

SELECT CASE STUDIES

# 9Rooftops<sup>®</sup> Health

DATA | CREATIVE | RESULTS

HolyName 

9RooftopsHealth<sup>®</sup>



UMass Memorial Health

CASE STUDY

UMASS Case Study: <https://vimeo.com/763912860/1c1c1348e7>

9Rooftops Health



CASE STUDY

St. Bernards Case Study: <https://vimeo.com/736572385/1da1cb9aca>




Rooftops®

# *bellin health*

CASE STUDY

Bellin Health Case Study: <https://vimeo.com/736575034/b9c492c6c9>



Rooftops®

unity  
community  
immunity

CASE STUDY

Unity Community Immunity: <https://vimeo.com/736582984/0d3ca5a583>

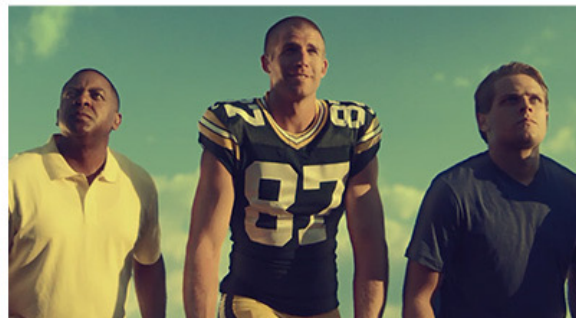


\*\*\* THE \*\*\*  
**JORDY NELSON**  
 MEN'S HEALTH ASSESSMENT

**REAL MEN DONT WAIT .COM**

**bellinhealth**  
 Official Healthcare Partner of the Green Bay Packers

**CHECK YOUR HEALTH 8 WAYS TO SUNDAY.**



bellinhealth

The pigskin vs. the pig-headed.

**CHALLENGE**

As part of its mission to make the population of Northeast Wisconsin one of the healthiest populations in the country, Bellin Health took on the daunting task of promoting men's health. To be successful we needed to reach out to men in places that would be expected, yet places where messages are inescapable. For example, the men's room or during a Packers game. But the message needed to resonate. And who better to deliver that message than Packers' wide receiver, Jordy Nelson.

**SOLUTION**

It started with obtaining a thorough understanding of why men in Northeast Wisconsin would rather die than go to the doctor ... sometimes literally. Barriers to care had to be removed. To do this, the entire system had to come together to ensure that it was easy to get an appointment and that it was affordable and convenient.

Messaging had to be created that acknowledged the reasons why men don't go to the doctor and do it with a balance of humor and gravitas.

**RESULTS**

**3,000**  
 NEW PATIENTS  
 in less than 90 days

**\$7.5**  
 MILLION  
 in potential revenue



Bellin Health was asked to present the men's health campaign strategy at the White House to the Commission on Population Health Management.



What she feels



### CHALLENGE

The Bellin Health Cancer Team was facing increased competition. Plus, Consumers found it difficult to keep up with changing cancer screening criteria. Scheduling specific screenings required multiple phone calls to several service line departments during normal business hours. As a result, market share declined, and increase in missed screenings lead to late-stage cancer diagnoses.

### SOLUTION

- + Created a simple and easy way to schedule a screening for five of the most common cancers through a 24/7 hotline (1-888-WE FIGHT).
- + Acknowledged the anxiety caused by the fear of having cancer and replace that anxiety with peace of mind.
- + Targeted adults in client's service area with age-appropriate screenings through PR and a paid multimedia campaign.
- + Tracked results, optimize and repeat.

