

# WEBSITE PROPOSAL

*OSF Innovation*

*February 23, 2017*

FRANKLIN 

# ABOUT FRANKLIN STREET

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- *Celebrating more than 30 years in business*
- *Health care focused*
- *Based in Richmond, Virginia with national footprint*
- *23 full-time employees + 45 fractional teammates*

# FRANKLIN STREET OVERALL CAPABILITIES

## THE PATIENT-CENTERED BRAND®

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Brand Vision  
Naming and Brand Architecture  
Visual Identity  
Brand Campaign Creation  
Employee Engagement

## SERVICE LINE GROWTH

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Service Line Campaign Development  
Physician Referral Campaign Development  
Data Analytics with Dashboard Reporting

## DIGITAL LEAD GENERATION

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Website Strategy, Design & Development  
Marketing Automation  
Digital Campaigns + Search  
Social  
Analytics & Benchmarking  
Landing Page Testing

## ORGANIZATIONAL VISION & EXPANSION

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Mission and Vision Facilitation  
System Integration  
Accountable Care  
Public Relations Strategy  
New Hospital and Facility Expansion  
Foundation Fundraising

# DIGITAL LEAD GENERATION CAPABILITIES



Web



Marketing Automation



Digital Campaigns



Search



Social



Analytics & Benchmarking



Landing Page Testing

# WEB

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- Strategy, Design & Development
- Information Architecture
- Rapid Prototyping & Testing
- Experience Mapping
- Heuristic, Usability & User Testing
- A/B Testing
- Attention, Eye & Click Tracking
- Data & System Integration
- E-Commerce Integration



*Robust websites elevate the organization's brand and attract, nurture and convert prospects.*

# MARKETING AUTOMATION

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- CMS & MAT Integration
- Website Content & CTA Audit
- Persona & Journey Map driven Workflows
- Content Matrix
- Editorial Calendar



*Custom, relevant and compelling messaging nurtures initial curiosity into sustainable trust.*

# PAID SEARCH

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- Targeted KPIs
- Media Buy based on average search volume, CPC & seasonal data
- Ad Copy & Ad Extension Audit & Optimization
- In-Market
- Remarketing
- Keyword & Time of Day
- Custom Audiences
- Dynamic Keyword Targeting



*Gain targeted visibility and capture interest while generating new prospects through inbound, intent-based search engine marketing.*

# SEARCH

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- Organic Search
- SEO & Content Audit
- Video Search Engine Optimization
- Keyword Research
- Competitor Research
- Technical Site Audits
- Link Profile Analysis
- Continuous Monitoring & Reporting
- Digital Campaign Management



*Consistent, organic visibility rooted in targeted outreach, strong technical optimization and value-add, brand-enriching content.*



# PAID SOCIAL & REPUTATION MONITORING

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## Channels and Tools

- Facebook
- Twitter
- LinkedIn
- Instagram
- Binary Fountain
- Meltwater



*Layering rich demographic data on geographic data increases brand awareness at low costs, saturating the online space.*

*Preserve and protect the brand through reputation monitoring.*

# LANDING PAGE TESTING

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- Research & Analysis
- Hypothesis Formation
- Experiment Planning
- Design & Copywriting
- Technical Implementation
- Results & Re-Apply



*Apply mathematical models against multiple landing page variations to determine statistically significant conversions.*

# DIGITAL CAMPAIGNS

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- Set up, management & optimization
- Campaign monitoring
- Development of optimized content
- Display Advertising
- Pay-Per-Click (PPC)
- Video & Pre-Roll
- Competitive Audits
- Search Engine Marketing



*Messages, channels and tactics effectively integrate to meet each unique audience need while maximizing marketing spend.*

# ANALYTICS AND BENCHMARKS

- Curation of digital space data
- Measures progress toward forward looking, client defined KPIs
- Based on health care industry benchmarks
- Proprietary & real time
- Automated reporting for stakeholders



