

EVMS



My Story Project

Integrated Communications Plan

Fiscal Year 2013

*My Story
Communications Plan
FY2013*

Objective:

To put a “face” on the top-notch clinical and groundbreaking research efforts taking place at Eastern Virginia Medical School and to forge a stronger emotional connection with members of the community.

Launch date: September 7, 2012

Challenge:

Survey: low awareness of clinical practice options
Scientists/logic; Lack of emotional connection
Putting a face on what we do

Audiences:

The My Story project targets the following **primary** audiences:

- Potential patients
- Referring doctors (internal and external)
- General community members
- Donors and potential donors

Our efforts also have potential to reach the following **secondary** audiences:

- Media
- Potential faculty members
- Potential students

Goals:

- Tell the EVMS story to a broader audience
- Establish an emotional connection
- Engage viewers in the stories shared and encourage them to share their own positive EVMS clinical care experiences
- Increase visibility of the overall EVMS practice plan and individual EVMS clinical practices
- Increase the number of referrals from internal and external physicians
- Increase donations

Strategies & Tactics:

One of our key efforts for FY13 will be the implementation of our My Story video series and microsite. The core of this project will be the video packages (2 minutes or less) that allow EVMS patients to share their experiences.

These emotionally powerful videos offer the opportunity to forge a strong connection with viewers and are particularly powerful because our doctors do not speak during the package. Each is entirely a compelling, third-party endorsement. In addition to being featured on the microsite, these videos can be used to support departmental web content. Video content will be supplemented by text-based and audio podcast patient stories. The microsite also will provide an option for viewers to submit their own content and stories.

Traffic to the microsite and videos will be driven through our brand advertising (with inclusion of the microsite URL), through our social media channels (Facebook, Twitter, etc.), campus digital signage, and existing electronic and print media (eNews, EVMS Magazine, etc.). For a better sense of how various media and MarComm efforts interact with the My Story Project, see the diagram in Appendix 1.

Some key tasks and considerations include:

- **Alternative formats for patient stories:** While the core of the My Story project is the library EVMS-produced patient-centered videos, alternative formats will be utilized as well.
 - **Text-based entries:** Featuring a photo of the patient and a brief (3-5 paragraph length) text entry, a patient story also can be conveyed. This provides an opportunity for individuals who are less comfortable appearing on camera.
 - **Audio/podcast entries:** Use of a digital audio recorder to interview patients allows for a richer media experience without the need to organize a video shoot, pack equipment. These interviews also could be completed over the phone.
 - **User-created content:** Our goal is to have authentic, user-generated content submitted to the site.
- **Clinical Services Marketing:**
 - We will need to follow through with internal clinical departments to ensure My Story videos are shown at department meetings with the purpose of encouraging submissions of ideas for additional stories from that department and to raise awareness of services and expertise available within other internal clinical practices.
 - We will develop an HTML-based e-mail blast for distribution to community faculty and referring doctors. This e-mail could include additional information on related services provide by the EVMS clinical department and featured EVMS doctors.
- **Building consent packet for participants:** We must develop a consent form for participation that includes examples of the variety of ways in which a person's story might be used (video, magazine story, advertisement, donor appeal, etc.) to ensure greatest utility and minimize effort. Additionally, use of a particular patient story across media provides a mutually reinforcing message.

Metrics:

Success of the project will be measured via a variety of **direct** measures:

- Number of video views [*baseline data collected for FY2013*]
- Number of microsite page views [*baseline data collected for FY2013*]
- Use of microsite links to view clinical practice pages [*baseline data collected for FY2013*]
- Increased number of subjects for My Story videos, magazine stories, philanthropic appeals, and other collateral
- Engagement of viewers with the microsite and social media outlets (commenting on EVMS-produced videos, sharing their own story; shares, likes and retweets of My Story entries; etc.) [*Target: 1 percent engagement rate*]
- Number of My Story videos and support packages (doctor interview, procedure overview, etc.) produced. [*Target: Minimum of 2 videos per clinical department to be produced in FY13*]

