

Strategic
Health Care
Marketing

Health Care Content Marketing: How to Drive Awareness, Engage Customers, and Increase Revenue

Your Presenters

- Theresa Komitas, Director Marketing and Public Relations, KishHealth System
- Eric Silberman, EVP, True North Custom





IN THE NEXT 20 MINUTES...

How Consumers Behave

What Consumers Want

How to Engage Those Consumers

Case Study



TANDY® 1000 TL/II Computer System

\$1599 Low to \$2499 for Month - Reg. \$2499.95

- 286-Based PC Computer
- Color Monitor
- 20MB SmartDrive™ Hard Drive
- Easy-to-Use 10-in-1 DeskMate® Software

BONUS PACKAGE

- Lotus Spreadsheet For DeskMate
- DeskMate G&A Write
- Quicken
- 2-Button Mouse

\$199 Low to \$249 for Month - Reg. \$249.95

Tiny Dual-Superhet Radar Detector

Save \$60 79.95 Low to \$139.95

Read Patent #4,411,000 - comes with you drive with confidence. Separate E and A band tones. 40000.

159.95 Low to \$249 for Month - Reg. \$249.95

Compact 10-Channel Desktop Scanner

Save \$30 99.95 Low to \$129.95

Available PRO-27 also gets you 100% the power as a frequency. Hear police, fire, 190, military, etc. more. 40000.

VHS Camcorder

Save \$100 \$799 Low to \$899 for Month - Reg. \$899.95

Available Model 102 includes video tape for instant shooting. 2 tape bins. Using 1000 program. 40000.

2-Button Mouse

Mobile CB With Channel Controls on Mike

HALF PRICE! 49.95 Low to \$99.95

Available TRC-432 also gets you 100% the power as a frequency. Hear police, fire, 190, military, etc. more. 40000.