*Access and transparency to authentic data drives insights to positively impact campaign performance.*

# TEAM

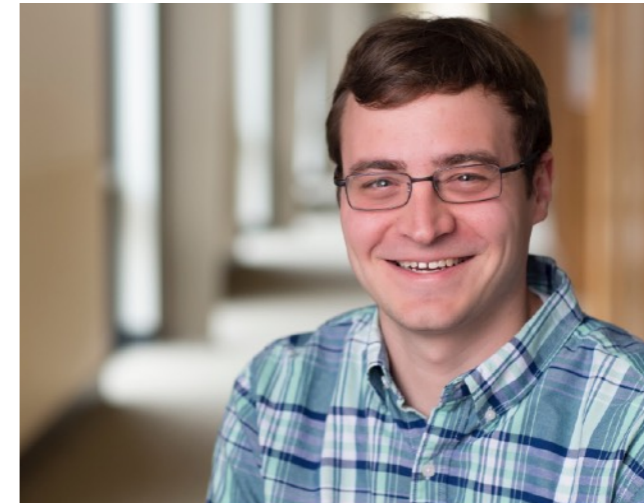
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**Stephen Moegling**  
Partner



**Liz Ramirez**  
Digital Producer



**Carter Tilman**  
Digital Strategist



**Whitney Pratt**  
VP, Creative Director



**Rachel McGuinn**  
Writer



**Greg Ceneviva**  
Senior Account Manager

# TEAM

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Stephen  
Partner

Stephen is responsible for developing strategies to help Franklin Street's clients grow share of heart, mind and market. Stephen is also the editor of Franklin Street's blog, The Next Idea, one of the highest read health care marketing blogs in the country. Our Fitness Fanatic and Resident Chef, Stephen keeps Streeters' bellies happy with his latest culinary adventure. He received his B.A. in Advertising from Kent State University and has served the healthcare industry for more than 18 years.

# TEAM

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**Liz**  
Digital Producer

Liz optimizes digital platforms for Franklin Street's clients for optimal engagement and conversion. Liz tests and applies the latest technology to innovate our clients' ability to leapfrog the competition and win share of market. Liz holds a Bachelor's of Science Degree from James Madison University and can solve a Rubix Cube in less than 2 minutes (these facts are unrelated).

# TEAM

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**Carter**  
Digital Strategist

Carter directs and implements all phases of the digital experience for Franklin Street's clients, including leading health systems such as Martin Health, St. Vincent's Bridgeport and Bayhealth. By developing journey mapping models, Carter identifies key digital opportunities to reach and engage prospective audiences. He holds a Bachelor's in Science in Mass Communications from Virginia Commonwealth University and cannot be trusted with a Nerf Gun. Consider yourselves warned.



# TEAM

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**Whitney**  
VP, Creative Director

Whitney leads Franklin Street's creative and digital teams. Her dual fascination with art and science is a perfect fit for health care brands. Her work has generated awards in all industry shows, and Whitney has more than 15 years experience in health care branding and marketing. She has served as both creative director as well as a front-end developer and art director. Whitney holds a B.F.A in Communication Arts and Design from Virginia Commonwealth University and has the best jewelry collection of any Franklin Streeter.

# TEAM

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Rachel  
Writer

Rachel's compelling content engages, persuades and converts audiences in branding, service line and digital content campaigns for Franklin Street's clients. She received her B.A. in English and media studies from Virginia Commonwealth University. Her background in non-profit development combined with her passionate pursuit for a good story makes her our resident inquisitor. When she's not helping our client's craft their brand narrative, she's obsessing over the latest miniseries on HBO and Netflix and immersing herself in all things literary.