Success of the project will also be measured via a variety of **indirect** measures:

- Increased awareness of EVMS primary and specialty care options and higher favorability rating for EVMS clinical services as measured on the community perception survey conducted every two years
- Increased number of patient referrals to other practices from internal (EVMS) doctors*
- Increased number of patient referrals from external doctors*
- Increased patient volume for EVMS Medical Group*
- Increased philanthropic donations
- **Note: These measures are dependent on EVMS Medical Group capacity and capability to measure.*

Costs:

The costs for this project are minimal. The only additional expenditures required are for programming of the My Story microsite (*see Appendix 2*) to be completed by our agency of record, Otto Design + Marketing [estimated cost: \$8,000]. At another time, this could have been completed using in-house staff resources. However, given we are poised to launch a redesign of our flagship publication, *EVMS Magazine*, in September 2012 and to launch a new public and private website in November 2012, the Creative Services and Web Technologies staff are otherwise engaged.

No additional funds are required for marketing as the My Story URL can be included in already-planned and budgeted ad buys (*see Appendix 3*). Production of the My Story videos and support packages incur no additional costs beyond staff time for our videographer, relevant Account Executive and faculty member (if interviewed). Social media messaging and any media pitches will be carried out by Account Executives as part of their standing job responsibilities.

Conclusion:

This project integrates a variety of functional areas within MarComm (social media, public relations, web technologies and video) as well as dovetailing with marketing

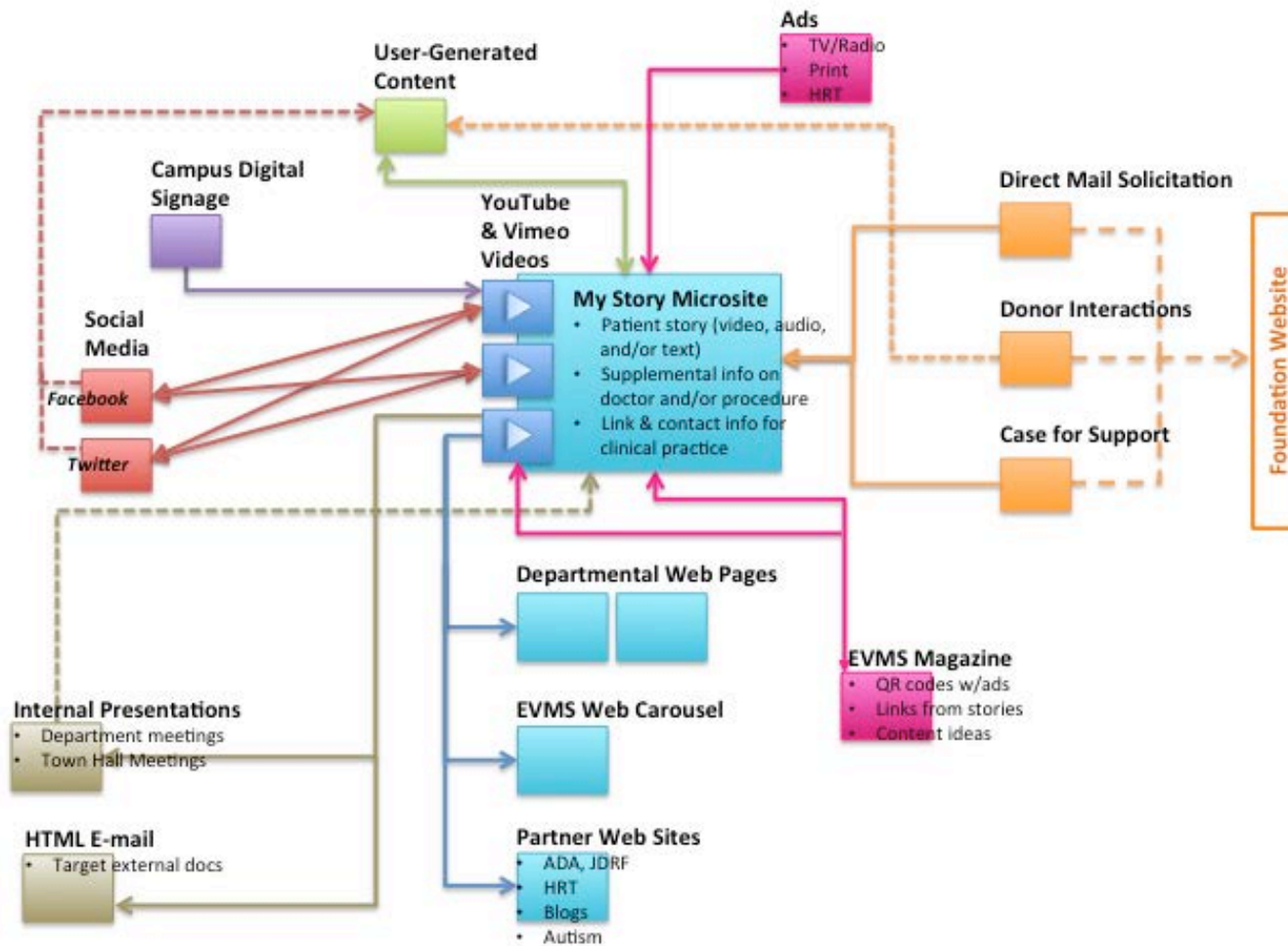
efforts carried out through our agency of record, Otto Design + Marketing. We see tremendous potential for engaging online audiences in a powerful manner.

