



PALOMAR HEALTH

Challenge:

Palomar Health provides primary and specialty care to communities in North San Diego County. In 2019, the organization wanted to reach targeted zip codes to raise awareness about available health plans and encourage community members to choose doctors associated with Palomar Health.

Solution:

PROMEDIA helped the organization develop a multimedia campaign, which included print, outdoor, paid search, digital display, social media ads and audio streaming, to drive audience members to a special landing page that provided information about available plans.

Campaign Highlights:

- Multiple media channels reached target audiences in a multitude of ways
- A variety of ad sizes were created
- Different creative used for different audiences, with different images (young family, young mother, Hispanic, grandpa, grandpa, senior couple)
- Alternate creative for Covered California, Medicare and Medicare Advantage
- Messages changed for “Opens this week”, continuing messages and “Ends this Week”

Sample creative for the Palomar Health campaign



Results:

The campaign raised awareness for Palomar Health and positioned it as a source of information about Open Enrollment.

An estimated 5% of people in or from the target area visited the special landing page, with sustained and increasing engagement over the course of the campaign.

The amount of time people spent on the landing page indicated individuals did read the content, which included Palomar’s critical message about available plans. This helped position Palomar well in the minds of its consumers.

Platforms	Display	Search	FB/Insta	LinkedIn
Clicks	16,924	115	11,530	574
Impressions	3,469,693	4,828	2,148,972	331,519
CTR	0.49%	2.38%	0.54%	0.17%
Sessions	19,007	94	8,081	572
Avg. Session Duration	00:32	01:21	00:24	00:36
Bounce Rate	84.68%	70.21%	87.18%	84.97%
Delivery %	105.80%	108.49%	106.43%	103.05%

29,910,776

Total campaign impressions

71,265

Total campaign clicks

3,869

highly engaged sessions lasting over 1 minute on site

Based on the positive results, Palomar Health considered the campaign a huge success, and looked forward to working with PROMEDIA again on future campaigns.