20 Memory

Our Easiest-to-Use Phone Answerer

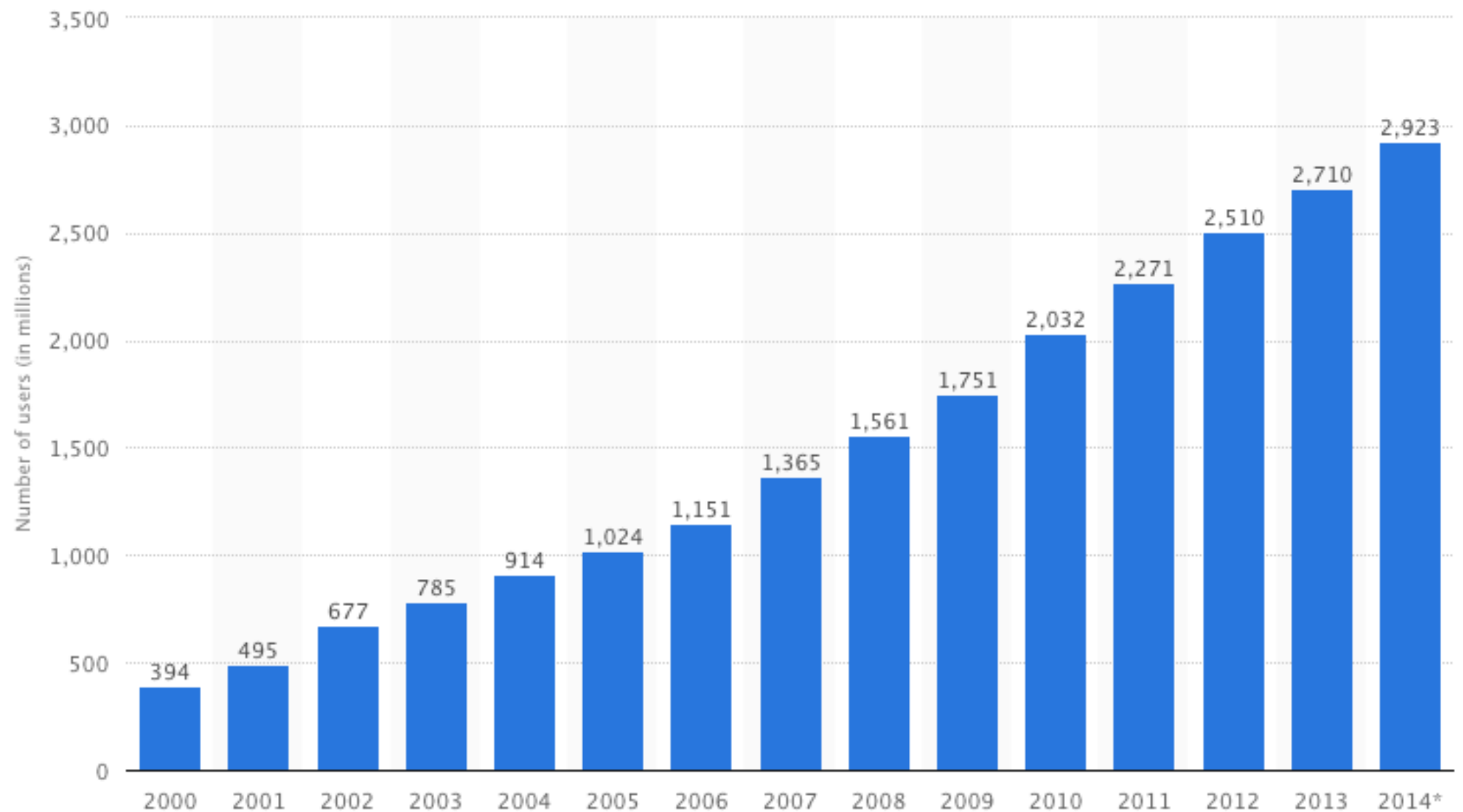
Cut 17% 49.95 Low to \$59.95

Handheld Voice-Activated Phone



HOW CONSUMERS BEHAVE

Number of Internet Users from 2000 to 2014

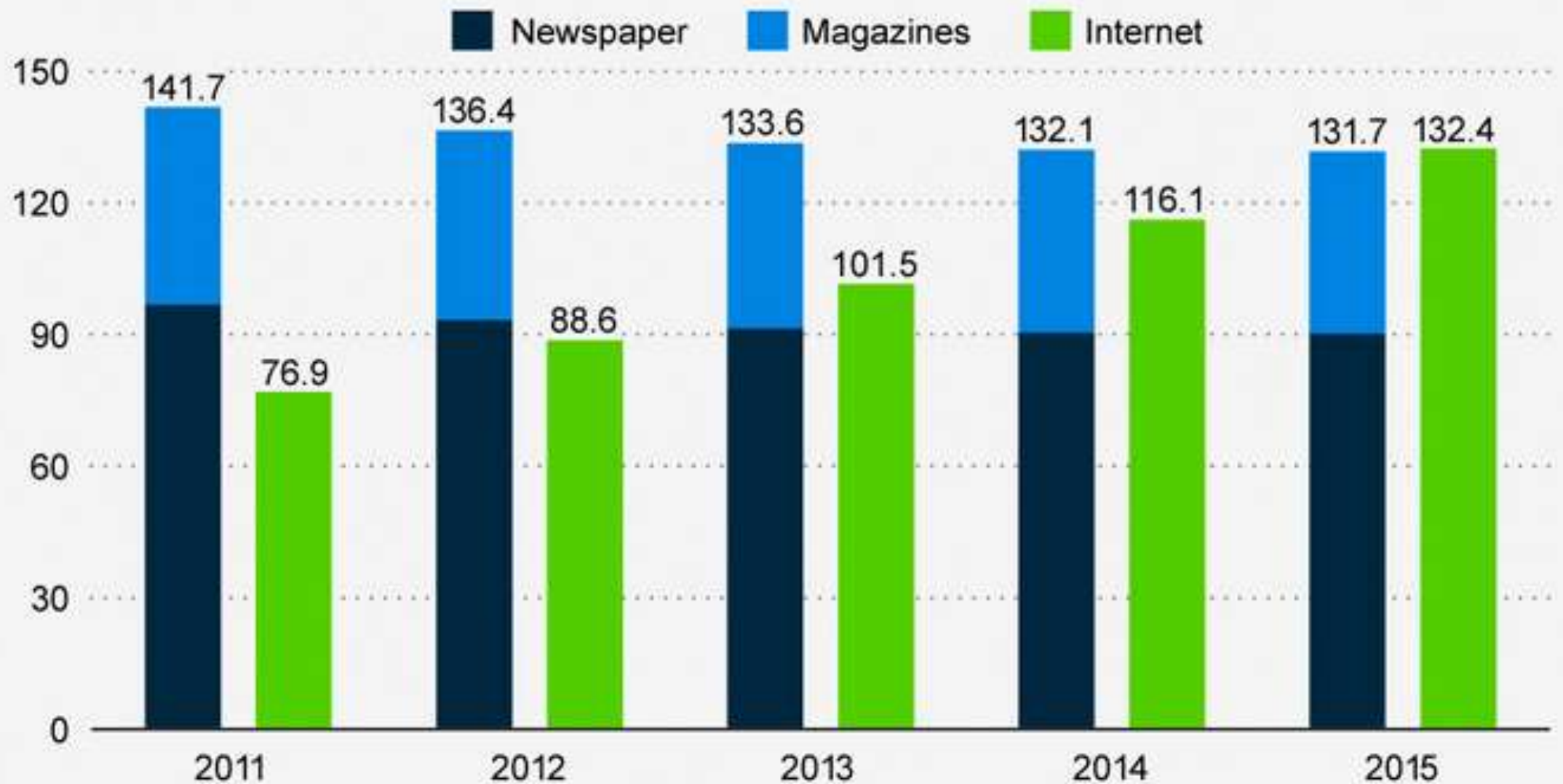


Source:
Statista



Internet Overtakes Print in 2015

Forecast: Worldwide ad spending in billion U.S. dollars



statista
The Statistics Portal

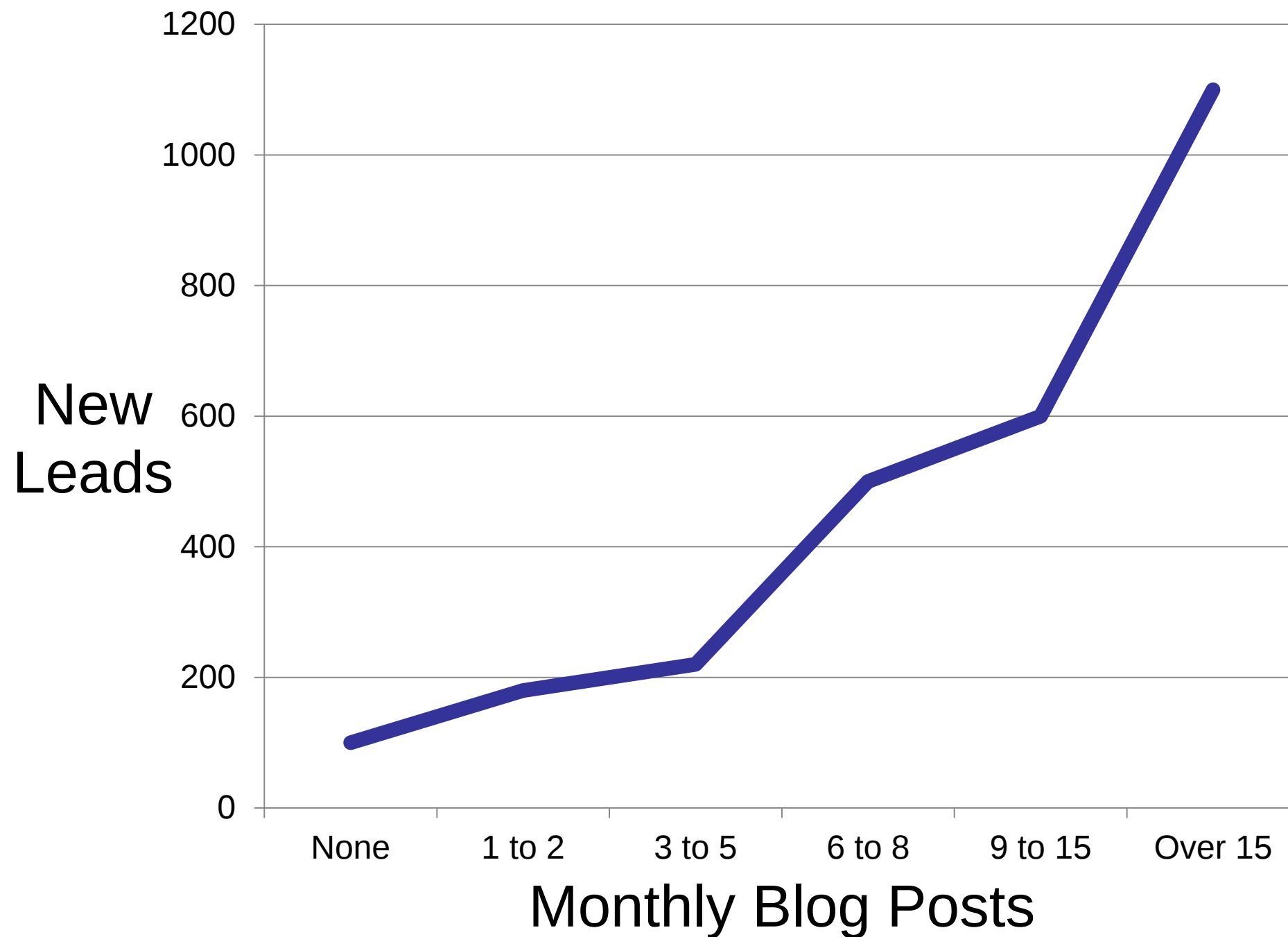


Source: ZenithOptimedia

