

BEST DIGITAL MARKETING CAMPAIGN

UCLA Health's targeted campaign raises awareness about the lifesaving benefits of lung cancer screening.

PROBLEM

Lung cancer is the deadliest cancer in both men and women in the United States. Yet research shows that early detection with low-dose computed tomography (LDCT) scans can lower mortality rates by up to 20%. Although about 8 million Americans qualify for LDCT lung scans, many aren't aware of this lifesaving screening.

INSIGHT

As one of the top health systems in California and the nation, UCLA Health continually provides authoritative, educational content that benefits patients. Our lung cancer screening teams currently have the capacity to offer LDCT scans to more patients in the Los Angeles region.

SOLUTION

UCLA Health developed a digital marketing campaign to increase awareness around LDCT lung scans, including the benefits and qualifications for screening. The approach included a paid search campaign along with digital advertisements targeting "lung cancer" and "screening" keywords. The paid media designs were simple and clear, using headlines such as:

- Are you a current or former smoker over 50?
- Detect lung cancer earlier.
- Take control of your lung health.

Detect lung cancer earlier.
Get a painless lung screening.

UCLA Health
Learn More

Are you a current or former smoker over 50?
Ask your doctor about an easy and convenient lung screening.

UCLA Health
Learn More

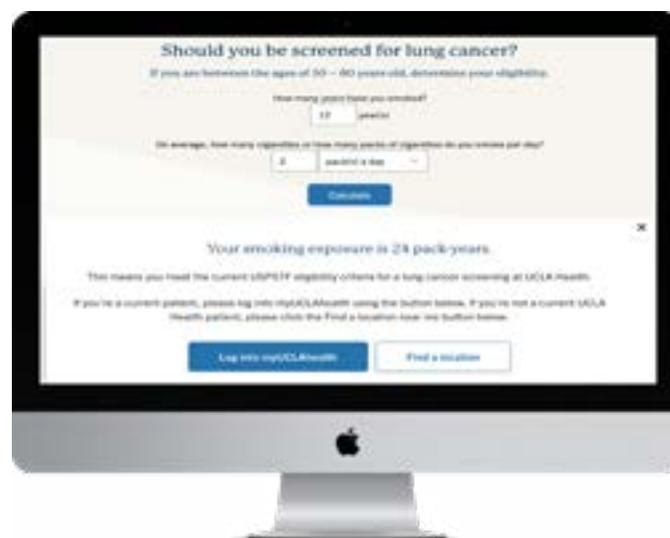
Take control of your lung health.
Spot lung cancer sooner with a lung screening.

UCLA Health
Learn More

Each ad included a “Learn more” button that directed users to a custom-built, easy-to-read [landing page](#) with a lung cancer screening calculator. The calculator helped patients determine their eligibility for an LDCT scan by inputting the:

- Number of years they’ve smoked
- How many packs per day they smoke, on average

If results showed that a patient was eligible for a screening, the page directed them to schedule a screening appointment. If the patient wasn’t eligible, the page directed users to contact their health care provider for next steps.



The [landing page](#) also included education about lung cancer screenings and their importance. It highlighted UCLA Health's expertise in lung cancer screening and care, noting that:

- UCLA Health is home to some of the nation's top imaging, pulmonary and thoracic experts
- UCLA Health is ranked #1 in cancer care in California
- The National Lung Screening Trial (NLST), which paved the way for LDCT screenings to become the standard of care, was led by UCLA Health physician Denise Aberle, MD

Additionally, the campaign included:

- An email newsletter that included a blurb about lung cancer screenings and a link to the eligibility calculator
- A UCLA Health blog about how LDCT scans improve lung cancer outcomes
- Two Minuto de Salud segments, one-minute segments produced in partnership with TelevisaUnivision, to bring awareness about LDCT lung scans to Spanish-speaking populations

METRICS

From November 2022 to March 2023, the paid search campaign netted strong click-through rates, **exceeding expectations by 85%**. The campaign garnered **1,465,252 impressions**, with audiences clicking through to the [landing page](#) five times more than anticipated.

The email newsletter also saw excellent metrics, with a unique open rate of **12.38%** and click-to-open rate of **17.71%**. The Minuto de Salud digital segments saw **more than 81,000 impressions** with completion rates of 96%.

