

# 2024 Strategic growth campaign calendar for health systems

**Inspiring your campaigns for  
patient acquisition and retention**

This calendar runs two months ahead, giving you time to develop and schedule campaigns for the most impact. Refer to this calendar for inspiration and ideas for acquisition, revenue and retention campaigns throughout 2024.



# Q1 Campaigns



## January

### Respiratory health

Respiratory syncytial virus (RSV), Flu, & COVID (Dec-Mar)

With the increases in respiratory syncytial virus (RSV), it's important to send campaigns to your patients with [information about RSV](#), who is vulnerable, the symptoms, and treatment options. While most recover in 1-2 weeks, RSV can be serious for infants and older adults. Consider messaging that has signs, symptoms, information on when to bring someone in, as well as information on the length of how long someone is contagious for each from onset of symptoms.

### Colorectal cancer screening

Colorectal Cancer Awareness Month (Mar 1-31)

Did you know that colorectal cancer is the [third most commonly diagnosed cancer](#) in men and women combined in the United States? By promoting your cancer service line, you can support patients' [45 or older](#) to schedule a colonoscopy.

### Service lines, clinics, physicians to new movers

Feb 1 – Sept 1

Each day you have new potential patients in need of new physicians. New movers represent untapped potential for new clinic openings, openings in service lines, and a way to fill new physician calendars.

## February

### Annual wellness visits

Apr 1-30

Encourage your patients to schedule their annual wellness visit with their doctor to support a healthy lifestyle, early detection of chronic conditions, and stay on track with their medications, prescription refills, and treatment plan. Don't forget to remind your patients to get their COVID-19 vaccines or boosters.

### Dermatology

Rosacea Awareness Month (Apr 1-30)

Dedicated to spreading awareness about the early warning signs of rosacea, consider sending a campaign promoting the importance of talking with your patients' doctor about their skin health and even setting up an appointment with a Dermatologist.

### Physical therapy & surgery

In advance of summertime sports & activities (Apr-Aug)

With warm weather comes some of our favorite pastimes, like sports. Consider sending campaigns throughout the summer to those who participate in summer sports and your weekend warriors regarding injury and procedure promotions, like physical therapy and surgeries.

## March

### Hypertension screening

High Blood Pressure Education Month (May 1-31)

[High blood pressure](#) can lead to stroke, vision loss, heart failure or heart attack, kidney disease or failure, and other health problems. Schedule campaigns to remind your patients to make an appointment with their healthcare team so they can complete a hypertension screening.

### Preventative care

May 1-31

For any condition or disease, early diagnosis and treatment are vital to helping your patients feel better. This is a great time to start regular communications with those who have arthritis, diabetes, COPD, or congestive heart failure. Remind them to schedule their annual appointment with their PCP and specialists instead of going to the ER.

### Dermatology

Melanoma / Skin Cancer Detection & Prevention Month (May 1-31)

With over 5 million cases diagnosed in the United States each year, skin cancer is America's most common cancer with annual cost of treating it estimated at \$8.1 billion dollars. Skin Cancer Awareness Month is the idea time to activate current and prospective patients to see a dermatologist in your health system.

### Young adults finding a PCP

May-Aug

As young adults join the workforce, perhaps a job is taking them to a new area in your coverage area. This is a great time to start New Mover campaigns to attract them, and any other New Movers, to your health system and keep it running each month; consider including information about available services and locations.

# Q2 Campaigns



## April

### Annual wellness visits

Men's Health Month (Jun 1-30)

In honor of this observance, send campaigns to your male patients and prospects to promote annual wellness visits to support a healthy lifestyle through regular screenings and checkups. Use this campaign as another opportunity to remind and encourage them to get their COVID-19 vaccines and boosters. You could also try sending out a women's service line campaign with a secondary message on male health for a double activation effort.

### Diabetes gaps in care

Jun 1-30

Send campaigns to remind your patients with diabetes or prediabetes to keep their condition in check by continuing their medication treatment plan, following up with their doctor regularly, and completing their annual eye, blood sugar, and kidney screenings. This is a great way to prevent ER visits and readmissions.