Source: Statista

STRATEGY + CONTENT + RESULTS

Impact of Content on Inbound Leads



Source:
HubSpot



Majority of readers take some action due to reading the magazine

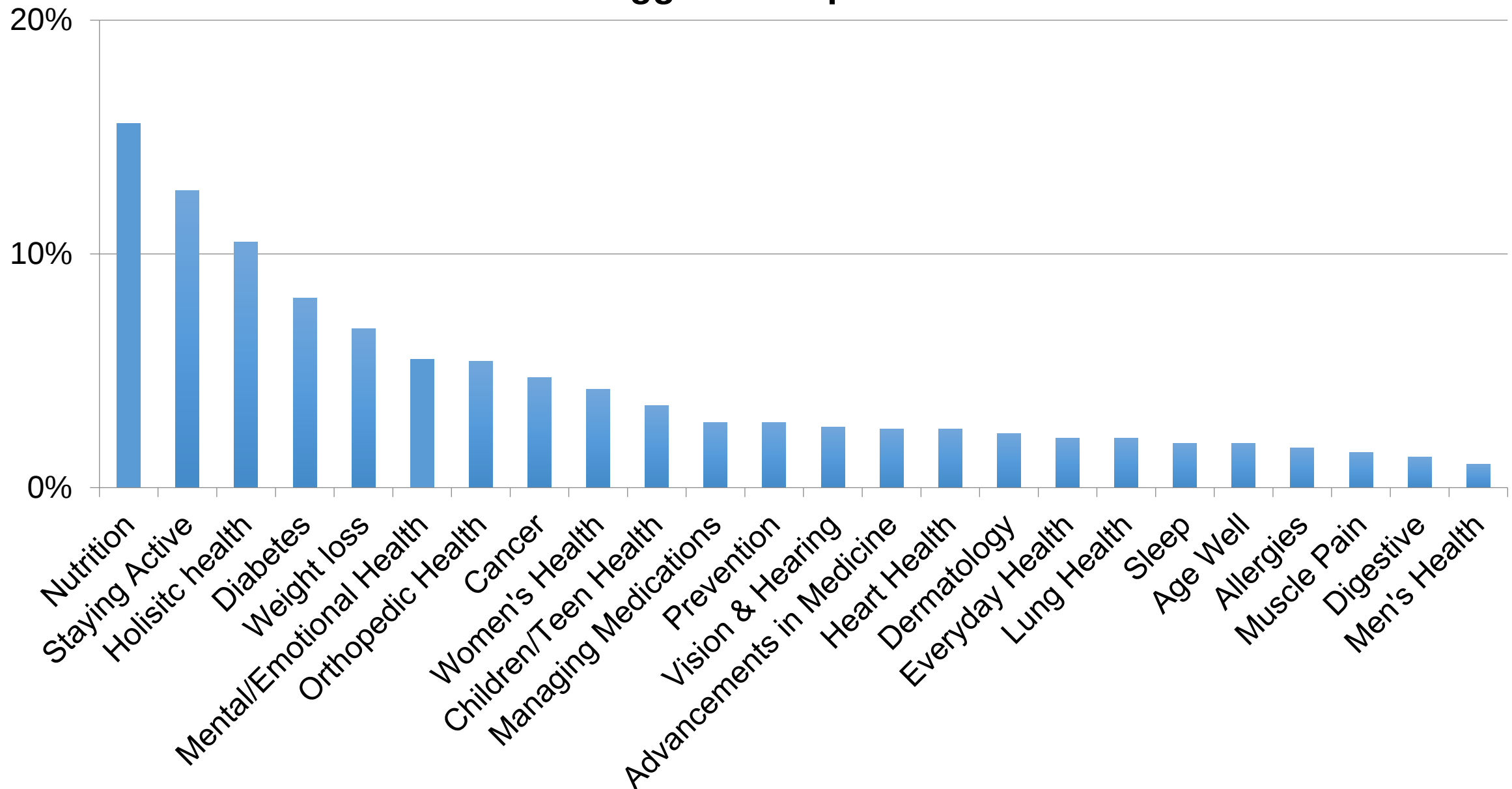


In the last 12 months, which of the below actions have you taken as a result of reading the information in our magazine?

N = 5,070 Source: True North Custom

Most popular topics included healthy eating, daily activity, and holistic approaches to managing health.