# TEAM

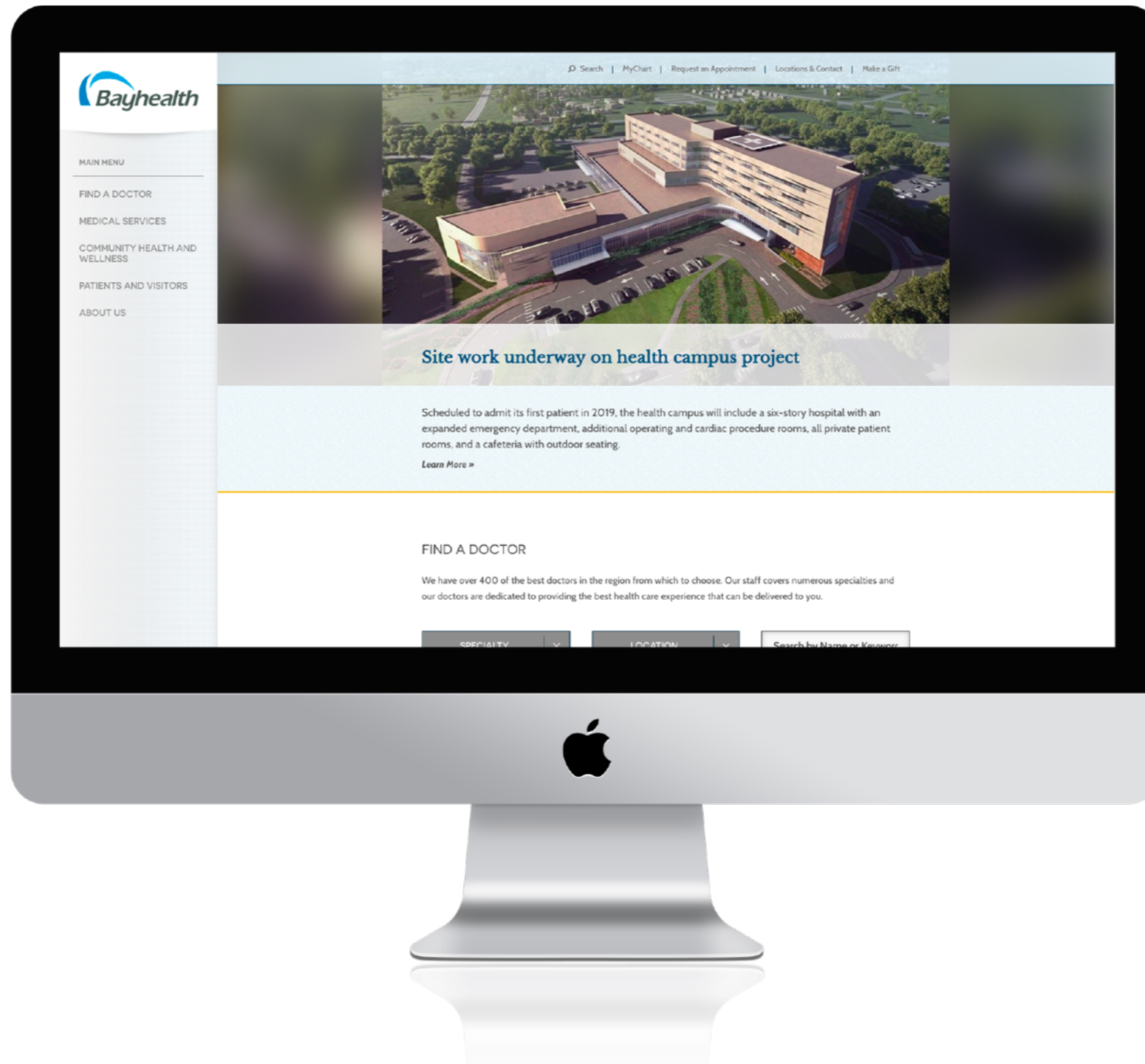
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**Greg**  
Senior Account Manager

Drawing on his skills in improv comedy and experience marketing Fortune 500 companies, Greg manages client planning at Franklin Street. Greg is instrumental in developing Franklin Street's Marketing Dashboard, a cloud-based platform that integrates our clients' analytics and campaign Key Performance Indicators (KPIs). Greg received his B.S. in Business Administration from the University of North Carolina at Chapel Hill (and we don't REALLY hold that against him).