Additionally, efforts to collect these stories provide additional opportunities to forge stronger relationships with campus departments and develop content that can be used in a variety of media for a variety of purposes (departmental website videos, Development collateral, EVMS magazine articles, etc).

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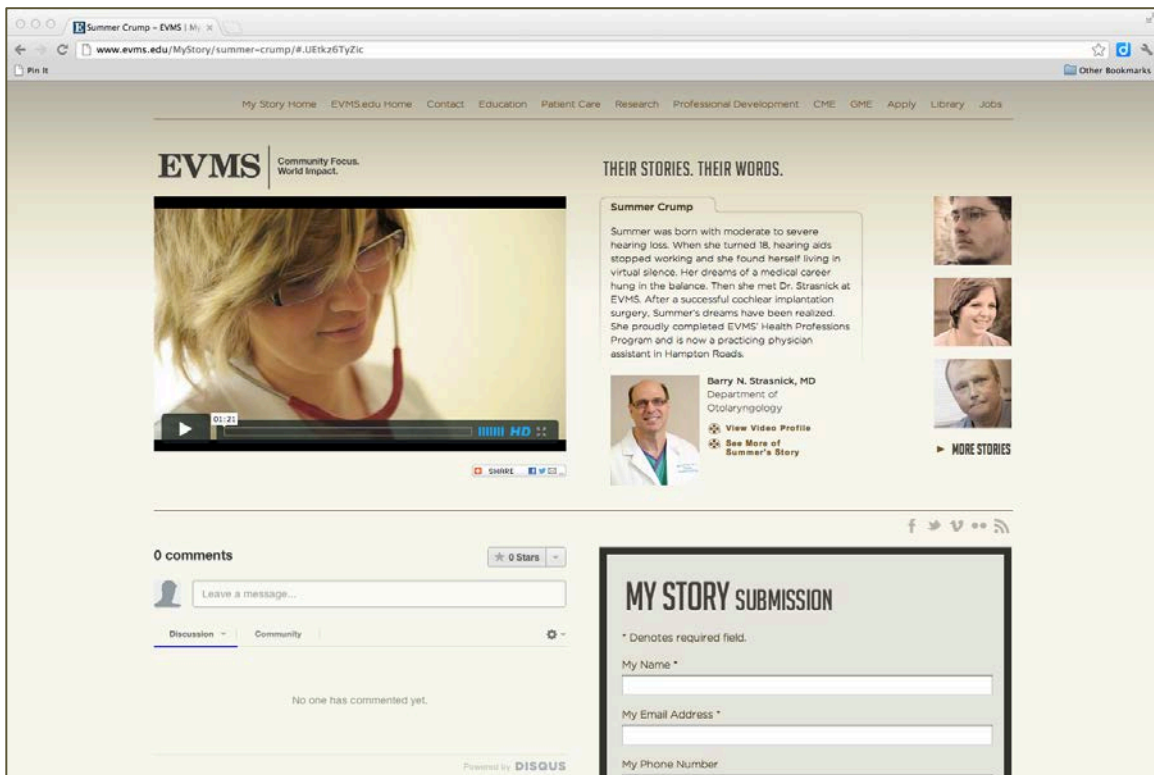
