

JENNINGS CASE STUDY

Renown Health: Establishing a National Thought Leadership Position

In January 2017, Jennings was approached by Renown Health in Reno, Nevada about developing a marketing program that would help grow the organization’s visibility and stature both regionally and nationally. Renown was particularly interested in reaching leaders and influentials within the healthcare industry as well as government and political leaders in Nevada.

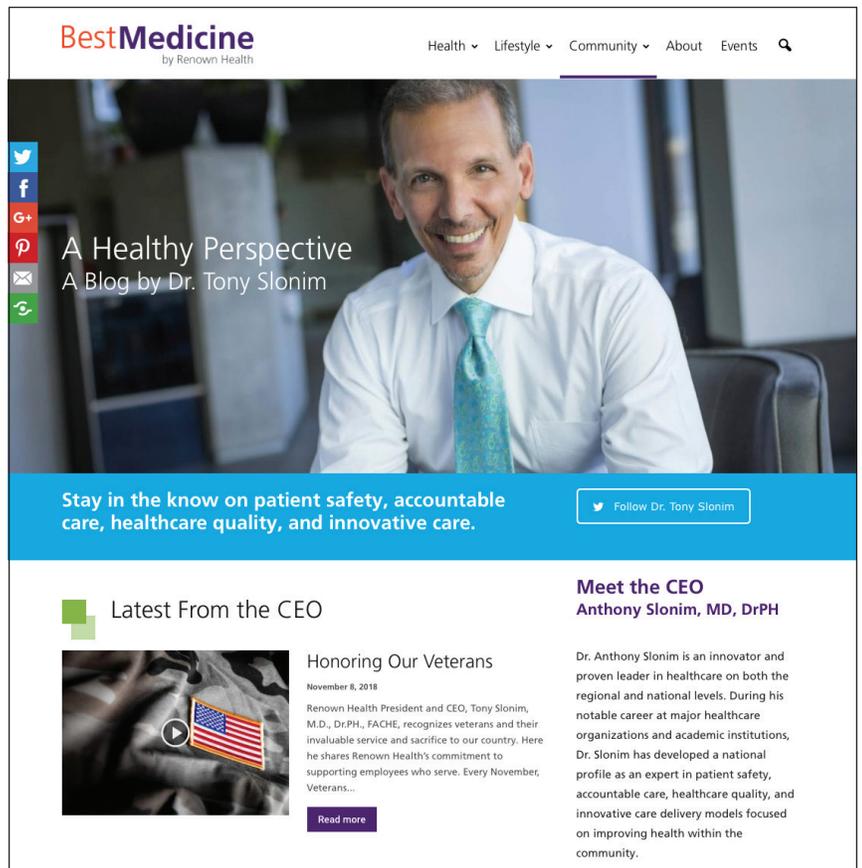
MEASURES OF SUCCESS WOULD INCLUDE INCREASING:

- NRC Reno/Sparks “Best Image/Reputation” score
- NRC State of Nevada Healthcare System “Best Image/Reputation”
- National recognition by way of increased press coverage (online and traditional) and inclusion in feature articles
- Renown’s national Net Promoter score
- Renown’s frequency of conference presentations nationally and regionally
- Renown and its executives’ inclusion on top lists in the healthcare industry
- Dr. Slonim’s visibility as a healthcare thought leader on social media

To address these objectives, Jennings recommended the development of a thought leadership content marketing program that would feature Renown Health’s leadership team, beginning with Renown’s CEO, Dr. Tony Slonim. Following the introduction of Dr. Slonim, the program would next include the organization’s two chief nursing officers.

Renown Health had an existing and robust brand journalism site called BestMedicine — a great foundation to build upon. Jennings recommended enriching that site with the addition of a CEO blog and a Nursing Blog. The blogs and the content marketing program would be driven by video content, taking pressure off the executives for developing blog posts each week. The video content would be promoted via social media channels, primarily Twitter and LinkedIn.