# WEBSITE SAMPLES: BAYHEALTH



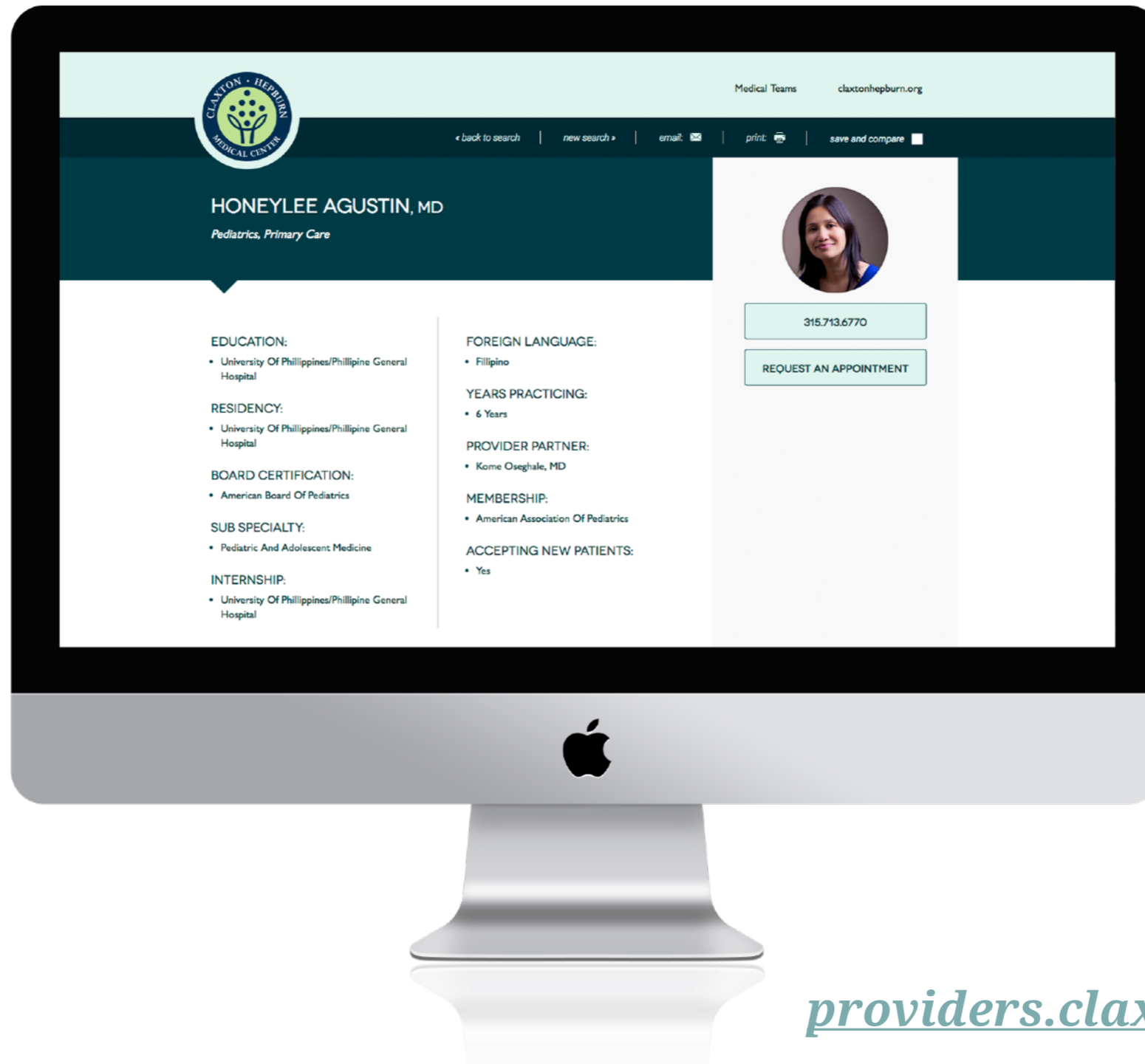
[bayhealth.org](http://bayhealth.org)