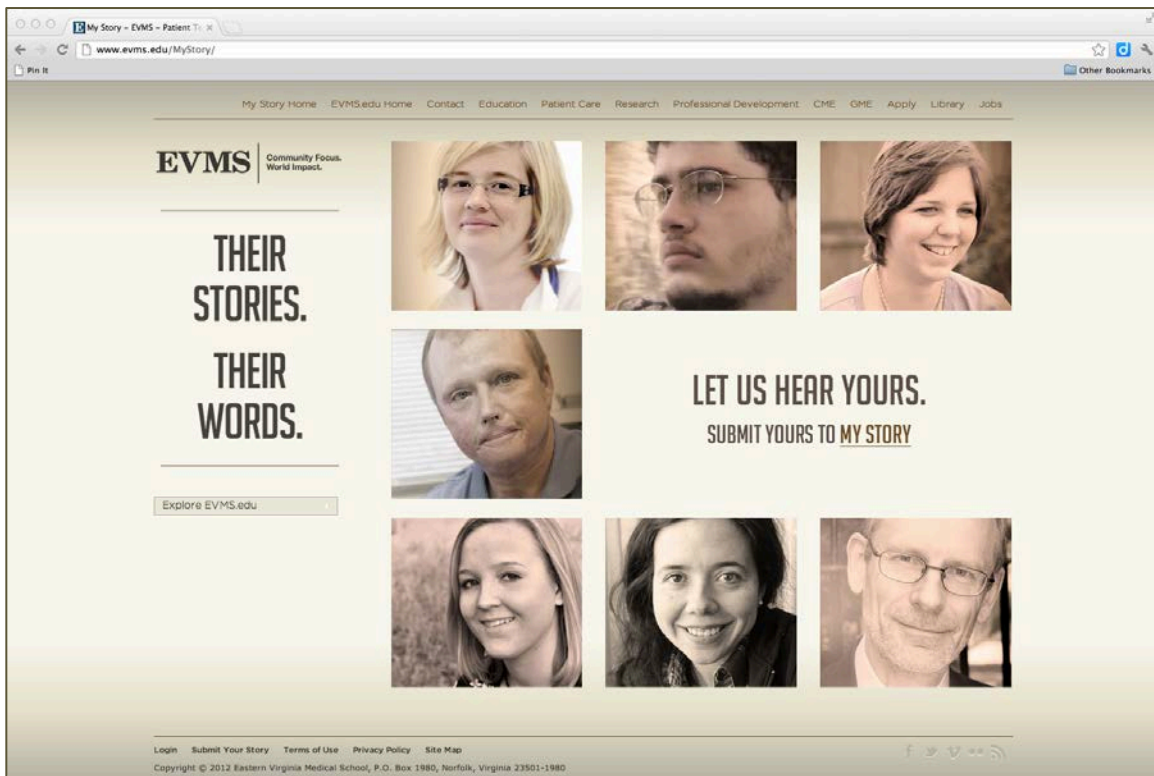
Appendix 1:
***Cross-Platform
Integration***



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Appendix 2:
My Story
Microsite Designs



Submit Your Story - EVMS

www.evms.edu/MyStory/submit-your-story/

My Story Home EVMSedu Home Contact Education Patient Care Research Professional Development CME OME Apply Library Jobs

EVMS | Community Focus. World Impact.

