



CALIFORNIA  
HEALTHCARE  
FOUNDATION

# CalHospitalCompare.org

## San Francisco Maternity Campaign

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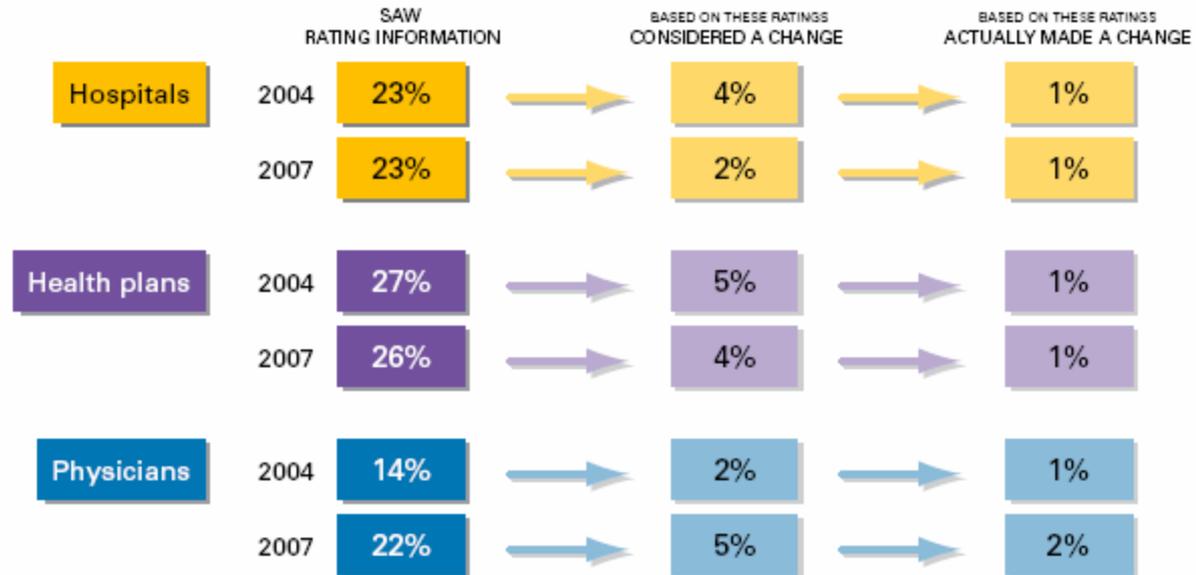
*Maribeth Shannon*

*California HealthCare Foundation*

*December 2008*

# Limited Consumer Interest

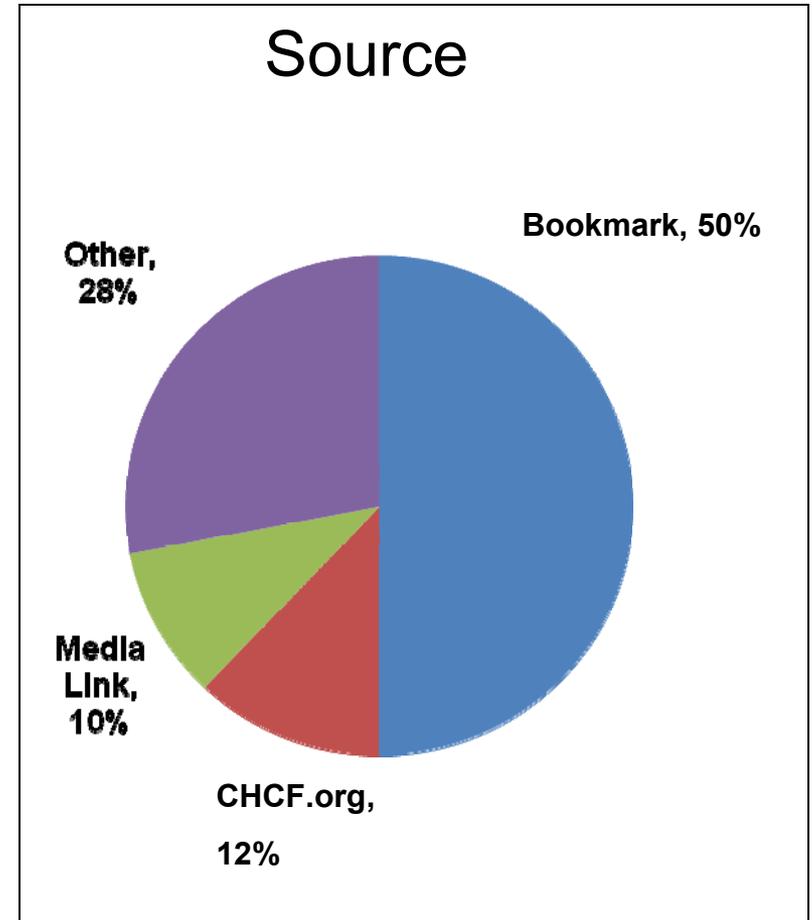
Among all respondents, those who...



