Digital Marketing Campaign

Title: Physicians Powerful Advocate and Trusted Voice

As the largest membership organization for physicians in the U.S., the American Medical Association (AMA) is a unifying voice on Capitol Hill and in the courts at the federal and state levels — fighting top advocacy issues that impact delivery of patient care, physician wellbeing, practice sustainability and the preservation of the profession.

AMA Advocacy works tirelessly - creating thousands of pieces of content per year that supports our lobbying efforts, including policy, correspondence letters, articles and briefs.

The challenges:

- Due to historic position shifts and perceptions about the AMA, we continue to hear that physicians aren't always aware of the ways the AMA acts as a unifying voice for the profession, or that physicians are unsure how the policy-making arm of the AMA works.
- Keeping physicians apprised in real-time of AMA work and adding more visibility into the legislation and judicial cases that affect patient care.
- Translating advocacy work and sometimes-complicated policy into clear and compelling marketing content that encourages membership.

The solution:

- Created a Digital Marketing Campaign to increase awareness of and engagement with AMA Advocacy work
- Specifically identified top issues faced by physicians based on our brand research, including:
    - Scope of Practice
    - Telehealth
    - Surprise Billing
    - Medicare
    - Health Equity

Objectives:

- Drive traffic and engagement to AMA Advocacy's digital presence, including:
    - Issues-focused campaign landing pages
    - Increase in subscribers to AMA Advocacy Update, the flagship newsletter
    - Advocacy guides to navigate current health care-related topics at the national and state levels
    - Ongoing content marketing through social media, newsletters, individual email sends and more to achieve its goal
- Drive AMA membership to add new voices to our advocacy efforts

- Amplify physician voices and mobilize physicians as advocates to help inspire change in the state and federal levels of government policy, affecting health systems all the way down to single patients

Execution:

Leveraging various marketing and communication channels—such as website landing pages, social media, paid ads, email and more—to highlight issues facing physicians, we promoted active consumption of the AMA's advocacy content, and effectively identified and engaged our target audience, appealing to politically-aware professionals willing to support or take action on issues that affect the medical profession and interfere with patient care.

A significant precursor to executing this campaign was to identify a target market and establish an engagement pipeline. To identify our target market of activists and advocates, we utilized a set of engagement criteria, such as resource guide downloads, newsletter sign-ups, website traffic, article views, courses and social media interaction. Of the total physician market of an estimated 1.5 million member-eligible individuals (medical students, residents and physicians), our activist market was estimated at over 460,000.

With these engagement opportunities we created a pipeline, beginning with generating awareness and funneling into fostering a community of insider activists and ambassadors for the AMA's advocacy work. Each marketing campaign component played a role in guiding our target audience from passive online observers to activists meeting with legislators to affect policy.
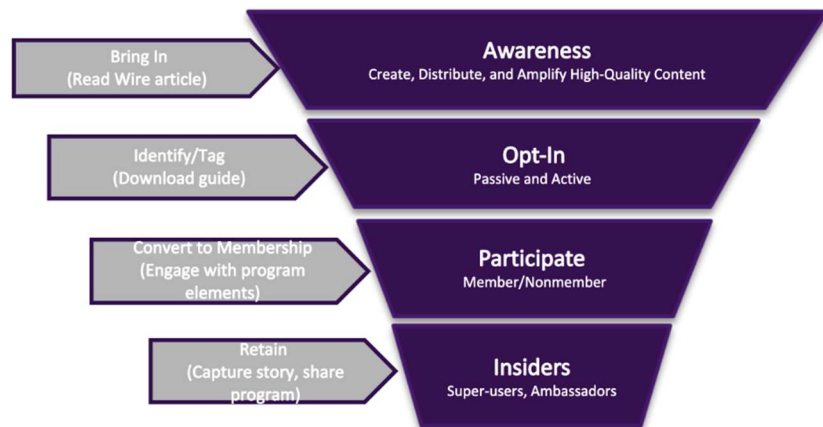
Below is more information on each of the issues that make up the AMA's Advocacy Digital Marketing Campaign:

Scope of Practice

Through research, advocacy and education, the AMA vigorously defends the practice of medicine against scope of practice expansions that threaten patient safety. Believing patients deserve care led by physicians—the most highly educated, trained and skilled health care professionals—the AMA has conducted a multi-channel digital marketing campaign consisting of:

- [A landing on the AMA website](#), which houses all the latest information regarding scope of practice. All digital communications for this campaign link to this landing page.
- Targeted emails sent throughout the year, covering topics from broad scope of practice issues to specialties like anesthesiology.
- Paid advertisements on social media, highlighting the campaign #StopeScopeCreep
- Regular promotion on the AMA's owned distribution channels, like our organic social media, browser-based push, podcast ads, inclusion in our *AMA Morning Rounds Newsletter* to over 300,000 member-eligible individuals and more.

This campaign was complemented by the AMA's media content strategy, which included videos and podcasts highlighting scope of practice issues. In the Nov. 11, 2021, episode of *[AMA Moving Medicine](#)*, AMA Chief Experience Officer Todd Unger [discusses scope of practice](#) and the AMA's ongoing efforts to address this important issue on behalf of physicians with Michaela Sternstein, JD, vice president of the AMA's Advocacy Resource Center.