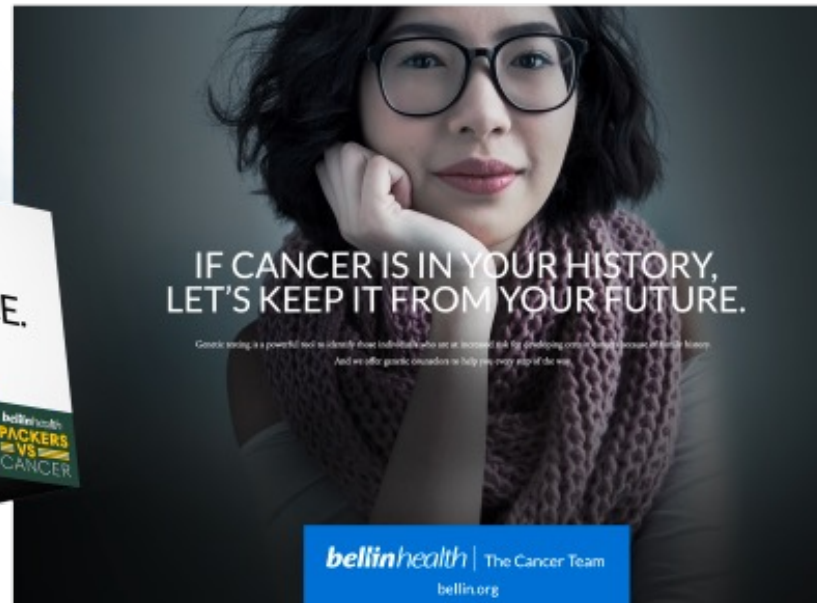
### RESULTS

**7,860**  
CANCER SCREENING

Exceeded Goal by  
**300%**

**1,700%**  
ROI

**\$3.4M**  
PROJECTED  
REVENUE





# Media Spotlight: Day-Parted Digital Campaign Strategy Drove 36% Lift in Appointments

## CHALLENGE

Allegheny Health Network (AHN) was about to be the first health care provider in the Western Pennsylvania region and among the first nationally to improve the timeliness of health care delivery by offering same-day appointments for both primary and specialty care. They needed to leverage the digital channel to introduce this new service to the Western Pennsylvania market and simultaneously drive patient volume for both Primary Care Physicians (PCPs) and specialists.

## KEY CHANNELS

Display

Online Video

Paid Social

Paid Search

## SOLUTION

To best drive patient awareness, volume and conversion, we aligned on a three-prong strategy to deliver the message across digital channels including heavy-up investments in mobile.

### Own the Day

Integrated digital media into daily lives and habitual activities. Included high-impact units, homepage takeovers and roadblocks, streaming audio and pre-roll video. Creative messaging was dayparted so that “Call Now” messaging and “Click-to-Call” functionality appeared before 11 a.m. (when users could call to get a same day appointment). After 11 a.m., messaging shifted to delivering information about the availability of Same Day Appointments.

### Own the Morning

Dynamically aligned the right message, audience and timing of media around morning rituals. We day-parted all digital media to run specific messaging from 5–11 a.m. with strong “Call Now” emphasis and leveraged mobile and click-to-call banners to drive immediate action. We also ran display, video and social ads with morning media consumption to intercept people during their morning routine (checking the weather, sports, news and social feeds).

### Own the Moment

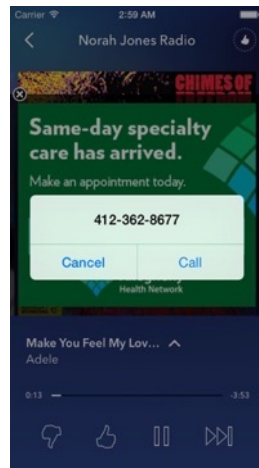
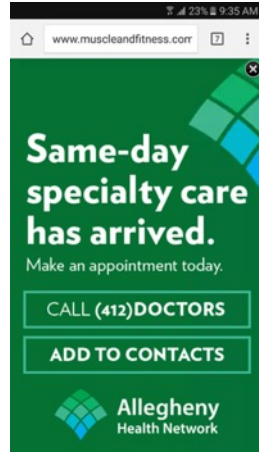
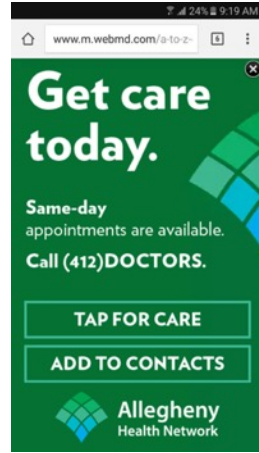
“Be ready when the consumer is.” Leveraged more targeted content and channels against opportunistic segments across mobile and desktop formats. This included pre-roll video connected with users where they hate waiting most, native content promoting Same Day Appointments, and rich media executions allowing users to call or save the AHN phone number to their contacts. Digital media was optimized based on both lead generation and content engagement.





