

TELLING THE STORY OF HEALTHCARE TRANSFORMATION

4 MIN READ | CASE STUDY



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01

COMBINING CREATIVE INTELLIGENCE WITH DATA EXPERTISE

When SJR began working with Aetna in 2017, Aetna was just embarking on a transformational journey from an insurance company to a health company—one that accelerated a year later when it was acquired by CVS Health.

Of course, charting a new path for a 150-year-old company required a thoughtful storytelling strategy that differentiated the brand while it actively navigated complex legal, regulatory and political landscapes.

In SJR, they found a strategic partner that delivered compelling content with customized campaigns for their key audiences while also helping CVS Health/Aetna position itself to take an industry-wide lead in healthcare communications.

Due to the success of this work, SJR and CVS Health/Aetna's partnership is stronger than ever.



AETNA WHITE PAPER

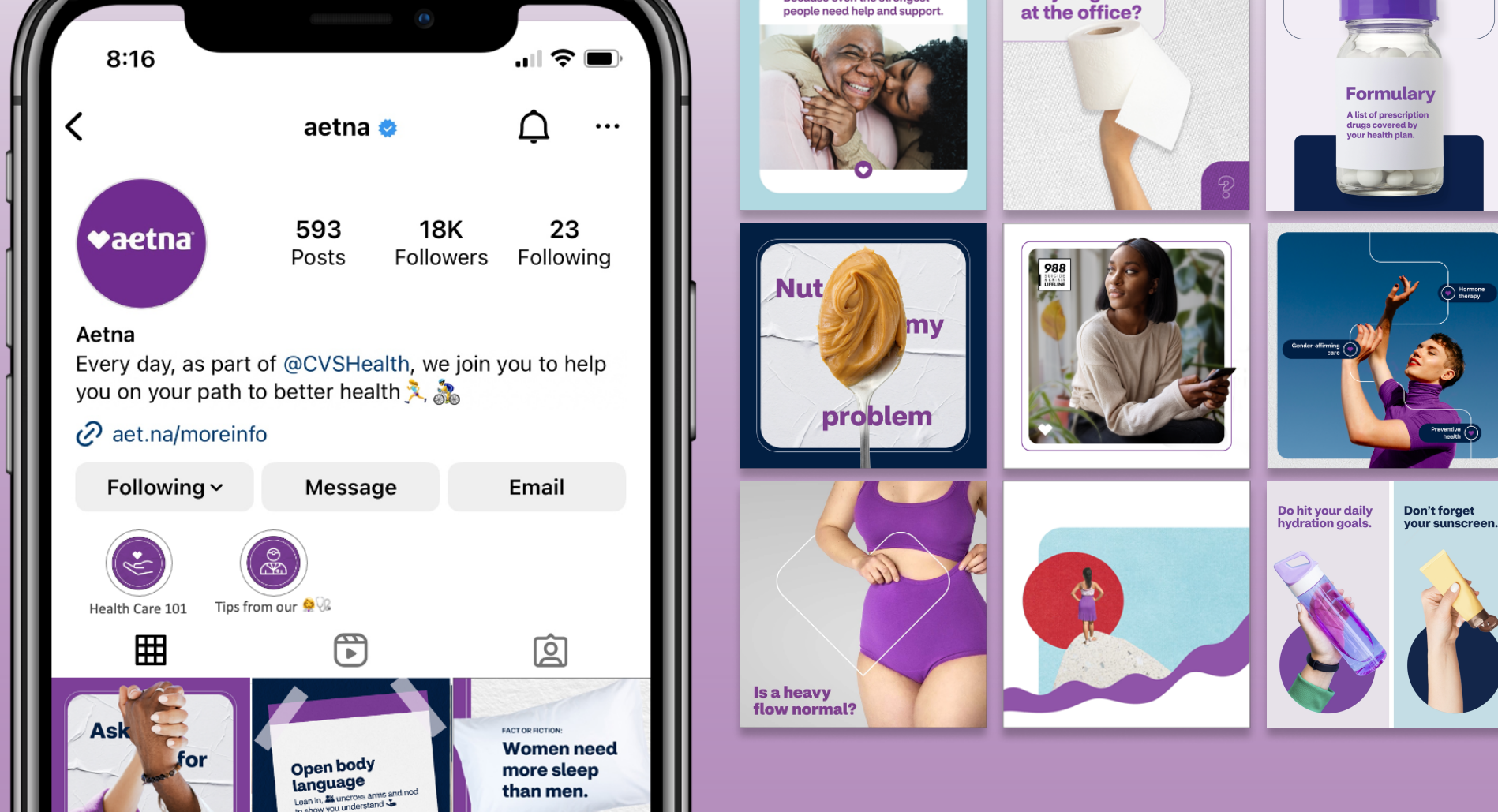
02

DECODING HEALTHCARE COMPLEXITIES FOR KEY AUDIENCES

Navigating the healthcare system is notoriously difficult and can be emotionally draining. The success of the storytelling we crafted for CVS Health/Aetna hinged on how well it decoded some of the most complex issues surrounding healthcare and insurance today. SJR produced content that empowered members, business leaders and brokers to make more informed choices based on Aetna's advanced expertise, and we did it by distilling their know-how into simple, approachable insights.