Suggested Topics

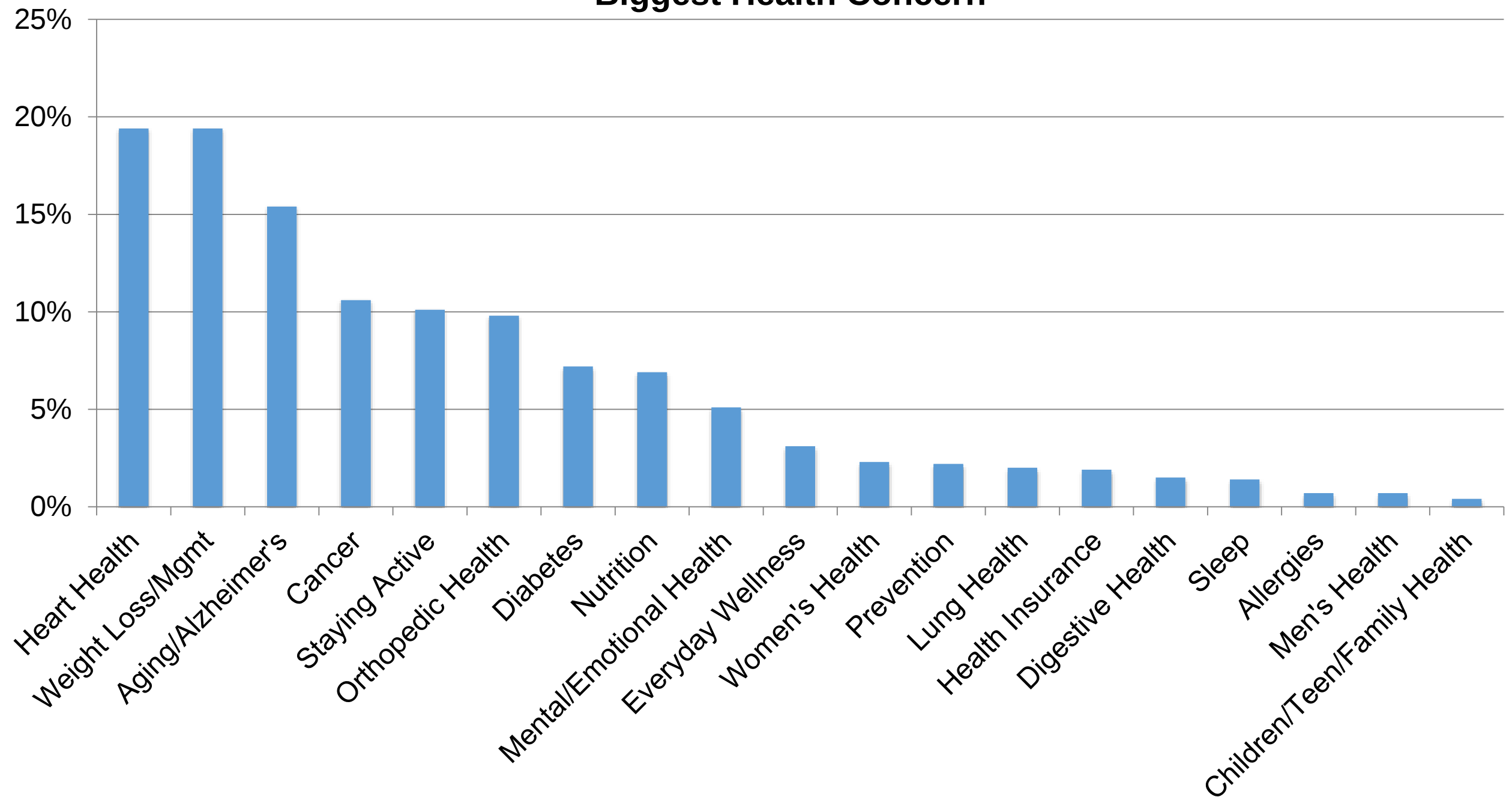


What other health & wellness topics would you like to read about? (open text)

N = 4,171 Source: True North Custom

Top health concerns include heart health, losing weight, and health problems later in life.

Biggest Health Concern



What is your biggest personal health concern? What worries you most about your own health? (open text)