Source: Just Looking: Consumer Use of the Internet to Manage Care (CHCF - 2008)

# CalHospitalCompare Usage Stats

- 170,000 unique visits since launch (35,000 in first week)
- Average 10 pages per visit
- Vast majority of traffic (50%) is coming in through bookmarks which may be heavily weighted with “industry insiders”



# Campaign Objectives

- Increase awareness / encourage hospital participation
- Drive traffic to site / increase use of data in hospital choice decisions
- Learn

# Strategy:

- Target Audience: Expectant mothers in San Francisco Bay Area

(Maternity is a “shoppable” condition, young users, region with large number of participating hospitals)

- Media: Primarily online
- Message:
  - Tap into desire for more information
  - Reassure users that ratings are unbiased and independent

# Outreach Strategy

- Online media
  1. Placement
    - Display ads
    - Text ads
  2. Search terms
    - Key word searches trigger text ads
  3. Branded emails
- Event sponsorship

# 1. Placement Campaign:

- Individual local news web sites
- Community participation sites
- Online networks (Google, Yahoo)
  - Content driven
  - “Blind placements”

A pregnant woman with long brown hair, wearing a purple short-sleeved top and blue jeans, is looking down at her belly with her hands clasped. The background is a solid light yellow color.

Hundreds of books  
help you pick  
your baby's name.

[CalHospitalCompare.org](http://CalHospitalCompare.org)

# C-SECTION RATES?

At one Bay Area  
hospital, it's **1 in 4**.

At another, it's **1 in 10**.

[CallHospitalCompare.org](http://CallHospitalCompare.org)



Picking the  
color of your  
baby's room  
can be tough.



[CalHospitalCompare.org](http://CalHospitalCompare.org)

Find the best  
hospital for you.

 CalHospitalCompare.org

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## 2. Search Campaign

- Google and Yahoo
- Categories of key words
  - Names of Bay Area hospitals
  - Searches for “hospital reviews”
  - Maternity/pregnancy terms (e.g. C-Section, NICU, etc.)

# Text Ads

## **Bay Area Hospitals**

Find independent quality ratings of maternity care at Bay Area hospitals.  
[www.calhospitalcompare.org](http://www.calhospitalcompare.org)

## **Find Hospital Quality Ratings**

Compare maternity care at Bay Area hospitals. Get independent ratings.  
[www.calhospitalcompare.org](http://www.calhospitalcompare.org)

## **Learn About Maternity Care**

Compare Bay Area hospitals for C-section rates and quality of care.  
[www.calhospitalcompare.org](http://www.calhospitalcompare.org)

## **Find C-Section Rates**

Compare C-section rates at Bay Area hospitals through independent ratings.  
[www.calhospitalcompare.org](http://www.calhospitalcompare.org)

# Branded Emails

Targeted emails to  
subscribed lists via  
relevant brands

**vital juice daily**  
THIRST FOR A HEALTHY LIFE

FITNESS | HEALING | NUTRITION | BEAUTY | GREEN LIVING | DO GOOD

## California Hospital 411

Tuesday, June 24, 2008

**send to a friend**

- Send to a friend
- Subscribe
- Unsubscribe
- Go to Vital Juice

You've spent hours deciding the best items to pack in your hospital bag for the big day (comfy slippers? check.). But how can you be sure you're taking it to the best hospital?