SJR took a journalistic approach to content creation, combining creative intelligence with data expertise. SJR's agile team of editors, designers and strategists delivered a comprehensive content campaign including (among other content):

- Magazine-style articles about timely health topics
- Inspirational videos featuring Aetna consumers and their health stories
- LinkedIn messaging for executives
- Original short- and long-form ghostwritten content
- Original research, surveys and in-depth white papers
- Medicare and Medicaid content (consumer and business)
- A rebranded Instagram and daily social executions



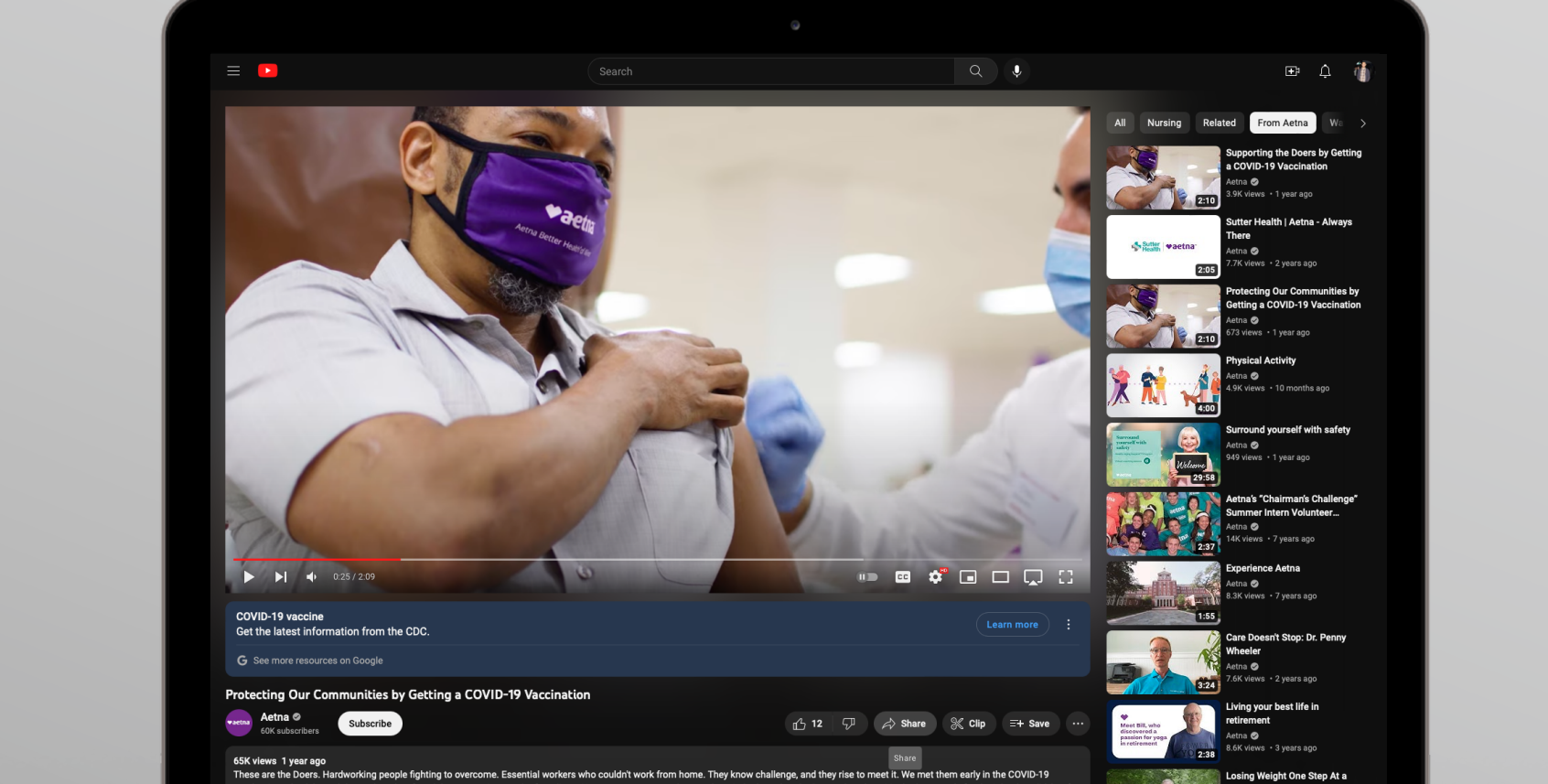
INSTAGRAM

03

PIVOTING IN A CRISIS

At the onset of the pandemic, health matters took center stage and Aetna's consumers needed the company more than ever. SJR worked with Aetna to quickly pivot and reach their audiences. Using creative workarounds like virtual filming, SJR content achieved key targets:

- Spreading the word about new healthcare benefits
- Emphasizing the importance of mental health during a disruptive time
- Increasing access to care
- Sharing news about health innovations
- Disseminating content to address vaccine hesitancy



COVID VACCINATION VIDEO

04

RESHAPING FOR HEALTH EQUITY

Along with the pandemic, 2020 brought a wave of social consciousness that heightened the public's awareness of—and frustration with—race- and gender-based health inequities. In support of Aetna's health-centric purpose, SJR worked with Aetna to reshape their Health Equity narrative around these important developments.

By outlining a clear messaging strategy and narrative for the brand, SJR guided Aetna to enter the public conversation in a sensitive and meaningful way. The initiative required:

- Social listening tools to analyze 180K+ conversations
- Identifying the white space for Aetna among 6 competitors
- Crafting messaging that was relevant and authentic to Aetna



EQUITY MESSAGING

SJR JOURNEYED WITH CVS HEALTH AND AETNA THROUGH MULTIPLE TRANSFORMATIONAL CHANGES AND HELPED THEM FORGE A PATH TO HEALTHCARE LEADERSHIP.