### Dermatology and skin safety

Jun 1-30

Summer is in full swing in June, so consider using this month to promote skin safety and your dermatology services. Remind your current patients to schedule their annual check-ups with their Dermatologists. For new patients, remind them of your available Dermatology services and to schedule their first appointment. Consider a 'mole check' message, as well as a 'when to see a Dermatologist' message.

## May

### Eye exams

July 1-31

Eye exams are vital in detecting and diagnosing several conditions and diseases, like [glaucoma](#), [diabetes](#), [hypertension](#), and [high cholesterol](#). Send campaigns to remind patients to schedule an eye exam. Use messaging that poses questions about headaches, vision while driving at night, etc.

### New movers

July 1-31

The Summertime is a popular time for individuals to move, and some might be moving into your service area. Consider running a campaign to attract new patients to select you for their health needs. Share information about the available services or your locations. Three drop programs are popular for health systems where they talk about more emergency/urgent care first, finding a PCP second, and all other services you offer at your facilities third.



## June

### Immunizations

Immunization Awareness Month (Aug 1-31)

Immunizations are important to staying healthy. Schedule campaigns to spread awareness of how vaccines help against preventable diseases or reduce the effects of a disease, like COVID-19, influenza, or pneumonia. Don't forget to also remind parents or caregivers to have their children complete routine vaccines.

### Influenza & COVID-19 vaccines/boosters

Influenza season (Fall-Winter)

Send campaigns to encourage your patients to get their Influenza (Flu) vaccine. Your patients' best defense against the Flu is by getting vaccinated yearly. It's especially important for those at higher risk to get the Flu vaccine, like older adults, young children, and those with certain health conditions. Also, encourage them to get their COVID-19 vaccine or booster when they get their flu shot.

### Physical therapy & surgery

In advance of fall and winter sports (Sep-Jan)

As fall and winter approach, many of your patients might participate in winter sports. Consider sending campaigns throughout the Fall and Winter to those who participate in cold weather sports regarding your orthopedic services, like physical therapy and surgeries.

# Q3 Campaigns



## July

- Prostate screening**  
Prostate Health Month (Sep 1-30)

[Prostate cancer](#) is one of the most common among U.S. men, leading to roughly [1 in 8 men](#) being diagnosed with prostate cancer. Send campaigns to remind your male patients to speak to their doctor about completing a prostate screening. Messaging that includes statistics is always attention-grabbing.

- Obstetrics and gynecology (OB-GYN)**  
Gynecologic Cancer Awareness Month (Sep 1-30)

Even though [only cervical cancer](#), of all the gynecologic cancers, has screening tests that can find this cancer early (when treatment works best), routine GYN exams and visits are important to get ahead of any signs, symptoms or issues that may have arisen.

- Annual wellness visits for children**  
In advance of the upcoming school year (Sep)

Encourage your patients to schedule annual wellness visits for their child or children with their doctor to support a healthy lifestyle. As part of their annual wellness visit, don't forget to ask their doctor about the COVID-19 vaccine and booster shot. These annual wellness visits are especially important for children participating in school sports as they might need a sports physical and a doctor's sign-off.

## August

- Mammogram**  
Breast Cancer Awareness Month (Oct 1-31)

About [264,000 U.S. women](#) and [2,400 U.S. men](#) are diagnosed with breast cancer yearly. Send campaigns to your female patients to remind them to complete their mammograms every 2 years, starting at age 50. Consider sending campaigns to your male patients to encourage them to discuss breast cancer risk and options with their doctor.

- Open enrollment**  
Oct 1-Dec 31

Have your own health plan that's part of the marketplace? Consider sending an open enrollment campaign. Open Enrollment campaigns are great entry points into your system for prospects, as well as brand and relationship-building campaigns to those who are self-pay or under-insured patients. We have a great way to target those who are likely to be under or uninsured.