Allegheny Health Network

# Media Spotlight: Day-Parted Digital Campaign Strategy Drove 36% Lift in Appointments



## RESULTS

- 34,000 Click-to-Calls Completed
- 24,000 Doctor Searches
- 560 Instant Same-Day Appointments Made Online
- 4 million Video Completions
- 5 million Website Engagements



## Understanding Target Mindset to Reposition the Brand — Partner Included

Beltone is known for their high-quality hearing aids, however evolving technology and regulations had left their category fragmented and increasingly competitive. They were looking for help to reposition their brand and make Beltone stand out as the best choice for those in market for hearing aids.

### SOLUTION

We dug in to understand the target and their mindset and uncovered some insights that helped in positioning the Beltone brand.

For example, hearing loss' gradual onset can make it difficult for those experiencing it to recognize the severity of the problem. When frustrating experiences finally lead them to realize the need for a change, hearing aids feel like a big, expensive decision that can leave people feeling overwhelmed.

They're not just looking for a hearing aid — they need a trusted partner who understands their experience, helps them navigate the broader challenges of hearing loss on their terms, and frames solutions as small “maintenance” steps to continue enjoying life.

We repositioned Beltone not as a company that sells hearing aids, but a partner promising to be right beside its customers through every step of their hearing journey.

The “Partner Included” campaign showcased partnership that went above and beyond by comparing the support you receive from Beltone’s Hearing Care Professionals to over-the-top examples of perfect partnership in other areas of everyday life.



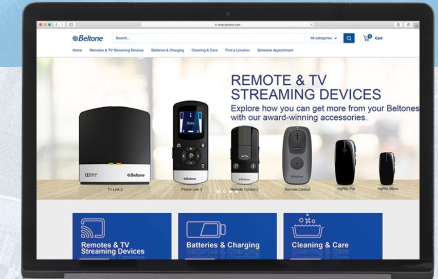
## Upgrade your clients to the most powerful hearing solution

Beltone Boost Ultra provides a clear and powerful sound quality. Its sound-processing chip runs with enhanced speed and better memory to provide the fastest micro-processing available to date. By means of the new chip and faster processing power, the feature-set works seamlessly together to give your clients more clarity and better speech understanding. They can now pick up delicate sounds, feel comfortable when loud noises arise, and enjoy every moment.



When COVID-19 stay-at-home orders began in March 2020, Beltone wanted to make sure they could be there for their customers, among whom many are the most at-risk for the virus. They needed to offer solutions to their customers so they could stay safe while still getting the care they needed. To start we built an e-commerce site in order to get replacement products and cleaning supplies out to their customers.

Next, we took it a step further and developed a remote repair program, allowing customers to send in their hearing aids by mail to be fixed without having to step foot in a store.



## Tailored care from anywhere

As a Beltone hearing care partner, you're right beside your patients every step of the way on their journey to better hearing. Kind of like if a pit crew came with a new car! Be it in-store meetings or from afar via Beltone Remote Care or Beltone Remote Care Live, your personalized care and support is there at every step to ensure your patient's Beltone Imagine hearing aids always work for their unique needs and lifestyles.

**The all-new Beltone Remote Care Live**  
Beltone Remote Care Live is an easy and practical software that lets you provide personalized care and support for your patients when they need remote assistance. You can talk live, video chat, and even fine-tune their hearing aids at a distance. This service is already integrated in the fitting software Beltone iFit Max™ and Q2 Online Services, so no extra platforms are needed for you to offer extra levels of care for your patients. Keep things face-to-face, even from afar, with Beltone Remote Care Live.

### How Beltone Remote Care Live works

1. You initiate a video call from your office at a mutually convenient time.
2. Your patient accepts your call.
3. You make real-time fine-tuning adjustments to your patient's hearing aids according to their needs.
4. The hearing aids can be fine-tuned from any location.



