



CALIFORNIA
HEALTHCARE
FOUNDATION

CalHospitalCompare.org

San Francisco Maternity Campaign

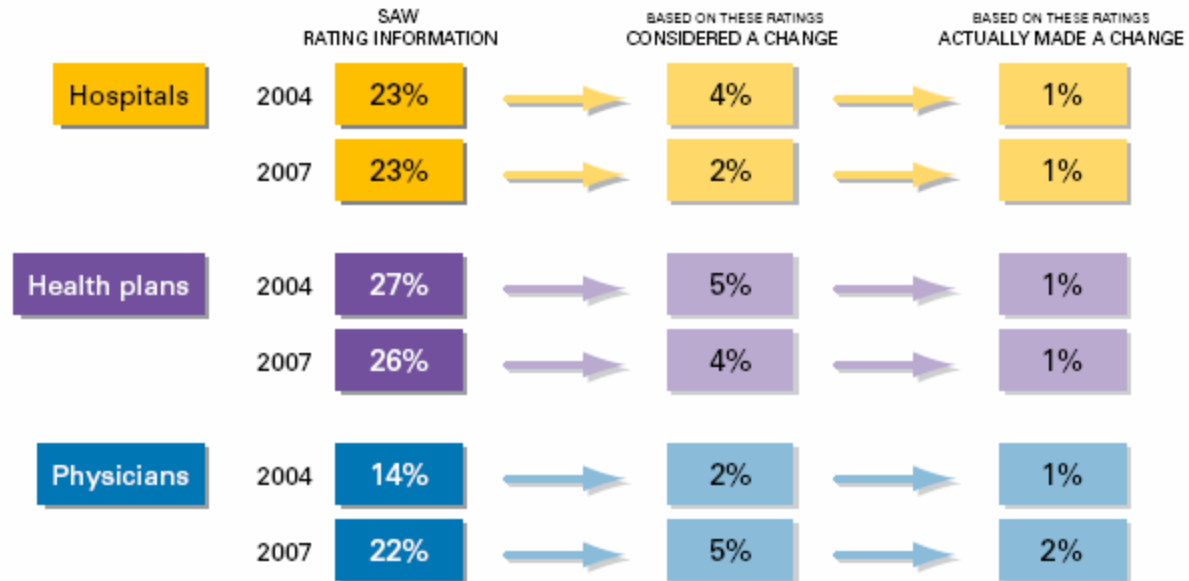
Maribeth Shannon

California HealthCare Foundation

December 2008

Limited Consumer Interest

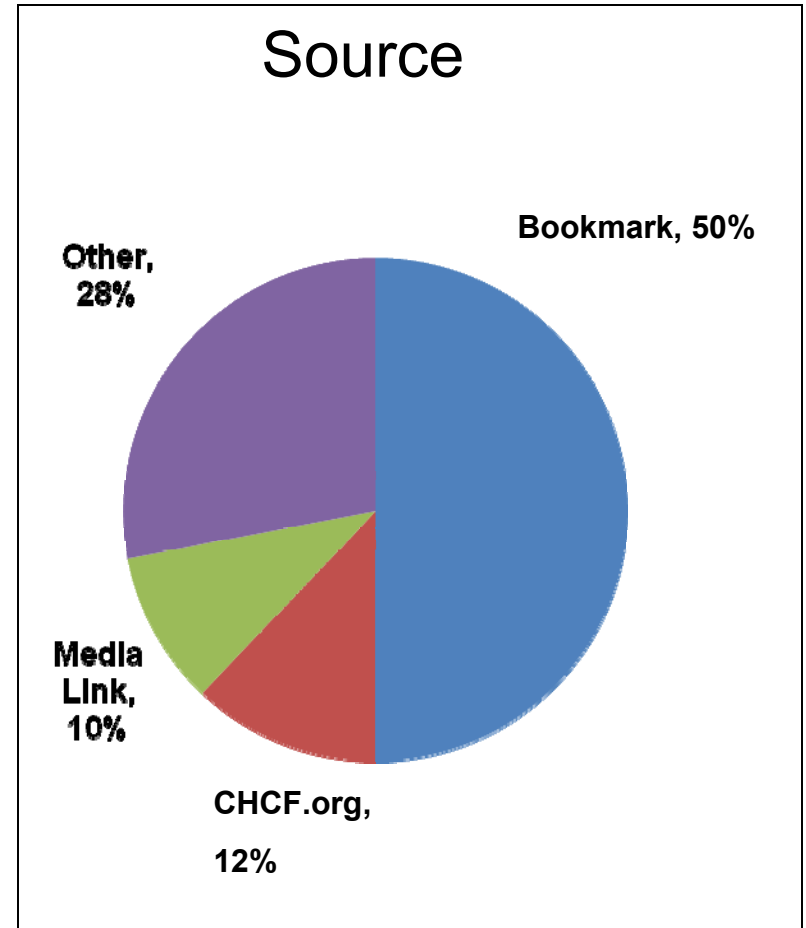
Among all respondents, those who...