N = 4,598 Source: True North Custom

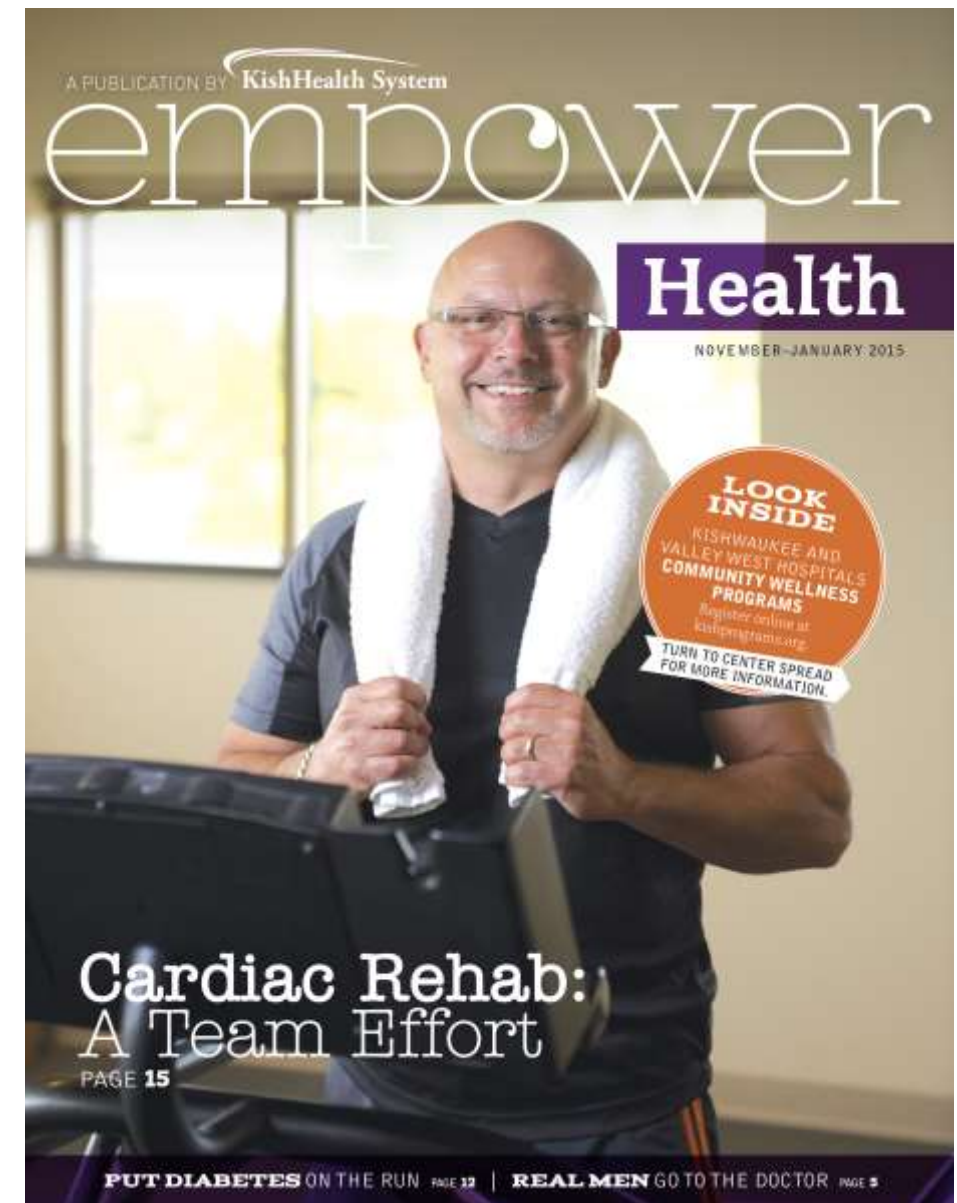
What Consumers Want

Connect content strategy to consumer preference for higher ROI

Lifestyle focus = 6.5 : 1 ROI

Hard sell = 1.1 : 1 ROI

Blend = 5.8 : 1 ROI



Consumer Decision Cycle



How to Engage Our Consumers



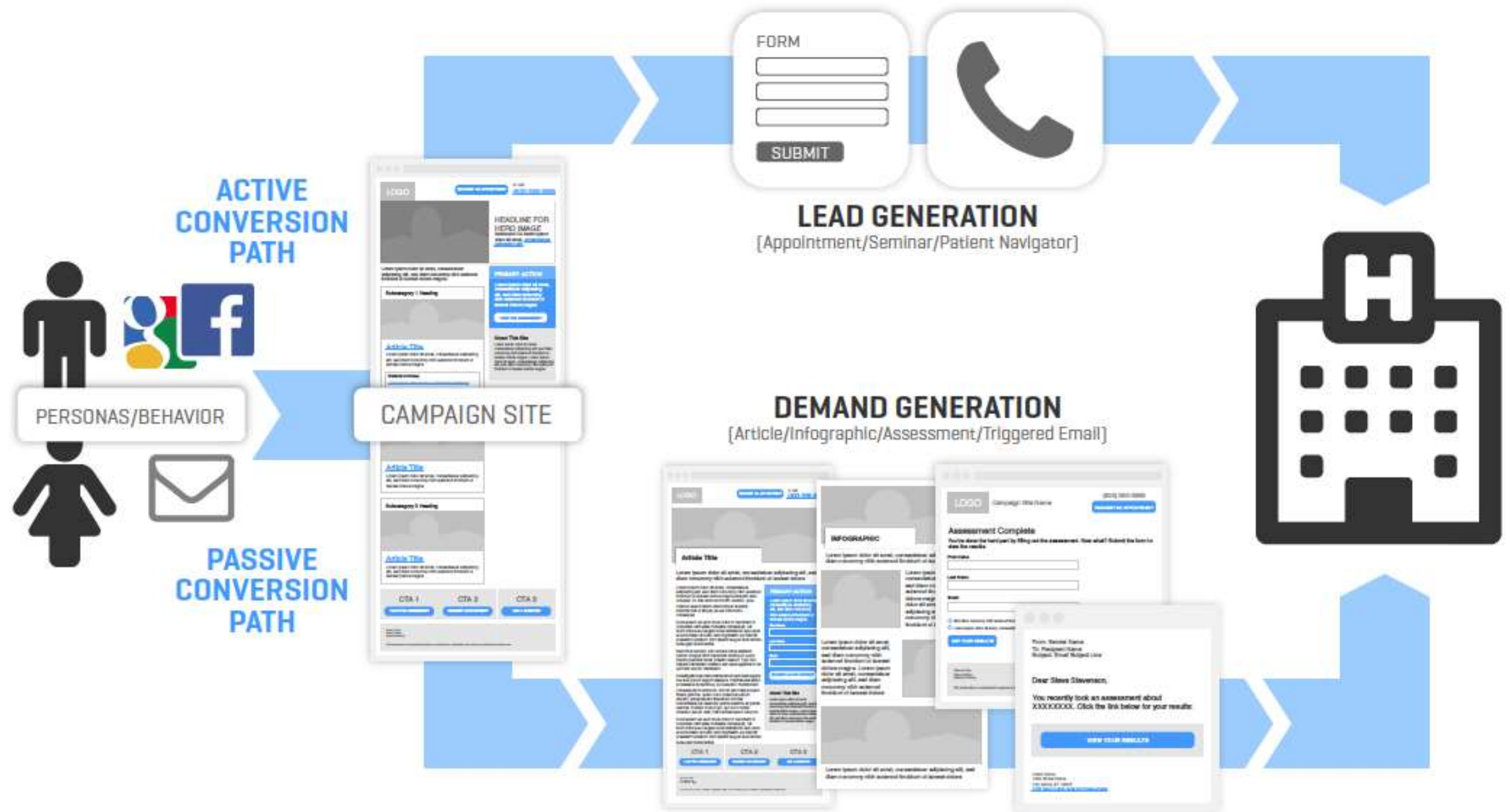
How to Engage Our Consumers



How to Engage Our Consumers

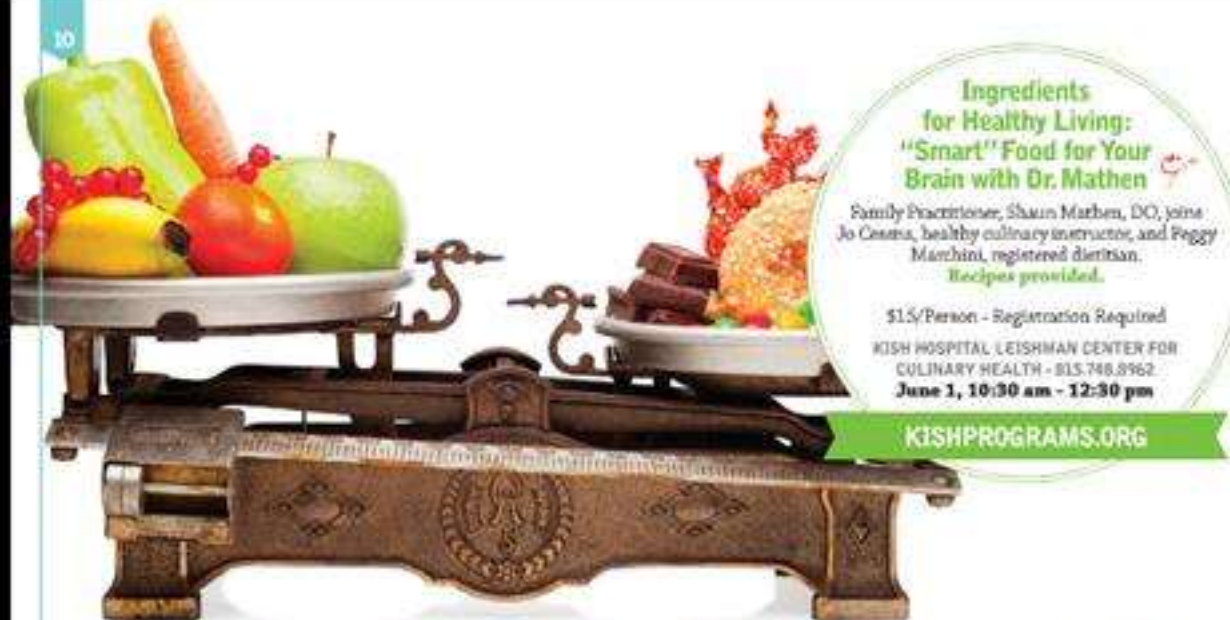


How to Engage Our Consumers



Case Study





Ingredients for Healthy Living: "Smart" Food for Your Brain with Dr. Mathen

Family Practitioner, Shaun Mathen, DO, joins Jo Cesena, healthy culinary instructor, and Peggy Marchini, registered dietitian. Recipes provided.

\$15/Person - Registration Required
KISH HOSPITAL LEISHMAN CENTER FOR
CULINARY HEALTH - 815.748.8962
June 1, 10:30 am - 12:30 pm

KISHPROGRAMS.ORG

Brain Food

BEING SMART ABOUT FOOD CHOICES ALLOWS US TO FIND WHERE NUTRITION AND YUMMINESS INTERSECT.

WHEN PURCHASING FOOD, many people follow taste preferences rather than nutritional value. Making choices in this way can harm a person's health.

"Food purchases driven by taste may include foods high in fat, sugar, and sodium, which in large quantities have adverse health effects," says Lynn Pifer, MS, RDN, LDN, registered dietitian on staff at KishHealth System. "Food is fuel, and we have to be sure we're providing our bodies with the kind of energy that helps them work efficiently and effectively."

Bring Mindful

The good news: It isn't necessary to sacrifice taste for nutrition.

To choose nutritious foods:

- **Buy** whole-grain products, lean meats, dairy, wild-caught fish, nuts, seeds, beans, legumes, and fresh fruits and vegetables
- **Avoid** packaged foods and beverages high in sugar, sodium, trans fats, preservatives, dyes, and artificial ingredients

Cooking at home helps you appreciate fresh ingredients. Season with herbs to discover subtle flavors. Eat slowly and without distractions to become more aware of when you've had your fill.

"Taste and nutrition are not mutually exclusive concepts," says Khurram Qadir, MD, gastroenterologist with KishHealth System Physician Group. "We should enjoy our food, and people who are educated about nutritional value are able to choose good-tasting foods that are also nutritionally rich."

Do you want to eat healthier, but don't know where to start? Visit kishprograms.org for a variety of healthy eating and cooking programs, recipes, articles and instructional videos.

"In the grocery aisles and at fast-food restaurants, we face an abundance of calorie-dense, cheap foods. Simple, pure foods are better for us than products with too many ingredients on the label, especially those that you cannot pronounce. Bringing nutritious food home is especially important for parents, because the habits children learn from their parents stay with them for life."

— Khurram Qadir, MD, gastroenterologist
with KishHealth System Physician Group

KishHealth System Health & Wellness Programs