Introducing the world's first truly tailored hearing experience



## RESULTS

**19%**  
INCREASE IN LIKELIHOOD  
to make an appointment

**78%**  
INCREASE IN PERCEPTION  
of Beltone as a good,  
reliable partner



## WELLNESS EMPOWERMENT POWERS RITE AID FROM TURNAROUND TO GROWTH STORY WITH NEW BRAND POSITIONING BROUGHT TO LIFE ACROSS ALL TARGETS AND CHANNELS

### RELEVANCE

Insight-driven customer experience and marketing solutions to dramatically grow health care brand across diverse audiences including women and the senior population.

### CHALLENGE

As the #3 drugstore chain, Rite Aid faced competition not only from bigger pharmacy chains CVS and Walgreens but also big box and grocery pharmacies. They needed a powerful new brand strategy and innovative, meaningful ways to bring experiences to life, and it had to start with the consumer and an understanding of her needs.

### SOLUTION

We conducted extensive consumer research and data analysis — including segmentation, ethnographies and focus groups, to understand Rite Aid's most valuable customers, their specific needs and how they viewed drugstores, as well as to determine ways we could uniquely meet their needs. We identified two customer types (found within three key attitudinal segments) critical to Rite Aid's business and our need to retain and grow these important segments.

1. Busy, front-end and pharmacy-shopping moms — the guardian of her family's (and her own) health and wellness.
2. Pharmacy patients with multiple chronic conditions (typically 65+) — whom we called "best patients" because while only 5% of total patients they drove 40% of gross margin.

These two different customers both had the potential to critically impact the Rite Aid business and were key to our long-term strategy to drive sales and build loyalty to the brand. By growing and retaining our share of best patients while building brand preference with those under 65, we were both growing present business and ensuring the future. Our research also pinpointed key emotional drivers for each customer type.

#### Front-End and Pharmacy-Shopping Moms

- Enjoys the thrill of the deal and values rewards.
- Is proactive about protecting her family's physical and financial health.
- Seeks convenient support for her own and family wellness needs.

#### Multi-chronic "Best Patients"

- Don't define themselves by their condition (as a cancer survivor might) — it was important for them to be viewed as multifaceted individuals.
- Their health conditions have resulted in constant and escalating losses — physical, social, psychological, financial.
- Fear a slipping away of who they are/have been — want to feel they matter.



## SOLUTION (cont.)

At the time, our research further identified a shift in overall consumer perceptions around health care. It was a shift from health to wellness — from treating what ails you to actively working to be well. This new insight was something that the category was not addressing. We knew that “Wellness Empowerment” was a whitespace we could own — and it dovetailed perfectly with the needs of our most valuable customers.

So, we built a new brand strategy and positioning based in wellness empowerment and “Actively Working with You to Keep You Well.” It was an effective umbrella across all our targets and lines of business. Whether front-end or family wellness; beauty or VMS; prescriptions, immunizations or Medicare support; moms, best-patients and seniors were all empowered to find their wellness.

“Actively Working with You to Keep You Well” became the mantra for Rite Aid and everything they do, driving their strategic roadmap and reshaping the entire customer experience. We worked with them to create four key pillars of the brand positioning, grounded in the insights gained in our research and make them real across the entire customer journey.

1. Industry-leading wellness+ loyalty program with rewards for pharmacy and front-end behavior, including experiential wellness benefits
2. Reimagined pharmacy experience with customized services for best patients — wellness 65+, Medicare Part D counseling, wellness+ diabetes, free health screenings
3. Reinvented store format — the Wellness Store — new look and layout, digital tools/resources and the Wellness Ambassador to empower her shopping with guidance in the aisle
4. Localized community experiences — culturally-relevant experiences in Hispanic communities, wellness65+ events in 30 markets, KidCents round-up program to support local charities, RA50 events in top markets and national DreamShip tour to support Folds of Honor

The brand promise “Actively Working with You to Keep You Well” was conveyed in omnichannel communications — TV, radio, print, OOH, collateral, direct and a wide array of digital, mobile and social engagements.

