



CASE STUDY

HIT
1,000
ENROLLEE
MILESTONE



COUNTY OF SANTA CLARA

MEDASSIST PROGRAM – PHASE ONE & TWO

Timing: March 6, 2023 - Present

Total Budget: \$1,500,000

Actuals: FY1: \$356,087 • FY2: \$597,975

BACKGROUND

Across the country, the costs of essential medications are skyrocketing. Many middle-class individuals who make a decent income and pay for insurance are finding themselves having to make the difficult decision between life-saving health care expenses and other household expenditures. So, the County of Santa Clara set out to support this “missing middle” population of people who

don’t typically qualify for government assistance programs. The result was a first-of-its-kind program called MedAssist. In order for this needs-based program to work, the County needed people to enroll. However, the initial launch did not generate nearly enough leads for them to reach their goal of 1,000 program participants. That’s when the County of Santa Clara contracted HYPHEN (formerly JP Marketing) to increase awareness and brand recognition for the program, as very important deadlines were looming.

OBJECTIVES



Reach 1,000 enrollees in the program by June 30, 2023



Create awareness of the program, stimulate interest and engagement, and generate completed applications.

AUDIENCE(S) REACHED



Adults and children living in Santa Clara County with active prescriptions for medications that treat diabetes, severe allergies, and asthma.

LANGUAGES

English

Spanish

Vietnamese

Simplified Chinese

Traditional Chinese

Punjabi

Tagalog

Farsi

WORK PERFORMED

Research & Strategy

The MedAssist program needed to enroll 1,000 patients before the end of the fiscal year on June 30, 2023, or they would miss an important deadline to the County. More importantly, they would risk not achieving what the program was designed to achieve—providing grant funds to patients with life-saving prescriptions. After the program had been pacing far behind in its goal for many months with only 375 enrollees in the program, our client-agency relationship started in March 2023 with a strong sense of urgency. With three months to achieve our goal, our initial strategy involved a lot of trial and error, but as we started to develop our strategy, one thing became clear: we needed data to influence our actions.

Our account manager kept close tabs on our campaign progress weekly, including the number of applications that were started, submitted, and approved. They would also collect data on the number of clicks and leads we generated, averaging out the performance of each week and creating projections to ensure we were still on track. At the halfway point between our media campaign launch and the June deadline, we reevaluated those projections, which revealed that if we stayed our course, we would reach our goal of 1,000 enrollees two weeks ahead of schedule, which is exactly what happened.

In phase two of our contract, we continued to push for program awareness, so we partnered with EMC Research to survey 642 individuals who lived in Santa Clara County, along with 373 current MedAssist enrollees. Our questions revolved around brand messaging and logo design that were either already in place or were part of recent creative development. One of the biggest takeaways was that even though the program was available to an extensive group of people, most people in the county still didn't know much about it, with only 7% of survey participants reporting that they had heard of MedAssist. We knew we needed a strong outreach plan on top of our media plan to spread the word among our newly expanded target audience, which by this time included both adults and children. These insights helped influence our approach to media buying and led us to organize a press conference in San Jose to unveil our new branding assets.

Creative Development & Production

Messaging

Step one of our creative development was building a foundation for all of our deliverables. That happened to revolve around a strong brand voice. We wanted to get this brand voice approved by both the program leadership and the client's legal team, but it would also be simple to understand by the entire target audience we were trying to reach. We were able to work through some of the messaging nuances and build a comprehensive glossary of words, definitions, and phrases that were approved by legal and pharmacy staff to use as a point of reference when developing assets. This level of planning took time, utilized the expertise of our entire team, and involved a lot of communication between MedAssist and HYPHEN, but it proved to be a huge benefit when we were quickly rolling out creative materials at the start of the contract.

Branding

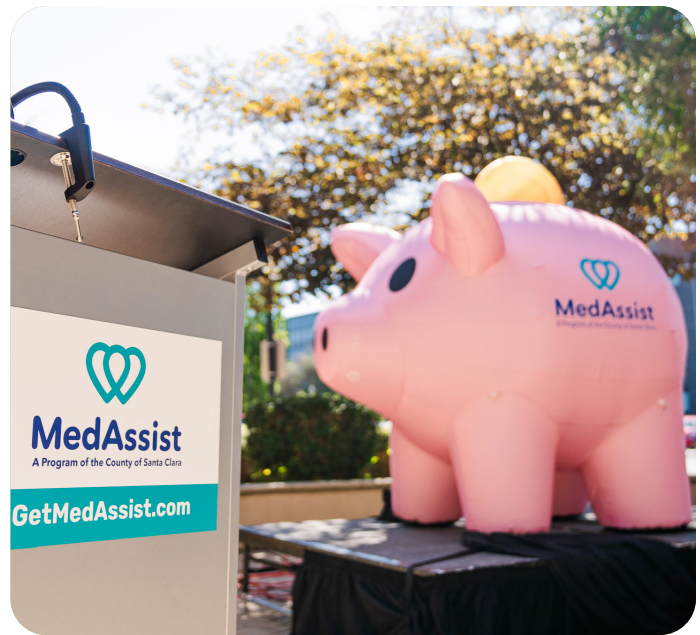
Given the urgent nature of this project, our initial creative assets remained very simple and clean, reflecting the look and feel of the program that had already been established. However, phase two involved building a brand. We wanted people to recognize MedAssist and associate it with a legitimate county-funded program.

So, our team got to work preparing dozens of logo options. After a careful review process and a few adjustments, we finally landed on a landmark that depicts two hearts coming together—signifying the heart of the MedAssist program, which genuinely cares about the health and well-being of Santa Clara County, and the heart of the program's beneficiaries.