**vital tip**

You can use [CalHospitalCompare.org](#) to look up hospital information based on location (what hospitals are nearby), medical condition (heart attack, maternity, pneumonia, etc.) or specific hospital name. Give it a [try!](#)



Thanks to [CalHospitalCompare.org](#) you don't have to get lost in a sea of Google searches to find out how your local hospitals stack up. Bay Area residents can compare the performance of 40 local hospitals on a variety of useful quality measures, including maternity services. Specifics include:

- \* Maternity Care Patient Experience:** Overall, how do maternity patients rate the hospitals where they gave birth?
- \* C-Section rates:** Some hospitals encourage C-sections more often than others. Find out what percentage of each hospital's births are by C-section.
- \* Rates of vaginal births among mothers who have had a C-section previously:** If you've had a C-section and really want to try to have a vaginal birth, you need to choose a hospital where it's more likely to happen.
- \* Breastfeeding rates:** Compare the percentage of women who are breastfeeding when they leave Bay Area hospitals.
- \* Regional Neonatal Intensive Care Units:** If you have a high risk pregnancy, find a hospital that offers a full range of NICU services for severely ill newborns.

Check out [CalHospitalCompare.org](#) to compare.

What's a [Branded Juice](#) email?

[The Revolution Health Card](#)

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The material in this newsletter is for informational purposes only, and is not a substitute for medical advice, diagnosis or treatment provided by your own physician or other qualified health provider.

# Event Sponsorship

- On-the-ground and online sponsorship of San Francisco Birth & Baby Fair
- Reach over 4,000 expectant parents in Bay Area
- Included on all outreach materials
- Presence at fair



Find the best hospital for you.

**CalHospitalCompare.org**  
CALIFORNIA HEALTHCARE FOUNDATION

## Having a Baby in the San Francisco Bay Area?

Find the Hospital That's Right for You at [CalHospitalCompare.org](http://CalHospitalCompare.org)

Finding just the right hospital to deliver your baby can be one of the most important decisions you make. We can help. [CalHospitalCompare.org](http://CalHospitalCompare.org) is your source for unbiased, independent ratings of hospital quality.

[CalHospitalCompare.org](http://CalHospitalCompare.org) includes reviews for key family measures — such as the rate of C-sections performed and the percentage of babies being breast-feeding upon discharge. You can also find ratings from pasternity patients about their hospital experiences.

On the list of the Bay Area hospitals rated on the site, hospitals in grey are not rated because they are not participating in this voluntary project.



## C-SECTION RATES?

At one Bay Area hospital, it's **1 in 4.**

At another, it's **1 in 10.**

**CalHospitalCompare.org**  
CALIFORNIA HEALTHCARE FOUNDATION

Maternity Exchange brings you the **SAN FRANCISCO Birth & Baby Fair**

Presented by **CalHospitalCompare.org**  
CALIFORNIA HEALTHCARE FOUNDATION

**Saturday, Sept 6th • 10am - 5pm**  
Fort Mason Conference Center  
89 Marina Blvd, San Francisco, Ca 94123

WORKSHOPS • DEMONSTRATIONS • SHOPPING • RESOURCES • DOOR PRIZES

Admission: \$5 • **FREE** passes available from most sponsors & exhibitors who register early

info@MaternityExchange.com  
[www.BirthAndBabyFair.com](http://www.BirthAndBabyFair.com)

**Workshops, Resources, Shopping, and more at the San Francisco Birth & Baby Fair**  
Saturday, September 6th • 10am - 3pm

**Dear Rachel,**

If you're expecting or just had your baby, the Maternity Exchange SF Birth & Baby Fair, presented by [CalHospitalCompare.org](http://CalHospitalCompare.org) and sponsored by [Natural Resources](http://NaturalResources.org), AAA & Lou Pridmore Photography, is the perfect opportunity to explore the various resources in the SF area. You'll find midwives, doulas, and more.

**FREE Workshops**  
Is this your first pregnancy? Looking for options to the traditional hospital birth? Or do you have a little one who still can't sleep through the night? Don't forget to sign up for our workshops: Pregnancy 101, Baby Sign Language, Exercise & Nutrition.