## RESULTS

10 consecutive quarters of **POSITIVE NET INCOME**

**THE HIGHEST STOCK PRICE**  
in 15 years

**RECORD EBITDA**

**16.7% INCREASE IN YEAR-OVER-YEAR**  
same-store flu shots

**40 MILLION**  
WELLNESS+ LOYALTY MEMBERS  
in the first 12 months

MORE THAN **\$50 MILLION**  
raised for children's health and wellness

**2,000**  
WELLNESS STORES  
with Wellness Ambassadors



# New DTC wellness product drives target expansion strategy with more than 95,000 subscriptions in first three months

## BRAND CHALLENGE

GNC has continued to feel the impact of online retail, big box and specialty. Although they're recognized as a leader in the category, they continue to suffer from negative price perceptions, as well as a long-standing stereotype that they're "only for bodybuilders." As a result, although they have high-brand awareness, they're faced with the challenge of growing their business by expanding and capturing the wellness consumers who don't currently view GNC as a brand for them.

## CATEGORY CHALLENGE

The VMS category is competitive and saturated. Furthermore, because the results of vitamins are not something that you can feel or see immediately, many consumers question whether they really work. As a way to remain relevant, there has been a shift from mass to personalized over the past two years, allowing consumers to curate supplements for their specific needs. GNC had to take on many new players like Care/Of and Persona who were already making an impact in the personalized daily vitamin pack space.

## CONSUMER CHALLENGE

Many people are confused about which supplements are right for them, and Choice Overload plays a big part in this confusion. They're overwhelmed with the process of selecting from thousands of options, purchasing multiple bottles, planning and sorting daily doses and remembering to take the right things at the right time every day. Consumers want an easy way to know what supplements to take — and an even easier way to stick to their regimen.

## INTEGRATED SOLUTION

We knew that regardless of the big creative idea, we needed to deliver on the key rational benefits that consumers identified as priorities — personalized vitamins, ease and convenience. **One of the most powerful features of GNC4U is the online profile customers fill out to get their personalized regimen, including the option of uploading their DNA for an even more customized solution.** We used a simple creative device – that in an instant – visually explained to the viewer what the product was, and how it was literally "built" around them.

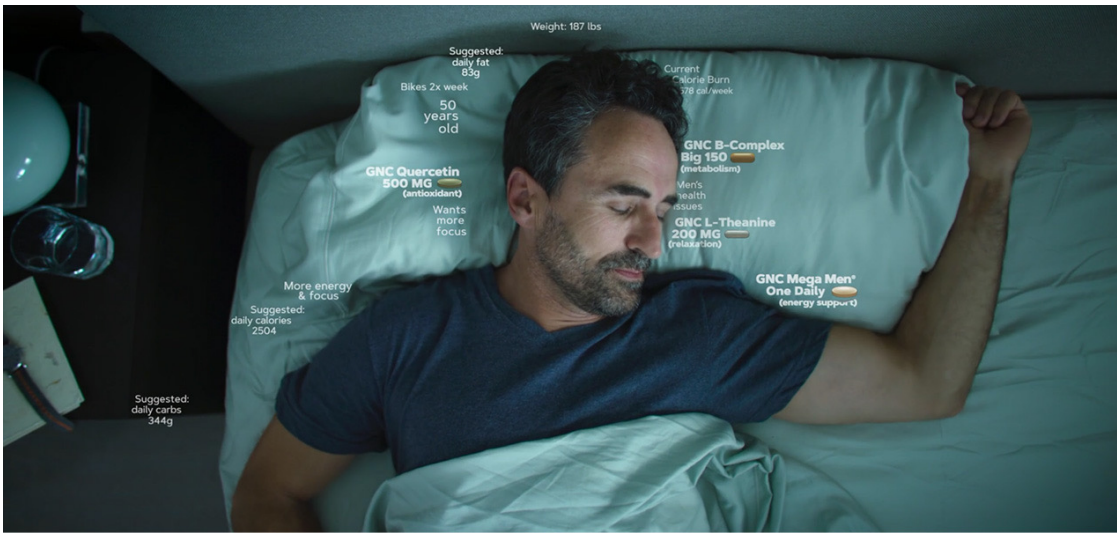
**We utilized a breadth of traditional and digital capabilities to bring the campaign to life including in-store, print, radio, CTV, streaming, online video, display, content, paid search and social, and PR.** We also partnered with Heidi Powell for our media tour and influencer campaign, driving 10 million impressions in three days. Heidi took over our Instagram while covering the tour on her own page to drive engagement with her half-million subscribers. 9Rooftops also designed the product packaging and the entire customer experience, leading the development of the website, online quiz, data integration and triggered CRM messaging. across the customer journey.

