

BEST EMAIL CONTENT - EMAIL SERIES

Emails to new community members invite families to establish primary care with UCLA Health.

PROBLEM

Regular visits with primary care physicians and pediatricians help both adults and children stay in good health. When moving to a new community, it's often overwhelming for families to find a new care provider they can trust.

INSIGHTS

UCLA Health cares for patients in more than 260 locations throughout Southern California and the Central Coast. As one of the top health systems regionally and nationally, we are primed to provide comprehensive, high-quality health care to our new community members.

SOLUTION

The New Movers campaign included a four-part email series delivered to individuals and families who recently moved to a new community. Emails were geotargeted to five areas where UCLA Health clinics had capacity for new patients, including:

- Burbank
- Culver City
- Downtown Los Angeles
- Santa Monica
- West Hills

The design of each email was tailored with location-specific imagery and calls to action. The aim was to tell a full-spectrum, uplifting story about UCLA Health as your trusted care partner. Each email highlighted a different aspect of who we are, including that we are:

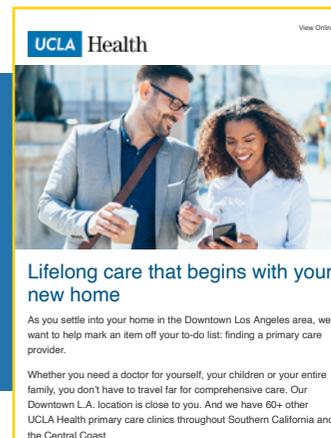
- At the forefront of research and innovation
- Driving access to equitable health care
- Embedded in the communities we serve

Every email also included calls to action to make an appointment with a primary care clinic, explaining that patients benefit from:

- Convenient and flexible scheduling, including same-day appointments
- Coordinated care for the entire family, including pediatric care
- Friendly patient-provider and patient-staff interactions
- Practical wait times
- Video visits

Email #1

The introduction email welcomed new movers to the community and linked to the nearest primary care clinic. Copy explained the importance of a medical home to support your entire family's health. The end of the email highlighted and linked to a patient story about the importance of a strong patient-provider relationship.



Email #2

New movers received a second email highlighting innovation and research at UCLA Health. By choosing a UCLA Health primary care provider, patients gain access to technology and treatments that may not be available elsewhere. The latter half of the email invited patients to find a doctor or schedule a primary care appointment.



Email #3

Next, patients received messaging about the ways UCLA Health supports the local community, including through:

- Business partnerships with the Southern California Orthopedic Institute, Doheny Eye Institute and more
- Homeless Healthcare Collaborative, which provides free medical care to unhoused people in Los Angeles
- Operation Mend, a program that supports service members injured in war
- Sound Body Sound Mind, a program that promotes self-confidence and healthy lifestyles in youth
- Sports partnerships with the Los Angeles Dodgers, Los Angeles Lakers and Los Angeles Sparks

The latter half of the email highlighted and linked to a story about a patient whose life has been extended by a UCLA Health clinical trial. Again, calls to action invited readers to find a primary care provider or schedule an appointment.

Email #4

Lastly, the campaign included an email highlighting the importance of routine screenings and immunizations. Copy explained that a primary care provider can give you personalized preventive health guidance at a yearly well-care appointment. In the middle section of the email, a patient story about gender-affirming care demonstrated UCLA Health's commitment to compassionate, inclusive, equitable healthcare.

METRICS

Overall, the campaign delivered a total of **1,988** emails with a **16.88%** unique open rate and a **2.08%** **click-to-open rate**. The largest email series was Downtown Los Angeles, for which delivered 1,452 emails with a unique open rate of 13.8%. The most opened email series was

Culver City, for which we delivered 95 emails with a unique open rate of 33.7%.