With more than 16 local healthcare facilities, offering everything from innovative diagnostics to board-certified specialists across a wide range of care and services, we at KishHealth System believe we have the area's best resources to become your healthcare partner.

You trust us to care for you when you're sick, but let us also provide the resources and tools to keep you well.

Our certified community wellness instructors teach a variety of classes and programs designed to help you make healthy lifestyle choices.

Visit kishprograms.org for a complete list of programs, dates, times and locations.

Throughout the year we offer Healthy Eating programs, including the ever-popular

Ingredients for Healthy Living

cooking classes. Now being held in the new Leishman Center for Culinary Health at Kishwaukee Hospital.

Look for
**New Diabetes
Education Programs**
coming soon!



MAY 30, 8 am
Register online at kishpt5k.org
Proceeds donated to Adventure Works of DeKalb Co. Inc. After the race enjoy refreshments, stretching, massage, raffle, and music.

Most classes are free and registration is required (unless noted). Register online at kishprograms.org.





KishHealth System to open new teaching kitchen

Cooking classes will include gluten-free, mason jar meals and kids' culinary camps

Published: Tuesday, May 26, 2015 10:06 p.m. CDT • Updated: Tuesday, May 26, 2015 10:07 p.m. CDT



Caption

By BRITTANY KEEPERMAN [bkeeperman@shawmedia.com](#)

DeKALB – Rachel Koroscik is on a mission to change lives.

Koroscik, an NIU graduate who is now healthy culinary coordinator at KishHealth System, stood Tuesday behind the counter at Kishwaukee Hospital's newly built Leishman Center for Culinary Health.

She and co-worker Jo Cessna were preparing artichoke dip for today's open house event at the center, a new culinary space that will allow Cessna and Koroscik to teach hands-on cooking courses to community members.

"I'm just really looking forward to making a difference in people's lives. That is genuinely why I am doing this job," Koroscik said. "I want to see people make healthy changes and have a better quality of life."

From 6 to 7:30 p.m. Wednesday, Kishwaukee Hospital will host an open house at the new Leishman Center for Culinary Health, inside the hospital building at 1 Kish Hospital Drive in DeKalb.

A variety of courses will be offered in the 1,500-square-foot teaching kitchen, teaching people cooking techniques from mason jar meals to gluten-free cooking. Koroscik also will teach culinary camps for children and teens over the summer.

Courses begin in June and will be offered throughout the week at a variety of different times, including mornings and evenings. Course rates range from \$10 to \$30 a person, and registration is required. To see the class schedule or register for a course, visit www.kishhealth.org/health-wellness/programs.

The underlying theme in all the courses is cooking with whole, unprocessed foods. This is particularly important to Cessna, the culinary instructor.