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 yellow color.

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

CalHospitalCompare.org

C-SECTION RATES?

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

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

CalHospitalCompare.org



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



CalHospitalCompare.org

Find the best
hospital for you.

 CalHospitalCompare.org

CALIFORNIA HEALTHCARE FOUNDATION



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

Find Hospital Quality Ratings

Compare maternity care at Bay Area hospitals. Get independent ratings.
www.calhospitalcompare.org

Learn About Maternity Care

Compare Bay Area hospitals for C-section rates and quality of care.
www.calhospitalcompare.org

Find C-Section Rates

Compare C-section rates at Bay Area hospitals through independent ratings.
www.calhospitalcompare.org

Branded Emails

Targeted emails to
subscribed lists via
relevant brands



THIRST FOR A HEALTHY LIFE

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

California Hospital 411

Tuesday, June 24, 2008



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!



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?

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](#)

[Subscribe](#) | [Unsubscribe](#) | [Go to Vital Juice Daily](#) | [Send to a friend](#)

© 2008 Vital Juice Daily LLC. All rights reserved.
826 Broadway, New York, NY 10003

You are receiving this e-newsletter because you asked Vital Juice Daily to send Vital Juice Daily? to your account. To stop receiving this newsletter, please click [unsubscribe](#).

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.

send to a friend

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



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

C-SECTION RATES?

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

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

Altameda County
Altameda County Medical Center

Having a Baby in the San Francisco Bay Area?

Find the Hospital That's Right for You at CalHospitalCompare.org

Finding just the right hospital to deliver your baby can be one of the most important decisions you make. CalHospitalCompare.org is your source for unbiased, independent ratings of hospital quality.

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 past maternity patients about their hospital experiences.

A 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.



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 and sponsored by Natural Resources, AAA & Los Angeles Photography, is the perfect opportunity to explore the various resources in the SF area. You'll find midwives, doulas, postpartum nurses, therapists, massage practitioners and all.

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 & Holistic Postpartum.

For more details, to pre-register, or to pre-purchase tickets visit www.BirthAndBabyFair.com

☐ 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

Pick up your COMPLIMENTARY passes*...

We want to make this event accessible to everyone. Pick up complimentary passes from our sponsors at these locations:

Natural Resources a pregnancy, childbirth and early parenting center
Lanahan
1367 Valencia St. (at 25th St.)
San Francisco, CA 94109
415.550.2811
www.NaturalResources.org

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

Los Angeles Photography images the best moments of your life. One-on-one and group sessions specializing in full life cycle photography: engagements, wedding, maternity, newborn, children & family photography.
los@laphoto.com
www.laphoto.com

OUR MAIN EVENT SPONSOR

CalHospitalCompare.org

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

Thanks to CalHospitalCompare.org, you can compare maternity services at over 45 local hospitals.

beautiful!

The DOOPY PILLOW
Infusing natural essential oils

Sports Basement

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

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

Saturday, Sept 6th • 10am - 3pm
Fort Mason Conference Center
99 Marina Blvd., San Francisco, Ca 94123

WORKSHOPS • DEMONSTRATIONS • SHOPPING • RESOURCES • DOOR PRIZES

Admission: \$5 • **FREE** passes available from most sponsors & exhibitors with coupon code