# WEBSITE SAMPLES: ST VINCENT'S BRIDGEPORT



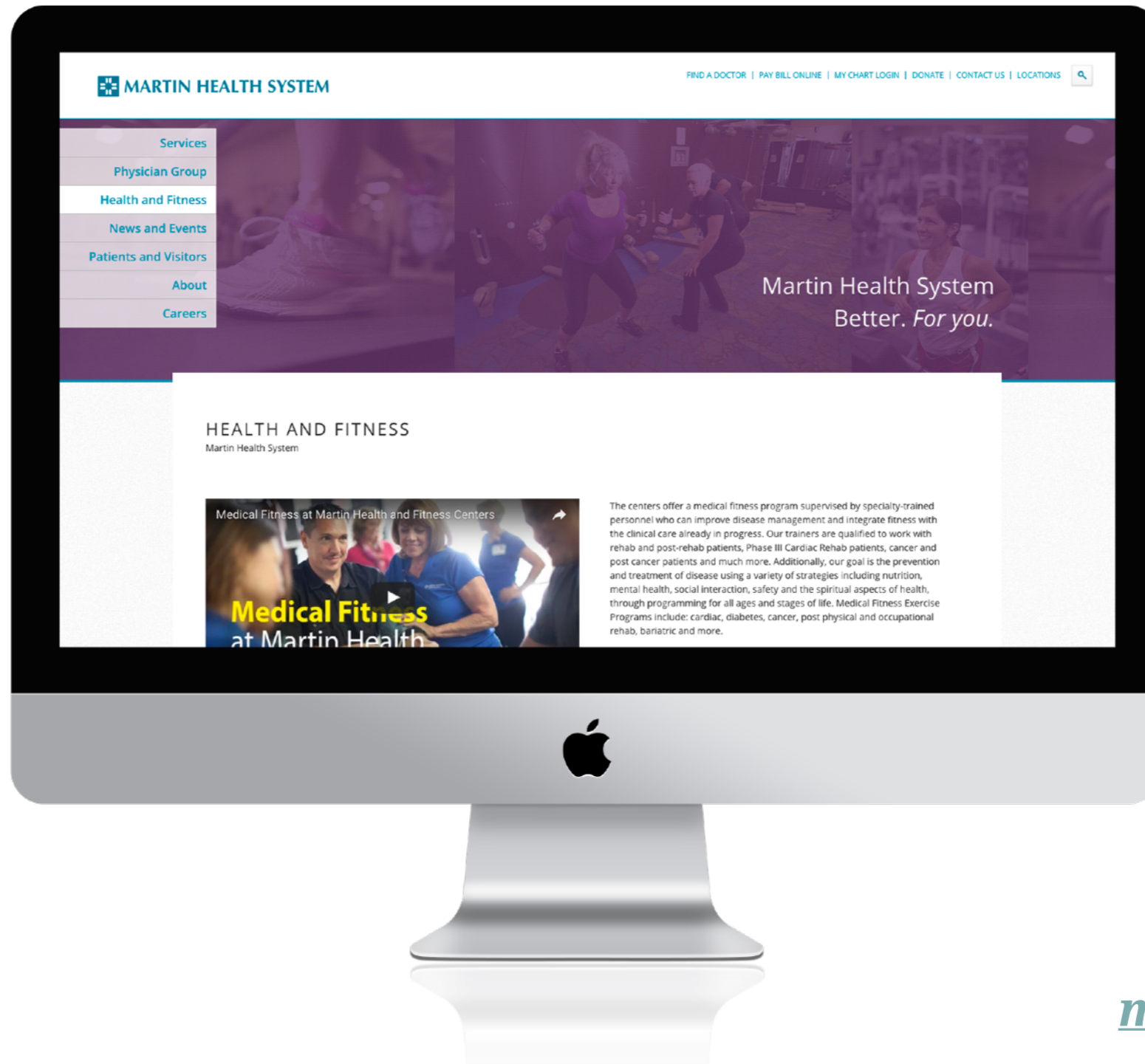
[stvincents.org](http://stvincents.org)