The initial 90-day launch drove more than 400,000 consumers to take the quiz and 95,000 subscribers, doubling their goals. And today, GNC4U continues to play a big part in GNC's strategy to grow their wellness customer base.

**RESULTS**  
(FIRST 90 DAYS)

**400,000**  
QUIZ COMPLETIONS

**95,000**  
VITAMIN PACK SUBSCRIPTIONS



VIDEO CASE STUDY HERE: <https://vimeo.com/794237685/5d4069c0a9>

# Media Spotlight: Performance-Based Test and Learn SEM Approach to Drive Incremental Leads

## CHALLENGE

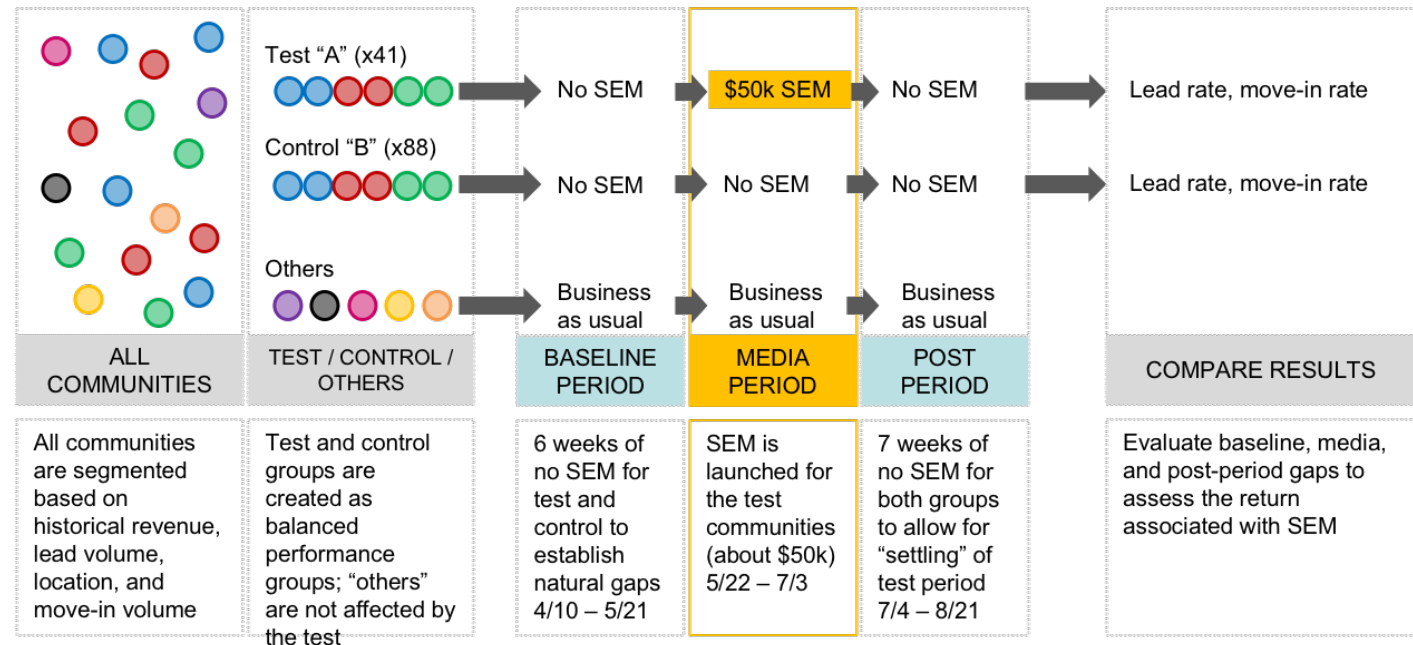
Five Star Senior Living was investing in Paid Search as part of their media mix. However, the client did not understand the leads or conversions (i.e., Move-Ins) generated as a result of this investment.

