



HOW SDS HELPED THE AGENCY FOR HEALTH CARE ADMINISTRATION INCREASE HEALTH CARE TRANSPARENCY AWARENESS.

Increasing Health Care Data Transparency in Florida.

SNAPSHOT

Client:

Florida Agency for Health Care Administration

Industry:

Healthcare

Products + Services Used:

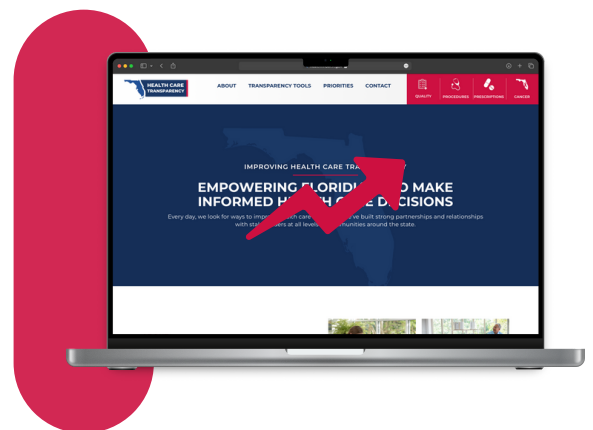
Marketing Consulting, Graphic Design, Media Planning, Audio Production, Media Placement, Copywriting, Ad Placement, Print Design, B-roll and Stock Photography, and Video Production

Results:

Generated over **198,000** new users to the website in under **4 months**.

CHALLENGES

- The Agency for Health Care Administration developed toolkits for Floridians and AHCA staff to make better-informed health care decisions.
- SDS was challenged with developing a statewide public awareness campaign to drive traffic to the new landing page, communicating the information can be accessed by the average Floridian.
- A robust statewide public awareness campaign was developed that featured educational materials, audio and video ads, static graphic ads, placement on over 5 platforms, b-roll video/audio capture, consulting with the agency for media strategy, and much more.





SOLUTION

AHCA has been provided with Marketing Consulting, Strategic Consulting, Management Consulting, Graphic Design, Media Planning, Audio Production, Media Placement, Copywriting, Ad Placement, Ad Management, Motion Graphics, Print Design, B-roll and Stock Photography, and Video Production to assist in increasing site traffic to the HealthFinder.fl.gov website.

During the course of the campaign, AHCA saw a **45,376.3%** increase to the website from the start of the campaign to present day. The website has reached **198,000 new users** in that time frame, the highest demo being **males and females ages 35-44.**

CONCLUSION

- The Agency saw an increase from 156 new users to over 198,000 new users to the website in just under 4 months.
- Keep your call to action simple, your message clean and your content consistent.

SCAN FOR MORE PROJECT CONTENT



CONTACT

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