"If you're looking at changing health, you really have to look at what is on your



Related Links

[Feed'em Soup to host Friday Bingo](#)

[Park District to host Canoe Battleship](#)

[Flooding creates problems for DeKalb, Sycamore parks](#)

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[Forum scheduled in DeKalb on medical marijuana](#)

Post Details

Reported stats may be delayed from what appears on posts



KishHealth System

Published by Tatum Glas (7) · May 14 ·

Kishwaukee Hospital employees were present for the first cooking demo in the Leishman Center for Culinary Health today for #HospitalWeek. The first public open house will be on May 27. Healthy Culinary instructors Jo Cessna (right) and Rachel Koroscik (left) are pictured.



1,665 people reached

Boost Post

Like · Comment · Share · 55 · 3

1,665 People Reached

215 Likes, Comments & Shares

193 Likes	55 On Post	138 On Shares
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20 Comments	3 On Post	17 On Shares
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2 Shares	0 On Post	2 On Shares
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215 Post Clicks

44 Photo Views	0 Link Clicks	171 Other Clicks
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NEGATIVE FEEDBACK

0 Hide Post	0 Hide All Posts
0 Report as Spam	0 Unlike Page





DID YOU KNOW?

BACK PAIN MAY RESULT FROM:

1. an injury (such as an auto accident or fall)
2. a physical condition (such as scoliosis)
3. a disease (such as arthritis)
4. a mechanical problem (such as disk degeneration or muscle spasms).

→ Most people with chronic back pain are helped by conservative treatment.

→ If you suspect you may be developing back problems, you can learn ways to lower your risk.

**\$50
BILLION**

AMERICANS SPEND MORE THAN \$50 BILLION EACH YEAR **SEEKING RELIEF** FROM BACK PAIN + **BACK PAIN IS A PRIMARY REASON PEOPLE MISS WORK** AND/OR MAKE APPOINTMENTS TO SEE THEIR PHYSICIANS.



WE'VE GOT YOUR BACK...

{ ... BECAUSE THEY NEED YOU TO HAVE THEIRS }

BACK OR NECK pain can leave you feeling as if you have nowhere to turn. If conservative treatments are not helping and everyday activities are becoming more difficult, the caring medical professionals at KishHealth Spine Center can determine the cause of your pain and recommend a treatment that's right for you.





Take an Assessment ➡

to help determine if you should see a spine specialist

Request an Appointment ➡

with one of our spine specialists



We've Got Your Back...Because They Need You to Have Theirs

Back or neck pain can leave you feeling as if you have nowhere to turn. If conservative treatments are not helping and everyday activities are becoming more difficult, the caring medical professionals at KishHealth System Spine Center can determine the cause of your pain and recommend a treatment that's right for you.

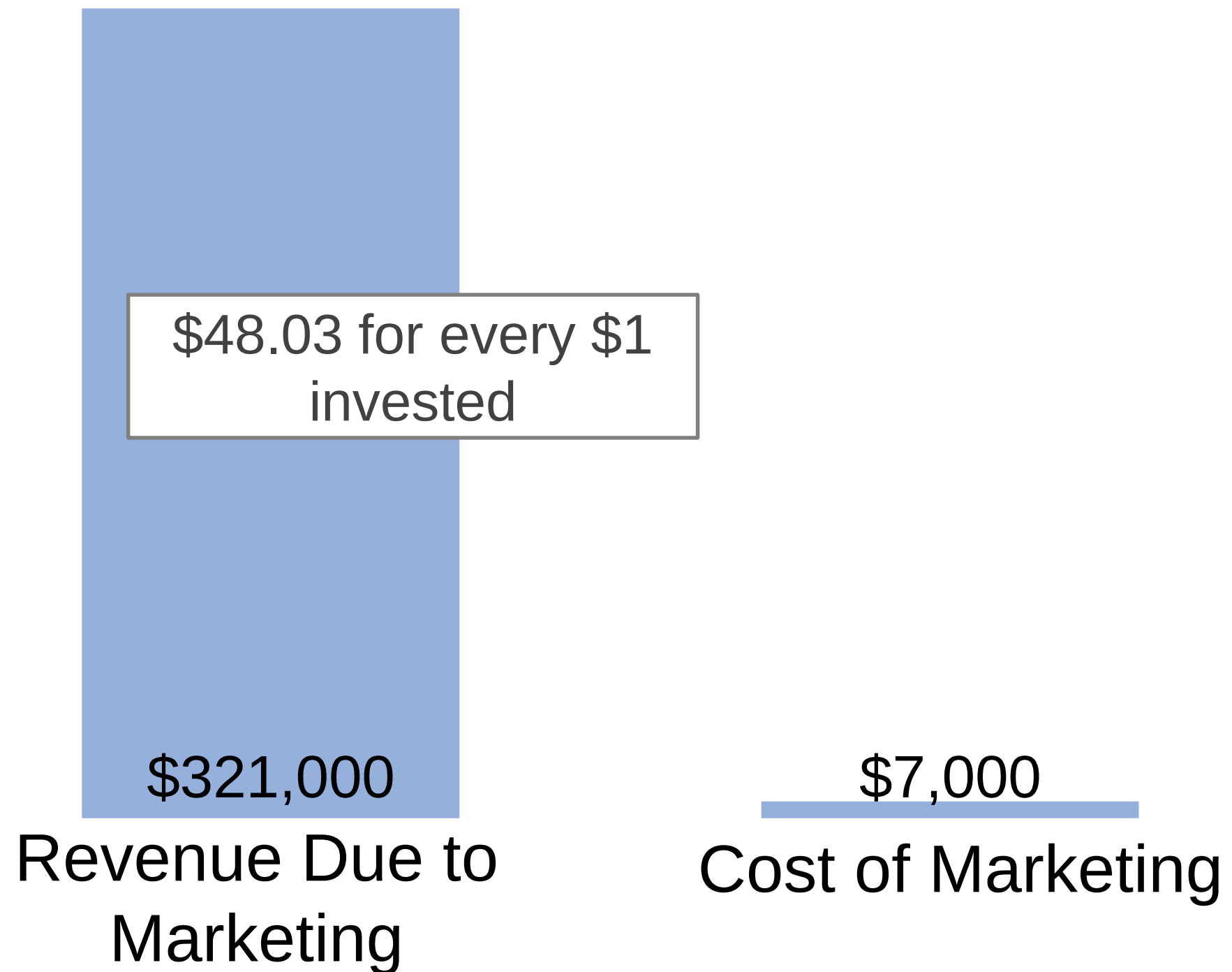
Learn more about how we can help today!