info@MaternityExchange.com
www.BirthAndBabyFair.com



CALIFORNIA
HEALTHCARE
FOUNDATION

Results & Findings

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

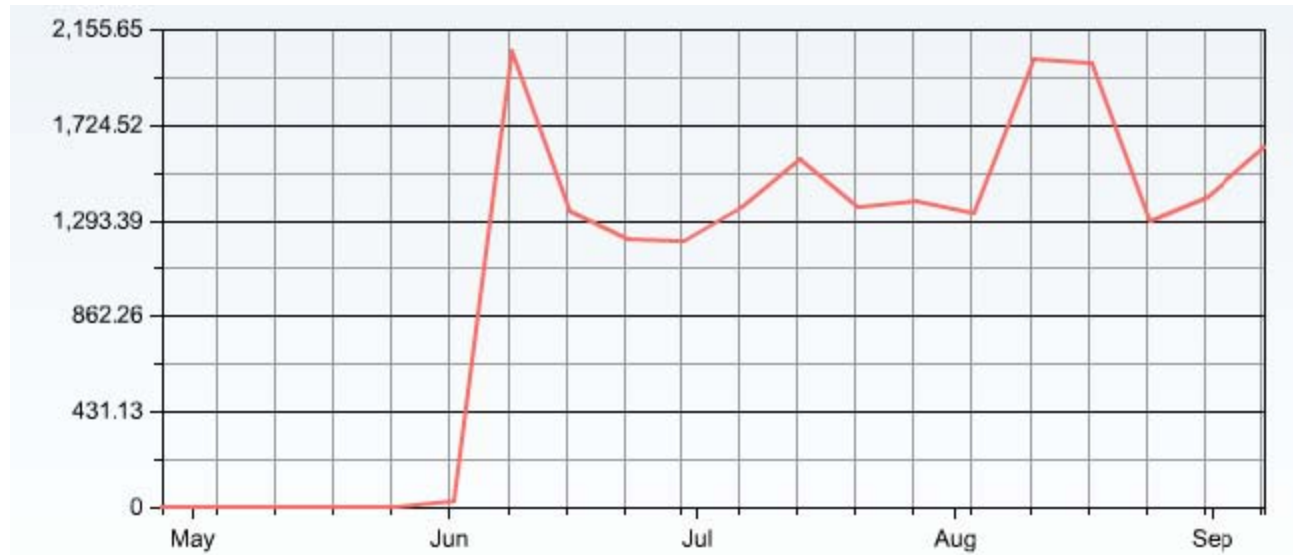
- **Before campaign:** 3 of 25 most viewed maternity pages were from Bay Area
- **After campaign:** 25 of 25 most viewed maternity pages were from Bay Area

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

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

Getting the Wording Right

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

Campaign Objectives Matter

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

Flexibility Matters

	Total Impressions	Total Clicks	CTR	Avg. CPM	Avg. CPC
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%

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

Advertisement

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

More

- [Forum: Food](#)
- [Browse local food events](#)
- [More recipes](#)
- [More food and wine](#)

Related

Jun 10:

- [Recipe: Sliders with gruyere](#)
- [Recipe: Absinthe Sliders](#)

30%
Ribs
every
our
& More!
Click
Twice the
Half th

TopListings
CARS RENTALS JOBS HOMES
's;86 5th Whl, 40
ft (Cars)
\$7500
FORD (Cars)
Click for Details
MITWSUBISHI 2007 EXLISPI
GT (Cars)
Click for Details
SATURN 1998 SL2 (Cars)
\$2980, 30+mpg, 5spd

CalHospitalCompare.org
CALIFORNIA HEALTHCARE FOUNDATION

Your source for unbiased, independent ratings of hospital quality – including maternity services.

Print Services: [Subscribe](#) | [Home Delivery](#)

Web: [Sign in](#) | [Register](#) | [Mobile Edition](#) | [RSS](#)

PART OF THE BAYAREA.COM NETWORK

MercuryNews.com
The Mercury News Silicon Valley

[SEARCH](#)

☒ Site ☐ Web Search powered by **YAHOO!SEARCH**

[HOME](#) [NEWS](#) [BUSINESS](#) [TECH](#) [SPORTS](#) [ENTERTAINMENT](#) [LIFE & STYLE](#) [OPINION](#) [MY CITY](#) [HELP](#) [JOBS](#) [CARS](#) [REAL ESTATE](#) [CLASSIFIED](#) [SHOPPING](#) [PLACE AD](#)



San Jose, CA Now: 65°F | High: 85°F | Low: 54°F | 5-day forecast

Get weather for:



Life & Style

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.

Columnists

[Dear Abby](#)

Advice

[Bruce Newman](#)

Alarms & Diversions

[Donna Kato](#)

Fashion

[Linda Goldston](#)

Animal friends

[Home Plates](#)

Recipes and food tips

[Steve Yvaska](#)

Antiques columnist

[Male Call](#)

Advice from a guy

[Laurie Daniel](#)

Wine

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

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.

[blogs](#) [your photos](#) [podcasts](#) [forums](#)

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

[All blogs](#)

Advertisement

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

	Specific Hospital Searches	General Hospital Searches	Birthing/ C-section	Pregnancy/ maternity
Impressions	656,175	173,060	144,043	233,645
Clicks	12,054	924	405	187
CTR	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