## RELEVANCE

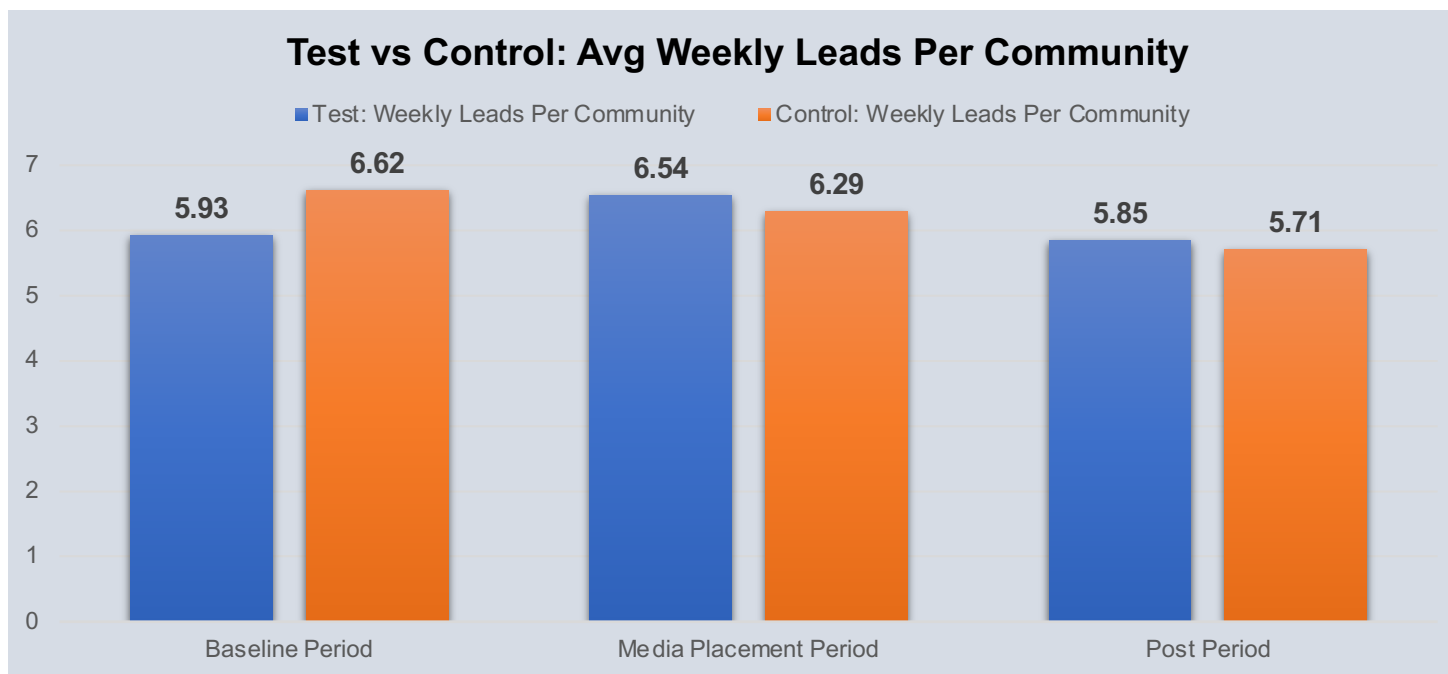
- Paid Search activity that delivered cost-competitive, incremental leads
- Performance-based, test-and-learn planning approach
- Drive to website for additional content and information

## SOLUTION

9Rooftops Media designed a test vs. control scenario where communities were selected based on physical location, lead and move-in history, revenue history and tier status. To establish a baseline, SEM was suppressed in all test and control communities for six weeks, after which SEM was launched for test communities for six weeks. Afterward, seven additional weeks of “post-test” SEM suppression for all test and control communities was implemented to let the impact of SEM settle.



# Media Spotlight: Performance-Based Test and Learn SEM Approach to Drive Incremental Leads



## RESULTS

Test results convincingly show that SEM has a significant impact in delivering incremental leads for Five Star

Total incremental leads from SEM was 239 for the 41 test communities during test period

Sustained lead lift in the weeks following the test mean there is a significant and lasting impact from SEM that lingers after media placement

SEM was dark in the seven weeks after the test period, but 241 incremental leads still came through, bringing the total leads gained to 480 in 13 weeks (14% of all leads)