To reach DeKalb Clinic (**Martin E. Gryfinski, MD**, Neurosurgeon), call **815.758.8671**.

Check out a **testimonial** from one of our spine center patients at www.kishspinecenter.org.



Spine Center Campaign ROI







ARE YOU READY TO BE MORE ACTIVE WITH FEWER LIMITS?

Take the first step to move without joint pain. [Request an appointment.](#)

Being free from joint pain can get you back to the life you love. **Learn more about what joint replacement involves.**

ASSESSING THE PAIN



A Lifetime of Healthy Joints

You may believe stiff, painful joints are a natural part of aging, but they don't have to be. Take action now to help your joints stay flexible.

TAKING THE STEPS TO TREATMENT



Don't Let Joint Pain Hold You Back

The decision to have joint replacement surgery comes down to your answer to one question: Is joint pain changing how you live?

ASSESS YOUR JOINT PAIN NOW

Is knee or hip pain preventing you from enjoying the activities you love the most? Joint replacement surgery through the KishHealth System Joint Center might be your best solution.

☐ I agree to the [Privacy Policy](#)

[Start Your Assessment](#)

Joint Center at Kishwaukee Hospital

If you have knee or hip pain, joint replacement surgery could help restore your independence and get you back to your daily activities. At the Joint Center at Kishwaukee Hospital in DeKalb and Valley West Hospital in Sandwich, we use the best evidence-based practices to get you on the path to a healthy, pain-free lifestyle quickly.

Ankur R. Behl, MD

Midwest Orthopedic
Institute, SC - Sandwich
1310 N. Main Street
Sandwich, Illinois 60548
• Orthopaedics
• Orthopedic Surgery

[Watch Video](#)



Steven G. Glasgow, MD

Midwest Orthopedic
Institute, SC
2111 Midlands Court
Sycamore, Illinois 60178
• Orthopaedics
• Orthopedic Surgery

[Watch Video](#)





A Lifetime of Healthy Joints

You may believe stiff, painful joints are a natural part of aging, but they don't have to be. Take action now to help your joints stay flexible.

"People tend to be more sedentary now than in the past," says Dave Smith, physical therapist and coordinator of the KishHealth System Centers for Joint and Spine Care. "Lack of exercise and increased weight put undue stress on the joints and spine, which can lead to pain, dysfunction, and degeneration."

Joint Pain May Also Result From Injury.

"Some 'weekend warriors' take their bodies beyond their limits," says Cindy Tucker, PT, director of KishHealth System Physical Therapy. "One particular motion repeated over and over again also stresses a joint."

Follow These Steps for Better Joint Health.

STEP ONE: Exercise. Aim for 30 minutes per day of moderate physical activity like brisk walking, Pilates, yoga, or other core-strengthening and deep-stretching exercise will also promote joint health.

STEP TWO: Eat right. "Drink lots of water and eat raw fruits and vegetables, while eliminating high-sugar drinks and high fat foods," says Smith. "A healthy diet discourages inflammation."

STEP THREE: Manage your weight. Even a small weight loss helps your joints in a big way. Each pound of lost weight reduces the load on the knee joints by four pounds.

RICE for Joint Pain

- **Rest.** Take a break from the activity causing your discomfort.
- **Ice.** Apply cold compresses to reduce swelling and relieve pain.
- **Compression.** Wrap the affected area to reduce swelling.
- **Elevation.** Raise the sore area above heart level to minimize swelling.

Aspirin or ibuprofen can help relieve inflammation. Before taking any pain medication, check with your physician.

Considering joint replacement? Watch a video about KishHealth System's unique Joint Care Center online at kishjointcenter.org or call 815.748.2968 to schedule a tour.

REQUEST AN APPOINTMENT

Experiencing joint pain? Our orthopedic specialists can help. Fill out this form to request an appointment. Someone will be in contact with you within 1 to 2 business days.

First name *

Last name *

Email *

Phone *

☐ I agree to the [Privacy Policy](#).

[Request Appointment](#)





Ankur R. Behl, MD

Midwest Orthopedic Institute, SC - Sandwich
1310 N. Main Street
Sandwich, Illinois 60548

Specialties:

- Orthopaedics
- Orthopedic Surgery



Physician Profile



Languages

- English

Education

2007

- University of Oklahoma Health Sciences Center (Oklahoma City), Medicine

Internships

2008

- John Peter Smith Hospital (Texas), Rotating

Residency

2012

- John Peter Smith Hospital (Texas), Orthopedic Surgery





Hello, Steven,

You recently took our Joint Pain assessment. Did the assessment answer all your questions related to Joint Pain?

If not, we can help!



[Request an appointment](#) with one of our Orthopedic specialists today.

ARE YOU A *Well Being?*

Insights about Mind, Body, and Spirit
from Texas Health Resources

EATING RIGHT

STAYING FIT

HEALTH & WELL-BEING

STORIES OF HEALING



HOW'S YOUR HEARING?

MAY 28, 2015

READ POST



Glorious Greens

Texas Health Resources June 9, 2015 No Comments

Eating Right, Family Health, Featured Articles, Food, Health

It might not be easy being green, but it's easy to get green in your diet! Try some new options — such as spinach feta muffins or some sautéed greens — and boost your vitamin intake.



Enter your search term...



HOW WELL ARE YOU DOING?

A Friendly Well-Being Score C...



A Fridge-worthy Well-Being S...



4 Steps for Summer Suitcase Safety

What's
your
well-being
score?



Find out now



Busting the Must-have Mentality

Texas Health Magazine December 10, 2014 No Comments
Family, Family Health, Featured Articles, Well-Being

If you're on an unending quest to have the slickest gadgets and chicest clothes, your relationships and happiness may suffer along the way. Every day, you're bombarded with advertisements for the newest products that promise ...



Trouble in the Air: Learn the Symptoms of CO Poisoning

Texas Health Magazine December 8, 2014 No Comments
Family, Family Health, Featured Articles, Health, Well-Being

As winter sets in, heating the home becomes a priority. Doing so improperly, however, can lead to carbon monoxide (CO) poisoning. Your furnace has been running for hours, but you're shivering inside your home. A ...

STRATEGY + CONTENT + RESULTS

Q & A





THANK YOU!

Theresa Komitas, Director
Marketing and Public Relations

&

Eric Silberman, Executive Vice
President