For more details, to pre-register, or to pre-purchase tickets visit [www.BirthAndBabyFair.com](http://www.BirthAndBabyFair.com)

**IN THIS EMAIL**

- Workshops
- Join Our Mailing List
- Forward this email to a friend

Hope to see you there!  
Bobbi & Emadette

**THE SF BIRTH & BABY FAIR IS PRESENTED BY**

**CalHospitalCompare.org**  
CALIFORNIA HEALTHCARE FOUNDATION

**SPONSORED BY**

**Natural Resources**  
Natural Resources is a pregnancy, childbirth and early parenting center.  
Luisville  
1867 Valente St. or 21st St.  
San Francisco, CA 94119  
415 550 2811  
[www.NaturalResources.org](http://www.NaturalResources.org)

**AAA**  
AAA assists people in many facets of their lives, including travel and lodging, auto buying, loans, meeting, and repair, financial services such as loans and credit cards, and insurance.

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Lou Pridmore Photography: inspire the art with real life specializing in full life cycle photography engagements, wedding, maternity, infant, children & family photography.  
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**beautiful!**

**The DOOPY PILLOW**  
Inspiring you to be comfortable!

**Sports Basement**

**OUR MAIN EVENT SPONSOR**

**CalHospitalCompare.org**

Have you figured out the best hospital to give birth to?

Thanks to [CalHospitalCompare.org](http://CalHospitalCompare.org), you can compare maternity services at over 40 local hospitals.



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# Results & Findings

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# Ads Matter

- Display:
  - Over 14 million impressions
  - Over 12,000 “new” clicks
- Search:
  - 1.3 million impressions
  - Over 13,000 clicks
- Branded emails:
  - 10,000 impressions
  - 100 clicks

# Traffic

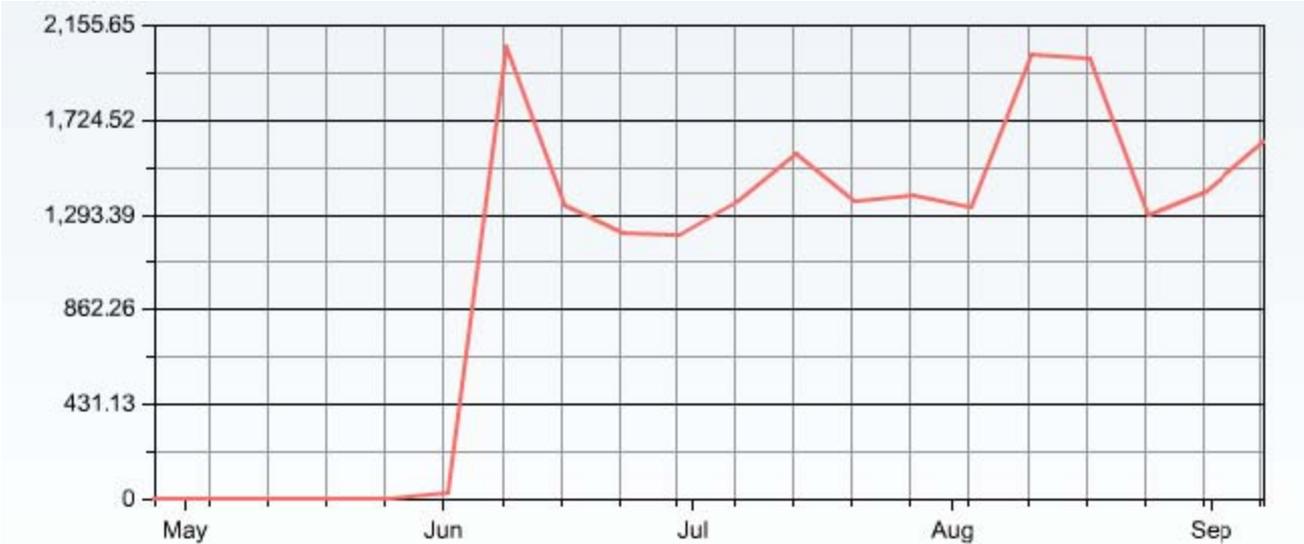
- **Before campaign:** 3 of 25 most viewed maternity pages were from Bay Area
- **After campaign:** 25 of 25 most viewed maternity pages were from Bay Area

