

BEST EMAIL CONTENT - INDIVIDUAL EMAIL

Targeted, authoritative content helps raise awareness about nutrition and how food choices affect health.

PROBLEM

Surveys from the American Society for Nutrition recently found that about 85% of adults in the United States overrate the quality of their diet. While many Americans believe they follow a healthy diet, data shows that most don't understand how their food choices affect their health outcomes.

INSIGHT

UCLA Health delivers biweekly, consumer-facing email newsletters on a variety of health topics. Newsletters that address food and nutrition topics consistently perform better than others. Delivering targeted, authoritative food and nutrition content helps community members learn what choices will improve their overall health.

SOLUTION

To align with National Nutrition Month in March 2023, UCLA Health designed a [single newsletter](#) focused on “foods for better health.” The top section of the email linked to four articles outlining how food choices can:

- Decrease diabetes risk
- Improve surgical outcomes
- Promote brain health after a traumatic brain injury
- Reduce colorectal cancer risk

Each of these articles was created with the expertise of a UCLA Health provider, including internal medicine physicians, a registered dietitian (RD) specializing in gastroenterology and an RD specializing in neurology. Clear calls to action directed patients to schedule an appointment with a provider or navigate to medical services content to learn more.

The email newsletter also included a call to action for readers to read more articles and connect with UCLA Health's Clinical Nutrition Program for help with their diet.

The middle section of the newsletter highlighted four consumer-friendly blog posts. Topics were chosen based on data around high-performing keywords and subjects. The posts covered:

- The connection between gut bacteria and exercise
- The pros and cons of gummy vitamins
- Transitioning back to a typical diet after a ketogenic diet
- Warming and cooling foods to help manage inflammation

Again, several of the blog posts included guidance from UCLA Health experts, including the director of the UCLA Center for East-West Medicine. Clear calls to action directed readers to learn more about UCLA Health programs and services or schedule an appointment with their provider.

The bottom section of the newsletter included dynamic content to highlight UCLA Health's more than 250 locations in Southern California. Readers in downtown Los Angeles received localized content highlighting a new clinic in their community.



UCLA Health

Focus on food for better health

How much thought do you put into what you eat?

Research continues to show that when you eat a balanced and nutrient-dense diet, you set yourself up for good health. Prioritizing good nutrition can:

- Decrease your risk for chronic disease
- Increase your mood and energy
- Promote faster health after a traumatic event
- Reduce the risk of injuries

But good nutrition isn't only about getting enough healthy fats, proteins, and good carbs. You also need to pay attention to the sugar and processed foods you eat.

During the National Nutrition Month, we challenge you to take a closer look at what you eat each day and see if your diet supports your health or is working against you.

Need help with your diet or nutrition? Learn more about [UCLA Health's Clinical Nutrition program](#) and learn about our [board-certified physician nutrition specialists](#).

[Read the latest nutrition news](#)

Should you take gummy vitamins?

For some people, gummy vitamins may seem like the best way to get the vitamins and minerals the body needs. But before you declare gummies your vitamins of choice, make sure you know what's in them.

[Learn more](#)

Warming and cooling foods can help manage inflammation

Inflammation is implicated in most chronic diseases, which account for 70% of all deaths in the U.S. To help manage inflammation, experts are incorporating lessons from Chinese medicine, noting that certain foods have a therapeutic effect — bringing either a warm or cool energy to the body that calms inflammation and relieves stress on the system.

[Learn more](#)

Introducing carbs after keto

If you follow a keto diet and eventually end your intake of carbohydrates, you may wonder how to transition back to a regular diet. In the "Ask the Doctors" column, UCLA Health experts offer advice about different types of carbs and how to integrate them back into your meals.

[Read more](#)

The connection between gut bacteria and exercise

Some people seem to have a natural drive to work out — and researchers are finding that motivation might be a gut response. In the "Ask the Doctors" column, UCLA Health experts explain recent animal studies linking gut bacteria to dopamine — the neurotransmitter associated with pleasure and reward.

[Get the news](#)

Now open: Downtown L.A. Orthopaedic Surgery clinic

UCLA Health now operates an orthopaedic surgery clinic at Downtown Los Angeles. Combining the best in orthopaedic medicine and surgical care, along with strong rehabilitation and diagnostic imaging programs, this new clinic offers world-class care for musculoskeletal disorders, with outstanding customer service.

Specialties include orthopaedic surgery, sports medicine, foot and ankle orthopaedic surgery, physical medicine and rehabilitation, hand surgery, and spine surgery.

METRICS

The nutrition-focused newsletter, which was sent to just over 558,000 patients and subscribers, achieved our highest ever click-to-open and unique click-through rates.

- Click-to-open rates were **37%**, far higher than the average rate of 16.15%
- Unique click-through rates were **3.87%**, far higher than the average rate of 1.80%
- The article on managing inflammation with food garnered more than **8,000** click-throughs. Typically, high-performing articles in our email newsletter get about 3,000 click-throughs.
- The article on gummy vitamins generated more than **6,000 click-throughs**.
- The article on reducing colorectal cancer risk netted **more than 3,500** click-throughs.
- The search landing page featuring all content with a focus on nutrition got significant traffic, with **more than 2,900** click-throughs.
- Ten links within the newsletter got more than 1,000 click-throughs. Typically, we expect only two or three items within an email newsletter to get this much traffic.