# WEBSITE SAMPLES: CLAXTON-HEPBURN



[providers.claxtonhepburn.org](http://providers.claxtonhepburn.org)

# WEBSITE SAMPLES: MARTIN HEALTH



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

# SAMPLE PROJECT MANAGEMENT TOOLS AND RESOURCES





# PROJECT PLAN



Offsite Planning

March



Strategic Workshop

March



Development

March



PHASE I Launch  
"Building Awareness"

March



PHASE II Launch  
"Storytelling"

April - May



PHASE III Launch  
"Innovation Magnet"

September

# GOAL SETTING

- Elevate the brand and increase recognition
- Create a commerce channel
- Provide access to information for aligned promotions, research and future advancements
- Build business relationships
- Conduct transactions
- Recruit future Mission Partners
- Establish one universal, easily managed CMS platform
- Prepare for future needs like CRM and Marketing Automation Technology (MAT) integration

# KEY PERFORMANCE INDICATORS

- Improve brand awareness
- Generate new qualified leads
- Improve lead conversions

# STRATEGIC WORKSHOP

*The process begins with the Strategic Workshop. The Strategic Workshop is a 1-day, onsite work session, designed to clarify and firmly establish:*

- Desired website goals, both short- and long-term, and Key Performance Indicators
- Content curation and needs analysis
- Technology platforms (CMS, CRM, Marketing Automation, Commerce)
- Leadership priorities and vision through interviews
- Work plans, deliverables and milestones for launch of Phase 1 and beyond

*The Strategic Workshop  
will give stakeholders  
the confidence that:*

- The new website will exceed expectations
- The new website will launch on time and on budget
- The new website will address both immediate needs and future goals
- All stakeholder voices and opinions will be heard and addressed

## TECHNOLOGY

*We will provide strategic technology recommendations based on OSF HealthCare's unique needs. Franklin Street has experience building sites with platforms OSF has used, including WordPress and Kentico.*

*OSF has identified immediate and future functionality needs, and Franklin Street is prepared to create and support:*

- Responsive design and mobile-friendly
- CRM platform
- Exploration space
- Multiple forms, such as Contact Us, Alerts, Newsletter Opt-Ins
- Integration with existing systems
- Social media integration
- Downloadable content, including white papers and presentations
- Clean and user-friendly navigation
- Online courses
- Virtual/augmented reality
- SEO best practices, including keyword to page mapping meta definitions and 301 redirects

# KEY TECHNOLOGY AND CONVERSION STRATEGY DECISIONS

*Following are important decisions the OSF and Franklin Street team will decide in building the new site:*

- CMS Selection
- CRM Selection
- Lead Capturing Strategy
- Whitepaper Submissions and Downloads
- Integrated Video Elements
- Gated Content Strategies



## A PHASED-IN APPROACH TO THE NEW WEBSITE

*We recommend a three-phased approach for the new website. This will allow OSF to have a high quality website ready to launch in late March without compromising key decisions about technology and functionality. Following is our recommended strategy for each phase of the new website launch.*

## PHASE I: "BUILDING AWARENESS" LATE MARCH 2017

*Phase I will launch in late March 2017. The site will embody the heartbeat of OSF as the premier leader in innovation by providing access to information for aligned promotions, research and future advancements. We will build Phase I in WordPress to enable OSF instant, easy access for content updates.*

*Immediately following the launch of Phase I, we will iterate toward Phase II. Assessing the success of existing assists, determining additional content needs and continued work toward exceeding business objectives will allow us to meet multiple iterations of the site before launching Phase II.*

