of Success for this project/initiative:

The success of Pontchartrain Cancer Center’s social media efforts will be seen in an increase of social media followers, increased user engagement and increased clinical trial patient awareness. An increase in social media followers, engagement and awareness will result in an increase in new patient appointments, patient referrals from physicians, genetic testing appointments, and clinical trials participants. Success for this project is defined and measured by an analysis of annual social media report containing baseline metrics established during January 1, 2015 to December 31, 2015. The baseline metrics taken from this time period are measured by numerical values for net likes, total posts, users reached, and total engagements. Prior to the implementation of Pontchartrain Cancer Center’s social media strategy plan, the social media presence measured a total number of 13 net likes, 14 total posts, and 263 total engagements. Since the initial start of Pontchartrain Cancer Center’s social media strategy plan on January 1, 2016, Facebook presence has registered a 500% increase in users reached with totals showing 291 followers and 122,502 users reached. This increase in previously listed baseline metrics has shown a definitive measure of success for Pontchartrain Cancer Center’s social media strategy.

	Primary	Secondary	Other
Audience(s):	Cancer and Hematology Patients	Referring Physicians	Community in St. Tammany & Tangipahoa and surrounding parishes within a 50 miles radius.
Social Media Goal(s): What do you want audiences to <i>understand</i> about this project/initiative and then <i>do</i> as a result of your social media efforts?	For the audience of St. Tammany, Tangipahoa and surrounding parishes, Pontchartrain Cancer Center would like individuals to become more aware and understand the treatment options and advanced cancer and hematology care provided by Pontchartrain Cancer Center. With an increase in awareness through social media, individuals will schedule appointments and continue their cancer and hematology care with Pontchartrain Cancer Center.	For the referring physicians in St. Tammany, Tangipahoa and surrounding parish physicians to become aware and confident that Pontchartrain Cancer Center provides patients the most advanced care, treatments, clinical trials, genetic testing, and medical support. With an increase awareness through social media, physicians will refer their patients to Pontchartrain Cancer Center for advanced cancer and hematology care.	For the community to gain awareness understanding and trust that comprehensive cancer and hematology treatment is available at Pontchartrain Cancer Center and to recommend Pontchartrain Cancer Center to their family and friends for advanced medical care.
Message(s): What are your key messages for each audience?	Pontchartrain Cancer Center provides the most advanced medical care and treatment for cancer and hematology patients.	Pontchartrain Cancer Center provides patients referred by physicians with advanced cancer and hematology medical care and treatment.	Pontchartrain Cancer Center offers the most comprehensive and advanced cancer and hematology care, testing, and treatments available.
Defining Success: How will you know your goals have been achieved?	Increased patient appointments, genetic testing, and clinical trial participants.	Increased physician referrals for patient care, treatment, genetic testing, and clinical trials participants.	Statistical analytics and an increase in patient appointments.

Find guidance for completing this template by downloading the Strategic Social Media Planning Worksheet.

Tactical Issues: Choosing Social Media Tools

Tool (Mark “NA” if not applicable)	Resources Needed (Human/Financial)	Timeline for Launch	Monitored (How and By Who)	Measured (How and By Who)
Blog	Kathy Oubre and Christy Owenby as content writers; \$250 per blog.	November 2017	Website analytics monthly monitoring by Christy Owenby.	Christy Owenby; Google Analytics website traffic.
Facebook (Page)	Kathy Oubre and Christy Owenby as contributors; \$600 per month.	January 2016 - Present	Facebook Insights monthly monitoring by Christy Owenby.	Christy Owenby; social media activity reports.
Facebook (Advertising)	Kathy Oubre and Christy Owenby to management advertising; \$100/month for boosting posts.	January 2016 - Present	Facebook Ads Manager monthly monitoring by Christy Owenby.	Christy Owenby; social media activity reports.
LinkedIn	Kathy Oubre and Christy Owenby as contributors.	January 2016 - Present	LinkedIn analytics monthly monitoring.	Christy Owenby; social media activity reports.
Twitter	Kathy Oubre and Christy Owenby as contributors	January 2016 – Present	Twitter analytics monthly monitoring	Christy Owenby; social media activity reports.

Budget:

Social Media Management - \$600/month
 Blog Creation - \$250/blog
 Advertising Cost - \$100/month

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Measuring Overall Success:

