

# BEST EMAIL CONTENT – INDIVIDUAL EMAIL

UCLA Health Promotes Innovative Mental Health Research  
Through Email Newsletter

## PROBLEM

Depression affects about 17.3 million American adults, or 7.1% of the U.S. population age 18 and up. It touches nearly all of us in some way. Despite its prevalence, more research is needed to change how depression is identified and treated across diverse communities.

## INSIGHTS

As the #1 health system in California, UCLA Health can leverage its email audience of 850,000+ subscribers to support mental health research. Along with UCLA, the health system is working with global technology organizations and renowned researchers to recruit participants for mental health studies. Such research can change the way mental illnesses are screened and prevented for Southern Californians — and all Americans.

## SOLUTION

UCLA Health has a list of approximately 850,000 patients and subscribers. Every two weeks, the organization sends a general health newsletter to this audience. The purpose of the newsletter is to keep Southern Californians informed on the latest health news and technology.

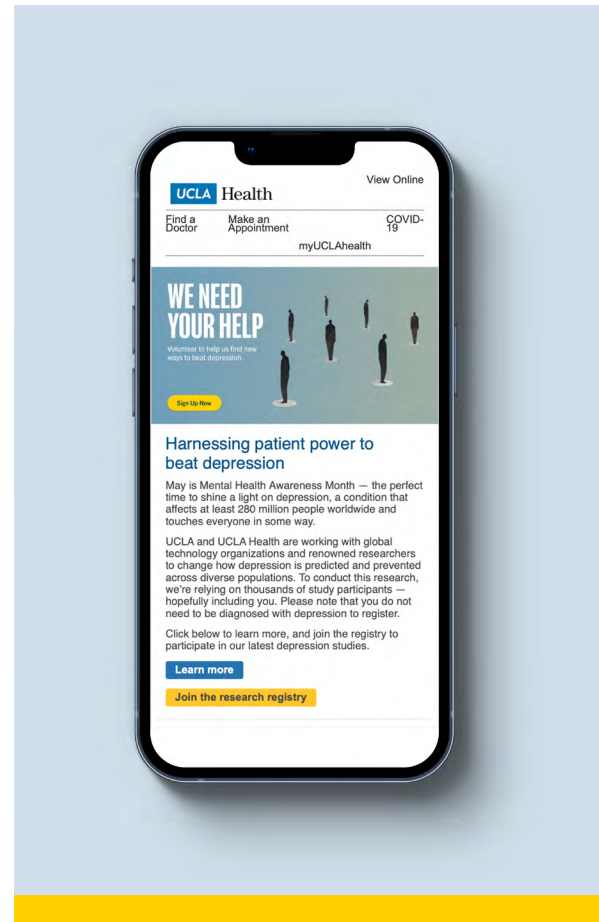
The newsletter typically covers a wide range of trending and noteworthy topics. UCLA Health chose the month of May, which is Mental Health Awareness Month, to highlight its research initiative. It was the perfect time to shine a light on depression.

With a subject line of “Join UCLA Health in the fight against depression,” the top story in the email asked subscribers to volunteer to help researchers find new ways to treat depression. Subscribers did not need to be diagnosed with depression to sign up.

Calls-to-action in the email encouraged readers to learn more or join the registry of study participants to participate in the latest depression studies.

#### OTHER ARTICLES IN THE NEWSLETTER COVERED:

- Navigating the infant formula shortage
- Summer COVID-19 surge expected
- Measurement-based care used to monitor depression
- Melanoma has risen by 20% among Latinos. I’m one of them
- UCLA Health develops innovative screening tool for dementia



## METRICS

The landing page for the Depression Grand Challenge generated **2,840** clickthroughs, and **2,000** individuals completed the survey. Between this email and an additional email sent in fall 2021 that also asked for participants, **10,000** people signed up to participate in depression research.