The overlapping hearts further form a Venn diagram to abstractly represent the program's connection and commitment to serving the "missing middle" population. Lastly, the two hearts combined form a shape similar to a map pin, as one might see on a digital navigation app. This shape signifies that the program is geographically bound to Santa Clara County.



In addition to the logo, we stumbled upon the perfect mascot: a piggy bank. We used the imagery of a pink piggy bank in the first phase of our work to build on a universal understanding that piggy banks are associated with financial savings. Until that point, it was viewed as more of a fun addition than an official part of the brand. However, when planning the brand reveal, our team saw the opportunity to run with it. We found a vendor specializing in custom inflatables who could make us an inflatable piggy bank almost six feet tall with the MedAssist logo displayed prominently on one side. In the end, this life-sized little piggy stole the show.



Public Relations

The last component of our branding plan was arranging a press conference to get coverage from journalists to help spread awareness about all of our new creative developments and a few changes to program eligibility that opened the door for more enrollees to apply for MedAssist. We worked closely with the County of Santa Clara's Public Information Office and the Board Supervisor's Office for months to organize the event. We arranged for five speakers with different perspectives and relationships with the MedAssist program to participate, including Supervisors Joe Simitian and Otto Lee, who are also the Chair and Vice Chair of the Santa Clara County Health and Hospital Committee.

All in all, the event was a striking success! Ten news stories were published about the MedAssist press conference in three different languages. Furthermore, the Board of Supervisors reaffirmed their support for the program and desire for it to expand to support even more enrollees in Santa Clara County.



Media Planning & Buying Strategies

Our media plan launched at the beginning of April 2023 with all of the assets we could develop quickly. The digital media budget was allocated to three platforms: TikTok, Meta (Facebook/Instagram), and YouTube. These platforms were selected based on their ability to serve in-app lead forms where a potential enrollee can fill out an application without ever leaving the app. Although successful, this phase was not without its own challenges. The client's team struggled to grant us access to their digital accounts, so we didn't have credentials to Meta or Google for the first few weeks. Nevertheless, we started our strategy on TikTok. With the clock ticking, we opted to push out whatever we could simply to get the word out about the program, even if approvals were delayed from leadership or the County Council. After receiving 200 leads on TikTok, the decision makers for the program requested that we not pursue a TikTok strategy further due to concerns with the platform's privacy policy.

However, now with access to launch on Meta and Google, we were able to get back on track.

All platforms started generating high lead volumes at very cost-effective rates. In the first month, Meta saw a \$10 cost per lead form when an average lead form submission for the platform was around \$40. As a matter of fact, **our digital campaign produced so many leads that we overwhelmed the client's systems.** This was a very good predicament to be in, but it was still a hurdle in our plan. So, on a Friday afternoon in April, we pivoted, changing our entire digital outreach strategy. This shift involved moving away from a leads generation campaign where viewers submitted a form to be contacted by a staff member to a clicks-based campaign where viewers were directed to the MedAssist program application directly. Despite the reallocation from lower funnel lead generation to traffic generation, applicants increased month over month until we met our goal.



Results Achieved

Prior to working with HYPHEN, the County of Santa Clara had spearheaded outreach initiatives for the MedAssist program. In the first two and a half years that the grant program existed, they were only able to generate 375 enrollees. In less than four months, our team at HYPHEN worked with them to adapt, adjust, and add pieces to an entirely new and refreshed campaign. On June 12, 2023, we were able to celebrate with the MedAssist team in achieving its 1,000th enrollee. By the original deadline, we helped them surpass the original goal, bringing in 748 individuals to the program for a total of 1,123 enrollees in the first four months. However, it's more than just a number for us. Those 748 people are patients with prescriptions for life-saving medications and were able to get some much-needed financial relief, eliminating the need for them to choose between their health and other important expenses. We are delighted to continue our work with MedAssist, bringing awareness to such a life-changing resource for people living in Santa Clara County.

MedAssist
A Program of the County of Santa Clara

Financial relief is here for people living in Santa Clara County with valid prescriptions for these life-saving medications:

- Asthma Inhalers
- Diabetes Medications
- Epinephrine Auto-Injectors (EpiPens®)

Taking Life-Saving Medications?
Grantees receive a quarterly grant deposited directly to them to help offset the costs of their out-of-pocket healthcare expenses. The average grant is approximately \$200 per month.

¿Tiene una receta válida para el asma, la diabetes o un EpiPen®? En promedio, los beneficiarios reciben 200 \$ al mes. ¡Solicite ahora en GetMedAssist.com!

Quý vị có thể được đăng ký nhận tiền trợ giúp trực tiếp hàng quý để giúp giảm bớt chi phí chi trả y tế ngoài túi tiền của quý vị. Mức lương hàng tháng trung bình là khoảng 200 USD mỗi tháng. Đăng ký ngay tại GetMedAssist.com

如有哮喘、糖尿病或EpiPen®的有效期方劑，平均可獲發每季約\$200美元。請速向GetMedAssist.com申請。

Apply now at GetMedAssist.com

MedAssist is a program of the County of Santa Clara, and most people living in the County may qualify.

APPROVALS ARE BASED ON AVAILABLE FUNDS.



"I have worked closely with the HYPHEN (formerly JP Marketing) team for the last four months and have been impressed with their ability to provide strategic direction and smart solutions while under intense timeline pressure to deliver results. You will find the HYPHEN team to be responsive in their communication, strategic in their thinking, and creative in their work product."

Narinder Singh, PharmD, MBA
Director of Pharmacy, Santa Clara Valley Healthcare