Over 175,000 users engaged with this content, with nearly 400,000 views on the campaign's landing page. The podcast received over 1,500 downloads. And combined, we made nearly 10 million impressions and received nearly 15,000 clicks, over 4,000 likes, more than 400 comments, over 75 saves and 150 shares between two social media ads. We also gained over 100 members from membership CTAs on scope-related content.

Telehealth

The AMA's telehealth campaign was launched to provide physicians with the resources to implement and optimize telehealth services to meet the demand of their patients during the COVID-19 pandemic and beyond. The AMA believes that telehealth is a critical part of the future of healthcare, which is why we continue to lead the charge to aggressively expand telehealth policy, research, and resources. As part of this campaign, the team:

- Designed a bold creative logo to unify materials
- Developed a [comprehensive landing page based on developed campaign key messages](#)
- Produced informative resource [guides](#) and content for *[COVID-19 Update](#)* videos and podcasts
- Promoted offerings through a robust integrated communication strategy which included news, social media, Google search, and member communication channels

Since January 2020, this successful campaign has generated more than 1.5 million site visits, nearly 63,000 resource downloads and over 137 membership conversions on telehealth pages.

Surprise Billing

The AMA is working to ensure patient protections from unanticipated medical bills, and stronger provider network regulations to ensure fair payment to out-of-network physicians. With the goal of increasing awareness of surprise billing issues and equipping physicians with the latest legislative updates, the AMA created two campaign resources that distilled complex and evolving information into easy-to-consume materials:

- No Surprises Act Implementation Physician Resource Guide Landing Page
- What Physicians need to know about the No Surprises Act Video
- Paid advertisements on social media

These materials were shared via the AMA's social media channels, targeted emails, browser-based push, podcast ads, inclusion in our *AMA Morning Rounds Newsletter* to over 300,000 member-eligible individuals and more. Our work resulted in acquiring 3,897 users to the landing page.

Medicare

To address Medicare Pay Cuts affecting physicians, the AMA has been executing an ongoing campaign to keep physicians informed on current legislation. Through digital marketing efforts, we have worked to highlight cuts in payment rates for the year, inform physicians on how to avoid penalties and share the latest news on the AMA's fight against the Independent Payment Advisory Board provision and other issues and laws.

The Medicare issue of the AMA's Advocacy campaign is comprised of:

- A campaign landing page on the AMA's website
- A video called What physicians need to know about AMA advocacy on Medicare pay cuts, featuring Senior Vice President of Advocacy Todd Askew discussing new legislation that averts a Medicare payment crisis
- Paid advertisements on social media

The social media Medicare ads made over 540,000 impressions, driving over 3,000 link clicks, nearly 550 engagements, over 150 comments and nearly 100 shares. The issue's landing page saw traffic of 3,722 users because of this campaign effort.

Health Equity

As one of the most visible associations in health care, the AMA is working to actualize its aspirational vision of a nation in which all people live in thriving communities where resources work well; systems are equitable and do not create or exacerbate harm; everyone has the

power, conditions, resources, and opportunities to achieve optimal health; and all physicians are equipped with the consciousness, tools, and resources to confront inequities.

Through digital marketing, the AMA is working to build an audience for health equity content, informing physicians, students, and residents of inequities and eliminating them through advocacy, community leadership and education. To achieve this goal, the AMA utilized several digital marketing tactics, including:

- The most significant asset was the AMA Center for Health Equity landing page, which consolidated all health equity-related content in a central hub.
- The AMA Prioritizing Equity video series, which helps highlight physician voices on a large catalogue of equity topics
  - To support this, we also built a now-retired lead generation program offering behind-the-scenes/bonus content to the main PE video content. This tactic was eventually sunset in favor of ungating as much equity content as possible, to increase ease of access
- Produced a lead generation program around AMA research into how COVID-19 affects the Latinx community.
- Digital marketing support, including owned AMA distribution and social media as well as paid promotion, to announce the AMA's Medical Justice Advocacy Fellows.
- Developed health equity glossary webpages to boost visibility of the terms and help generate organic traffic from physicians searching to know more about equitable terms.
- Performed an audience analysis to determine how users were engaging with health equity content on the site.

The AMA achieved its goal in building this larger audience interested in health equity content. Through November 30, 2021, YOY users consuming health equity-related content increased by 83%, totaling over 850,00 users.

Results:

This Advocacy Digital Marketing Campaign has been successful in achieving its goal of informing physicians and activating them as advocates. Through this campaign work, the AMA has created a platform for physicians, amplifying their voices and perspectives in conversations that affect them. Working in conjunction with on-the-ground advocacy work, this campaign has alerted, educated and empowered physicians and students to meet with legislators to, in turn, inform lawmakers, guide decision-making and generate support for policies on critical issues that impact physicians, patients and the health care environment at both the national and state levels. To date, there are over 900 physician ambassadors collaborating with the AMA to do this important work.

The success of this campaign was measured by traffic and engagement. **In 2021, nearly 700,000 users consumed Advocacy content,** compared to 363,814 users in 2019, which more than doubled in two years! Total social media engagement with the AMA's advocacy digital marketing exceeded 60,000, with over 50,000 organic engagements. Total social media impressions reached nearly 5.5 million, with nearly 5 million being organic. And the AMA's advocacy newsletter, *Advocacy Update*, saw an increase of 4,000 subscribers in 2020 and nearly 1,000 subscribers in 2021.