## PHASE I: "BUILDING AWARENESS" MARCH 2017

*Items and functionality to launch in Phase I and subsequent iterations include:*

- Content Organization and Strategy
- Downloadable Content
- Refreshed Videos and Imagery
- Social Media Integration

## PHASE II: "STORYTELLING" APRIL - MAY 2017

*Phase II will offer OSF richer storytelling opportunities to inspire audiences like startups, buyers, and the media. Sharing media content, like blogs and video, will expand OSF's brand and online presence.*

*OSF has "pent up demand" to share stories. Phase II will enable OSF to share these stories in deeply impactful and meaningful ways, furthering engagement, conversions and conversation.*

*We will maintain the WordPress platform to ensure OSF has instant, easy access for content updates.*

## PHASE II: "STORYTELLING" APRIL - MAY 2017

*Items and functionality to launch in Phase II include:*

- Blog and News Section
- SEO Strategy
- Content Expansion
- Ongoing Site Maintenance and Testing

# FRANKLIN STREET AS A CONTENT CREATION RESOURCE

*OSF can tap Franklin Street to support the development of additional content for the website, which may include: writing, video production and social media posting.*

## PHASE III: "INNOVATION MAGNET" SEPTEMBER 2017

*Phase III will introduce the long-term, universal CMS platform for OSF Health. In addition, this phase will provide long-term lead generation tools, commerce functionality, event registration and integrate with CRM and Marketing Automation Technology (MAT).*

## PHASE III: "INNOVATION MAGNET" SEPTEMBER 2017

*Items and functionality to launch in Phase III include:*

- Universal CMS Selection
- CRM for Prospect List Building
- Marketing Automation Integration
- Online Commerce
- Event Registration



# WEBSITE SCOPE BY PHASE

## Phase I: "Building Awareness"

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### KEY DELIVERABLES

- (1) day onsite strategic workshop
- Responsive design/mobile-friendly
- CMS setup (WordPres)
- Content Organization
- Content Strategy
- Social Media Integration

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### WHY DO THIS

*Quickly launch a fully-functioning site that conveys the essence of OSF Innovation and Jump Simulation.*

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### PRODUCTION COST

**\$49,970**

## Phase II: "Storytelling"

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### KEY DELIVERABLES

- Expanded blog/news feature
- Content expansion
- SEO strategy
- Ongoing site maintenance

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### WHY DO THIS

*Leverage engaging multi-media content to grow awareness and build relationships with key audiences.*

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### PRODUCTION COST

**\$33,200**

+ OPTIONAL CONTENT CREATION

## Phase III: "Innovation Magnet"

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### KEY DELIVERABLES

- Universal platform CMS selection
- Custom design
- Event registration
- Commerce integration
- CRM integration
- Marketing Automation Technology (MAT) integration

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### WHY DO THIS

*Universal platform to unify OSF Innovation. Lead capturing technology. Integrated commerce, CRM, Marketing Automation Technology (MAT).*

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### PRODUCTION COST

**\$74,700**

+ OPTIONAL FUNCTIONALITY

# ABOUT US

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*For over 30 years, Franklin Street has built patient-centered brands® for 200 leading health systems around the country. As a top thought leader in health care branding, marketing and digital solutions, our insights are read, shared and applied by over 20,000 decision-makers and influencers in health care across the world. Franklin Street was among the first to create responsive design websites for health care brands and was a pioneer in using marketing automation technology in the health care sector. Franklin Street's websites, campaigns, clients and teammates have been profiled in Modern Healthcare and Ragan's Health Care Communications, in addition to leading health care marketing conferences, including the Society for Healthcare Strategy and Market Development (SHSMD), the Forum for Healthcare Strategists and the Healthcare Internet Marketing Conference (HCIC). Based in Richmond, Virginia, the number one reason our clients recommend Franklin Street is because Franklin Streeters care deeply about making a difference in the lives of patients their clients serve.*

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