# Traffic

| Top 3 Bay Area Hospitals      | Page Views |
|-------------------------------|------------|
| El Camino                     | 664        |
| UCSF Moffit/Long              | 597        |
| California Pacific Med Center | 592        |

| Top 3 Non-Bay Area Hospitals | Page Views |
|------------------------------|------------|
| San Gabriel Valley           | 103        |
| Cedars Sinai                 | 103        |
| KP South Bay                 | 87         |

# Traffic to Landing Page



# Placement Locations Matter

|                        | <b>Cost Per 1000 Impressions</b> | <b>Cost Per Click</b> |
|------------------------|----------------------------------|-----------------------|
| <b>SF Weekly</b>       | \$13.20                          | \$30.67               |
| <b>SF Chronicle</b>    | \$12.95                          | \$15.88               |
| <b>SJ Mercury News</b> | \$35.02                          | \$28.87               |
| <b>CC Times</b>        | \$28.99                          | \$23.71               |
| <b>Citysearch</b>      | \$4.84                           | \$24.75               |
| <b>Yelp</b>            | \$16.58                          | \$32.68               |
| <b>Google</b>          | \$1.06                           | \$5.46                |
| <b>Yahoo</b>           | \$2.32                           | \$1.28                |

# Getting the Wording Right

|                    | <b>Color of Baby's Room</b> | <b>C-Section</b> | <b>Baby Names</b> | <b>Static</b> |
|--------------------|-----------------------------|------------------|-------------------|---------------|
| <b>Impressions</b> | 2,920,947                   | 4,231,990        | 3,339,103         | 2,350,506     |
| <b>Clicks</b>      | 1,962                       | 5,553            | 2,388             | 3,130         |
| <b>CTR</b>         | .07%                        | .13%             | .07%              | .13%          |

# Campaign Objectives Matter

|                  | <b>Total Impressions</b> | <b>Total Clicks</b> | <b>CTR</b> | <b>Avg. CPM</b> | <b>Avg. CPC</b> |
|------------------|--------------------------|---------------------|------------|-----------------|-----------------|
| Google Placement | 4,928,728                | 777                 | .02%       | \$1.10          | \$6.98          |
| Google Content   | 303,702                  | 242                 | .08%       | \$.46           | \$.58           |

# Flexibility Matters

|                   | <b>Total Impressions</b> | <b>Total Clicks</b> | <b>CTR</b> | <b>Avg. CPM</b> | <b>Avg. CPC</b> |
|-------------------|--------------------------|---------------------|------------|-----------------|-----------------|
| Yahoo Right Media | 2,884,096                | 5,789               | .20%       | \$2.54          | \$1.14          |
| Others            | 9,365,114                | 2,979               | .03%       | \$5.63          | \$17.70         |

# Size Matters

| Ad Size/Shape      | CTR  |
|--------------------|------|
| Rectangles/Squares | .13% |
| Leaderboards       | .06% |
| Skyscrapers        | .08% |

(From the last 12 hours) [RSS](#)

1. In Oakland, man on sidewalk killed when car fleeing police loses...
2. Gas price 'bubble' could burst this summer
3. Oakland man shoots would-be burglar
4. Police ID Southland Mall slay suspect
5. PG&E announces two rate hikes
6. Man hospitalized after West Oakland shooting

80 years ago, but we prefer the vastly tastier alternatives being cooked up everywhere these days, from San Francisco's Bacar to Oakland's Levende East. These baby burgers straddle the line between comfort food and chic cuisine. Aioli-dolloped, mint-scented, challah-topped options are even popping up at chic receptions — alongside buffet lines of vibrant salads,

Top quality ingredients set modern sliders apart from the daily grind. At Bacar, the rolls are from scratch and the patty is a mixture of Angus beef and rib-eye trimmings. Executive chef Robbie Lewis wasn't trying to get into the burger biz, but he found the idea of sliders on a bar menu too irresistible.

"With housemade pickles, rolls and potato chips, it's pretty artisanal," he says, "but still a perfect little burger. They're tasty, they're delicious. We personally eat a lot of them."

So does his clientele. The petite version has all the appeal of a big, drippy burger without the drappiness. Or the heft.