Submit Your Story

Do you have an amazing story to tell? Please use the form below to tell us about your experience at EVMS. For privacy reasons, your story must be reviewed before it is posted to this site. By using the form below, you agree to our [Terms of Use](#).

MY STORY SUBMISSION

* Denotes required field.

My Name *

My Email Address *

My Phone Number

My Story * (Please let us know if you have a video to submit)

Submit Story

THEIR STORIES. THEIR WORDS.

Patient Testimonials

- [Summer Crump](#)
- [Travis Meeks](#)
- [Meaghan Gerety](#)
- [Steve Joyner](#)

Do you have an amazing story to share with EVMS?

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- [Terms of Use](#)
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Terms of Use - EVMS | My Story

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Terms of Use

Eastern Virginia Medical School (EVMS) offers the "My Story" site for use by members of the EVMS community and general public to share information and comments. By accessing, viewing, or contributing to any site, you acknowledge that you have read, understand, and agree to the following terms of use (the "Terms") for the site:

1. By submitting your personal/contact information on the site, you are consenting to being contacted by EVMS about your post.
2. All content is the sole responsibility of the individual who posted it. You must evaluate and bear all risks associated with the use of content posted, including any reliance on the accuracy, completeness, or usefulness of such content. EVMS will not be liable, under any circumstances and in any way, for any errors or omissions, or loss or damage of any kind, incurred by you as a result of your use of content posted on this site.
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5. You will not post comments or material that is unlawful, obscene, defamatory, threatening, harassing, abusive, slanderous, hateful, embarrassing to any other person or entity, or otherwise inappropriate as may be determined in EVMS' sole discretion. Content posted may be disclosed to law enforcement, government authorities, or any other party deemed to have a "need-to-know" as determined solely by EVMS.
6. You may not post advertisements, promotional materials, or other solicitations; distribute chain letters or pyramid schemes; post the same note repeatedly; or post/transmit any material that contains software "viruses."
7. You may not impersonate another person or entity, falsely misrepresent your affiliation with a person or entity, or allow any other person or entity to use your identity for posting or viewing comments.
8. You may not post the personal health information of any individual other than yourself or your lawful dependent. In addition, if you are a health-care provider or a "covered entity" under federal HIPAA regulations, you are prohibited from posting any content that is Personal Health Information, including

THEIR STORIES. THEIR WORDS.

Patient Testimonials

- [Summer Crump](#)
- [Travis Meeks](#)
- [Meaghan Gerety](#)
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- [Privacy Policy](#)

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Appendix 3:
***Advertising Integration
Samples***

HRT Tide Light Rail Interior Cards

**THE FIRST SOUND
SHE HEARD
WAS HER DOCTOR'S HEARTBEAT.**

YOU CAN LISTEN TOO.

 SEE SUMMER'S STORY
AT EVMS.EDU/MySTORY

EVMS | Community Focus.
World Impact.

**SHE SPENT 14 DAYS
IN A COMA.**

TAKE A MINUTE TO SEE HER STORY.

 SEE MEAGHAN'S STORY
AT EVMS.EDU/MySTORY

EVMS | Community Focus.
World Impact.

AUTISM CAN'T TAKE AWAY HIS VOICE.

ESPECIALLY IF YOU LISTEN.



SEE TRAVIS'S STORY
AT EVMS.EDU/MySTORY

EVMS | Community Focus.
World Impact.

SURVIVAL WAS ONLY THE BEGINNING.

NOW HE'S FIGHTING TO TELL HIS STORY.



SEE STEVE'S STORY
AT EVMS.EDU/MySTORY

EVMS | Community Focus.
World Impact.

TV Brand Advertising Spot

