



UMass Memorial Health Care

A healthy need

The UMass digital marketing team wanted to create engaging, interactive health and wellness content, and share it daily and weekly via blogs, social posts, and emails—without adding head count.

The rewarding solution

They now leverage easy-to-understand health content from the Krames Consumer Health Library across multiple channels to attract internet searchers to their blog while driving traffic to their website.



Gwinnett Medical Center

A healthy need

Gwinnett was hosting the Krames Consumer Health Library on its website. As the health content was only accessible on a tab, they wanted to make it easier for visitors to find.

The rewarding solution

The center's Everyday Wellness microsite now pulls 90% of its content from the Krames Consumer Health Library—so visitors can easily find information from a credible source vs. an unverified blog.



Austin Regional Clinic

A healthy need

The Austin Regional Clinic (ARC) marketing team wanted a health library solution to help integrate their website content with their other marketing efforts, as well as connect to ARC's physician and service lines.

The rewarding solution

The ARC site today pulls—and brands—comprehensive content from the Krames Consumer Health Library which the team uses in social media to drive traffic to the site.



NorthShore University HealthSystem

A healthy need

To revitalize its quarterly magazine, NorthShore revamped the design and added reader entry points to increase engagement while integrating the print version with its digital marketing to extend its reach.

The rewarding solution

Krames helped NorthShore redesign its print publication and its digital version to be more responsive while providing robust cross-platform messaging across both editions with calls to action and trackable links.



Scotland Health Care System

A healthy need

Scotland partners with Krames to create a printed publication. Scotland's marketing team wanted to repurpose the content for their digital channels to reach new audiences, without adding to workload or taking away from other priorities.

The rewarding solution

Scotland received turnkey social posts to complement the printed publication. Krames' familiarity with the content and Scotland's brand voice led to posts that garnered 33% view-through rates (exceeding industry benchmarks).



Mount Sinai Health System

A healthy need

Mount Sinai wanted to provide their online audience with information on their cancer and orthopedic care services while generating incremental appointments and phone leads.

The rewarding solution

Krames developed custom, search optimized landing pages that accelerated patient acquisition for Mount Sinai's cancer and orthopedic specialties—generating nearly 300 leads in the first two months.



Lehigh Valley Health Network

A healthy need

Lehigh Valley Health Network knew their surgery markup sheet needed an update—to include concise descriptions and clear illustrations. But they didn't have the internal bandwidth or resources to do so.

The rewarding solution

As a longtime client, Lehigh Valley trusted Krames' team of in-house medical illustrators and content writers to quickly deliver an engaging, medically-reviewed markup sheet for the surgery department.

Award-winning content for our health care clients

The award

Hermes Creative Awards globally recognizes leading marketing communications programs in traditional and emerging media.

The win

Krames won 34 Platinum and Gold Hermes Creative Awards in print, digital, mobile, social, graphic, and more for health care providers and payers.

HERMES

CREATIVE AWARDS

Recognized projects from Krames in 2021 include but aren't limited to:

Platinum

- Blue Cross Blue Shield of Kansas
Healthy You
- Broward Health
Broward Healthy Now
- Lehigh Valley Health Network
Partners in Better Medicine
- Loma Linda University Health
A Healthy Tomorrow
- Signature Healthcare
Wellness Together

Gold

- Costco
Great Green Year 2020 Calendar
- First Choice
Healthy Now
- Johns Hopkins
Living Well and Patriot Life
- Martin Luther King, Jr. Community Hospital
From the Heart
- Northwell Health
Cohen Children's Health Touchstone