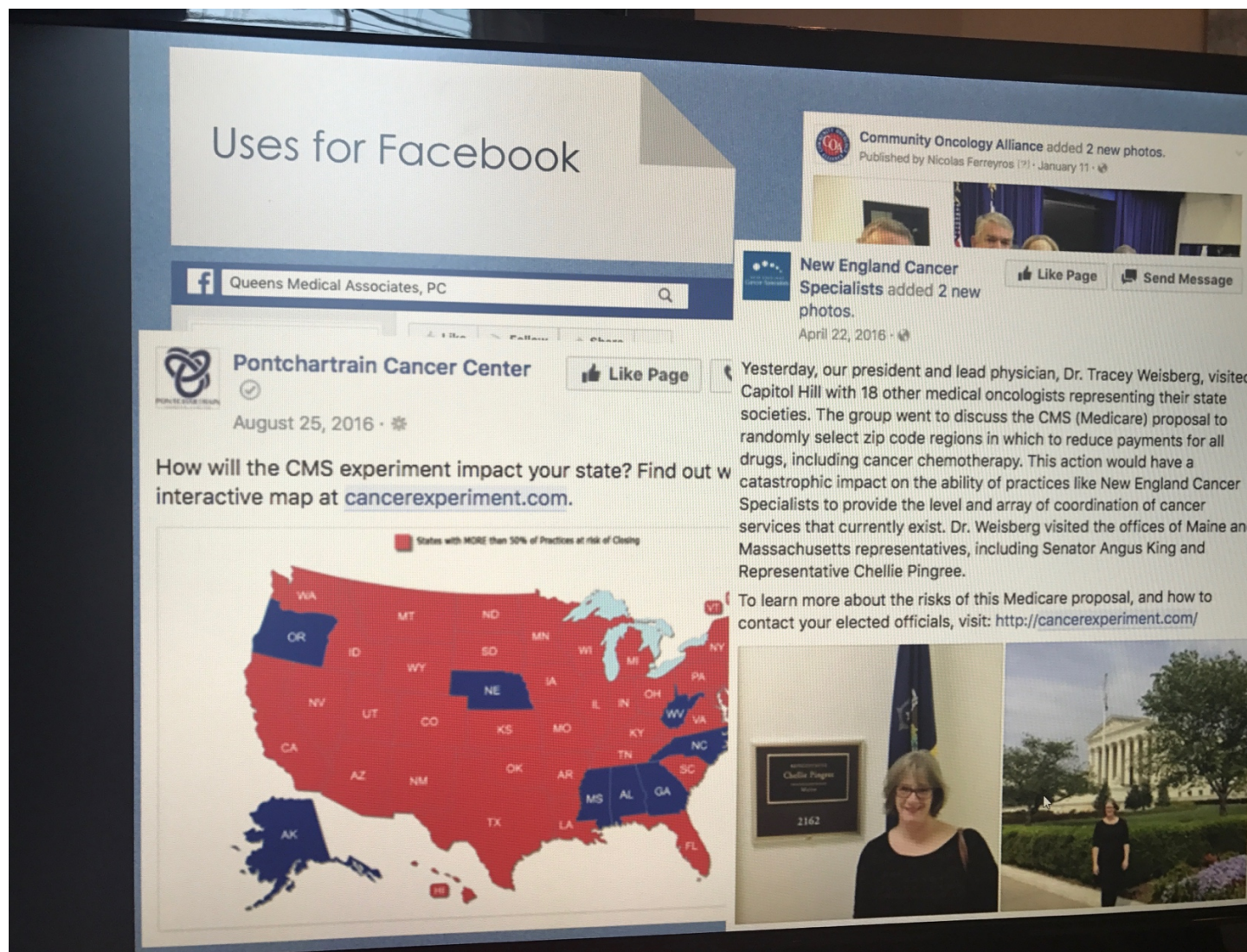
1. By the end of 2017, Pontchartrain Cancer Center will see an increase in new patient appointments, patient referrals from physicians, genetic testing appointments, and clinical trials participants.
2. By the end of 2017, Pontchartrain Cancer's social media platforms will see a 100% increase in new social media followers and 50% increase engagement, shares, and likes.

The goal for Pontchartrain Cancer Center's social media strategic project is to increase public awareness of the advanced medical oncology and hematology care, treatment and services provided by the medical team at Pontchartrain Cancer Center. To also see an increase in patient interaction and engagement within St. Tammany, Tangipahoa and surrounding parishes, and an increase in physician referrals. An annual analysis of social media data reports, insights and analytics will provide a comparative measurement based on the baseline metrics previously listed in the Definition of Success Section found on page one of this template. The progress of this social media planning strategy has shown a significant increase of awareness with Facebook alone showing a 500% increase in followers. The analytic measurements will only be on an annual basis.

Conclusion:

Pontchartrain Cancer Center's social media strategy began in 2016 with the implementation of new company brand presence. The development of the medical practice's new company name, logo, website, marketing material and social media platforms, Facebook and LinkedIn, was used to gain a greater community awareness. The strategic plan was implemented, and is ongoing with continual social media content being created and distributed via Pontchartrain Cancer Center social media platforms. Pontchartrain Cancer Center has gained brand awareness with a 500% increase of social media followers, 30% increased patient appointments, 100% patient retention, 50% increase in clinical trail patients, and 50% increase in patient referrals. A measure of these statistics will be reevaluated in December 2017.

SCREENSHOT FROM COMMUNITY ONCOLOGY ALLIANCE WEBINAR – Featuring Pontchartrain Cancer Center as a model of an oncology practice utilizing Facebook properly and with success.



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