"It's probably really the ease in eating them," says Lewis. "You're not wrestling a big burger, keeping it pressed together. You

can be engaged with whomever you're hanging out with, and you can enjoy a cheeseburger without being dialed into whether you're going to drip pickles and cheese down your tie."

Sliders are popular in Pleasanton too, where Eddie Papa's American Hangout uses a steakhouse charbroiler to produce flash-grilled mini-patties, blackened on the outside, still pink in the center, served atop lofty dinner rolls from Pleasanton's Bibiane Bakery.

It's fine to use good store-bought rolls, says Jamie Lauren, the executive chef at Absinthe, the San Francisco brasserie and bar. Just make sure you add some sizzle to that slider.

Lauren blends ground chuck with ground steak trimmings and fatback — the fatty part of bacon — and tops it with spicy, caramelized onions and aioli before tucking the divine results into a Hawaiian sweet roll. Add some crumbled Gorgonzola, and it's a high-end burger experience with a



Sean Kareem Randall's lamb sliders with onion chutney, homemade cumin scented pickles, and...

1 2 3 »

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  - [Recipe: Absinthe Sliders](#)

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SATURN 1998 SL2 (Cars) \$2980, 30+mpg, 5spd

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CALIFORNIA HEALTHCARE FOUNDATION

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## Life & Style

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### Kefta tagine with lemon and cilantro

This meatball-like tagine can be prepared ahead, then refrigerated and reheated. Serve it with crusty bread, couscous or a salad.

### More Mercury News headlines

- Vet removes 35-pound tumor from potbellied pig at animal sanctuary
- Peanut butter chiffon pie
- Study: Otter population on rise but still too low
- If you can't stand the heat, don't watch 'Chef' finale
- Some things to consider before buying a tagine
- Kefta tagine with lemon and cilantro

**Warriors:** David Stern and the Illusion of Openness  
**Docu-Drama:** Yahoo answers employees' FAQs about severance plan  
**Sharks:** In Toronto, Wilson talks about his time in San Jose  
**Docu-Drama:** Blue Coat under 'formal' SEC investigation; ex-officer issued subpoena

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**Dear Abby**  
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**Home Plates**  
Recipes and food tips

**Bruce Newman**  
Alarms & Diversions

**Steve Yvaska**  
Antiques columnist

**Donna Kato**  
Fashion

**Male Call**  
Advice from a guy

**Linda Goldston**  
Animal friends

**Laurie Daniel**  
Wine

### Travel

### When food crosses the line

Jamie Mitchell offered to eat the illicit ham on the spot, but the border official wouldn't allow it.



### Ride VTA's Frequent 15

- Service every 15 minutes during peak hours
- A great solution to high gas prices
- Transit is the **GREEN** way to go.



# Names Matter

|                    | <b>Specific Hospital Searches</b> | <b>General Hospital Searches</b> | <b>Birthing/ C-section</b> | <b>Pregnancy/ maternity</b> |
|--------------------|-----------------------------------|----------------------------------|----------------------------|-----------------------------|
| <b>Impressions</b> | 656,175                           | 173,060                          | 144,043                    | 233,645                     |
| <b>Clicks</b>      | 12,054                            | 924                              | 405                        | 187                         |
| <b>CTR</b>         | 1.84%                             | .53%                             | .28%                       | .08%                        |

# Cost Matters

|                                   | Total Impressions | Total Clicks | CTR  | Avg. CPM | Avg. CPC |
|-----------------------------------|-------------------|--------------|------|----------|----------|
| Vital Juice Daily (Branded email) | 1,000             | 60           | 6%   | \$500    | \$8.33   |
| Merc News (Branded email)         | 9,424             | 51           | .54% | \$100.81 | 18.63    |
| Yahoo Right Media (Display ads)   | 2,884,096         | 5,789        | .20% | \$2.54   | \$1.14   |

# Final Thoughts

- There is a real audience for CalHospitalCompare.org
- Campaign is creating consumers who can drive market; give them tools
- Audience almost certainly extends beyond maternity

## Future CHCF Efforts

- Continue to advance transparency – in an open, credible way
- Help consumers to use available information to make good health care choices
- Track and report progress - improvement in health care delivery - over time