(continued next page)



BLOG LINK
<https://bestmedicineneeds.org/ceo-blog/ceo-blog-bringing-empathy-healthcare/>

HOW THE PROGRAM WORKS:

Building a Foundation: Before bringing attention to Renown's leadership, one of the pre-launch strategies was to enrich their online profiles (particularly Dr. Slonim's) by greatly enhancing their bios on LinkedIn and Wikipedia. Should a reporter or other interested individual attempt to research Dr. Slonim online, we wanted to make certain that the messaging they found was consistent with what we were sharing via the content marketing program.

Developing the Content: The Renown marketing team and Jennings collaborated on the development of a list of potential video topics that Renown's leadership could address. We looked for subject matter that was topical and aligned with Renown Health's values and business objectives. Over a two-day period, Jennings conducted on-camera interviews with Renown's CEO and two chief nursing officers (CNOs). The interviews required very little time from the executives (thanks to pre-planning) yet yielded an abundance of content. From a two-hour interview with Dr. Slonim, Jennings was able to generate 16 video posts, each post approximately 2-minutes in length. Each CNO was interviewed for an hour and those interviews led to another 16 videos. The interviews were supplemented with b-roll video shot on location at Renown Health. Each executive was asked to give the video team an additional hour after their interview to give us time to shoot b-roll footage of them throughout the hospital.

In addition to providing final, edited video posts, Jennings developed the written narrative that would introduce each post within the blog and coordinated approval of the posts with Renown.

Important Note: An audio file of the on-camera interviews was supplied to Renown's Marketing Communications team so they could fact check any information shared in the interviews and be up-to-speed on the opinions and ideas expressed by their leadership.

TWITTER:

Another element of the thought leadership program involved engaging Renown's leadership on social media platforms and enriching their presence online. This was particularly important given social media platforms were to be used as the primary vehicles for driving blog traffic. To do this, we trained Renown's CEO and nursing leaders (approximately 20 managers and directors) on the use of Twitter for professional communication. We also created a Twitter account for Dr. Slonim and introduced him to his first Healthcare Leadership Twitter Chat (#HCLDR). Working with Dr. Slonim, Jennings helped to manage content for his Twitter feed for the first 6 months before handing over the management of the account to Dr. Slonim and his staff. He now has 2,480+ followers and is known as a CEO activist on Twitter, addressing key issues of the day and their impact on health across the country and in the Reno community.

(continued next page)

Renown[®]
HEALTH

The Power of Language: People and Patients

VIDEO LINK

<https://jennings.wistia.com/medias/1cx92v1hy0>

Renown[®]
HEALTH

Moving from Volume to Value:
A Change Grounded in Strategy

VIDEO LINK

<https://jennings.wistia.com/medias/s2sv4itosz>

PROGRAM RESULTS:

To date, the CEO video blog posts have received 106,220 views.

Renown's Net Promoter Score grew to 62.5 from a baseline of 0.

Dr. Slonim was named to *Modern Healthcare's* 2019 list of the 50 Most Influential Clinical Executives.

NRC Reno/Sparks "Best Image/Reputation" score grew 5 points.

NRC State of Nevada Healthcare System "Best Image/Reputation" grew 4 points. Renown was the only Nevada Health System to show significant growth in each of the last two years.

Dr. Slonim was named to *Becker's Hospital Review's* list of Non-Profit Hospital and Health System CEOs to Know for 2017 and 2018.

The program generated conference presentations at SHSMD 2018, HITMC 2017 Conference, 2017 Practical Playbook Annual Meeting, 2017 CHPRMS Conference, 2018 NESHCo Conference, and the 2017 Healthcare Marketing and Physician Strategies Conference.

The program/Renown was featured in national publications including *eHealthcare Strategy & Trends* (June 2017); *Health System Specialist* (a Financial Times publication); the Blog Talk Radio Podcast; *Healthcare Marketing Report* (October 2018); Forum for Healthcare Strategists Blog (June 2018) "An Inspirational Hospital CEO on Twitter;" and the Touch Point Blog "The Evolution of the Hospital System for the New Age (September 2018)."

Renown was named to the Top 50 List of the Most Social Media Friendly Hospitals in America.

2018 Silver Aster Award for "special video production" and a 2018 Videographer Award for "online video."

An unplanned consequence of the online videos has been increased employee engagement within Renown Health. Employees now have a unique opportunity to hear their leadership speak to some of the top issues in healthcare today. This has been a very positive outcome of the program.