## September

- Endocrinology (Diabetes LDL, Diabetic Nephropathy, A1c)**  
Immunization Awareness Month (Aug 1-31)

In honor of November's Diabetes Awareness Month, schedule campaigns for patients with diabetes or prediabetes to ensure they schedule their yearly appointment and stay on track with their medications and treatment plan. Communicate with them regularly to prevent ER visits and readmissions.

- Use your FSA/benefits before the year ends**  
End-of-year wrap-up (Fall-Winter)

As the year winds down, it's a great time to remind your patients to use their FSA or HSA benefits before they expire. Before the year runs out, don't forget to remind them to set up any delayed care, like certain surgeries, appointments, or other treatments.

- Lung cancer screening**  
Lung Cancer Awareness Month (Nov 1-30)

Did you know lung cancer is the second most common cancer (not counting skin cancer)? In honor of Lung Cancer Awareness Month, consider sending a campaign to promote lung cancer screening, diagnosis, and treatment options. We have a great way to find those that smoke or are likely smokers based on our predictive models for a more precisely targeted campaign.

# Q4 Campaigns



## October

### Bariatrics and weight management

Dec 1-31

December is the best time to execute Weight Management/ Bariatric campaigns – when resolutions are in high gear and wellness is top-of-mind. These trigger campaigns can also be used to promote your non-surgical weight loss strategies, such as fitness centers and nutrition services. Consider at least a 2-drop approach where you drop one before the Holidays and one after.

### Respiratory health

Respiratory syncytial virus (RSV), flu, & COVID (Dec-Mar)

With the increases in respiratory syncytial virus (RSV), it's important to send campaigns to your patients with [information about RSV](#), who is vulnerable, the symptoms, and treatment options. While most recover in 1-2 weeks, RSV can be serious for infants and older adults. Consider messaging that has signs, symptoms, information on when to bring someone in, and information on the length of how long someone is contagious for each from the onset of symptoms.

## November

### Cervical cancer screening

Cervical Health Awareness Month (Jan 1-31)

Did you know the percentage of women who were not up to date on their cervical cancer screening jumped from [14% \(in 2005\) to 23% \(in 2019\)?](#) [Regular screening](#) is key when it comes to cervical cancer and human papillomavirus (HPV). Remind your patients to schedule a gynecology appointment to ensure regular cervical cancer screenings and treatment. Make it part of their annual wellness visit, as most PCPs do, and center your message around their busy lifestyles.



## December

### Cardiology

Heart Month (Feb 1-28) and Wear Red Day (Feb 3)

Known as the leading cause of death in the U.S., you can help reduce the number of those impacted by heart disease by promoting well checks, maintaining medications, and treatment plans. Encourage patients to schedule their annual wellness visit with their doctor to support early detection or ensure they stay on track with their treatment. Also, don't forget to include a message around American Heart Association's National Wear Red Day (Feb 3) to support the Go Red for Women movement by wearing red. Consider another campaign around symptoms and signs of any heart-related issues, like atrial fibrillation, heart attack, etc. Another popular message is Heart Attack vs. Stroke symptoms with a magnet and your logo to tell the ambulance "Take me to \_."

### Cardiac rehabilitation

Cardiac Rehabilitation Week (Feb 13-19)

Highlight how cardiac rehabilitation can help your patients at risk for or have heart disease improve their health. Do you have a cardiac rehabilitation exercise facility or outpatient rehabilitation center you're connected with? Consider highlighting available opportunities in a campaign.

# Because health is personal™

## Attract and keep more patients

Personify Health helps you expand your health system reach and patient volume, serve more people, and grow your service lines. We're here for you, whether it's designing data-driven plans to drive high-margin service-line usage, creating campaigns across audiences to help you acquire and keep high-value customers, or running seasonal or annual initiatives.

Contact us

Learn more at [personifyhealth.com](https://personifyhealth.com)  
Find us on [facebook](#) | [twitter](#) | [linkedin](#)

