

COVID-19 QUESTIONS ANSWERED: UCLA HEALTH'S WEBSITE EASES WORRIES WITH ESSENTIAL VIRUS UPDATES

Amid a pandemic, UCLA Health launched a coronavirus landing page to offer patients vital updates and information to protect their health and well-being. Our chatbot became a life-saving tool, with empathetic answers to pertinent questions about COVID-19.

PROBLEM

At the onset of the pandemic, fear and uncertainty abounded as the coronavirus made its way across the globe. How dangerous was the virus? What were the key symptoms? What measures were needed to keep people safe?

Then, in the winter of 2021, as COVID-19 vaccines were developed and made available to the public at unprecedented speed, ongoing misinformation and the politicization of basic science left Southern Californians feeling worried once again as they expressed concern and confusion about the COVID-19 vaccines and their potential side effects. Were they safe for individuals with pre-existing conditions? Were they safe for anyone at all?

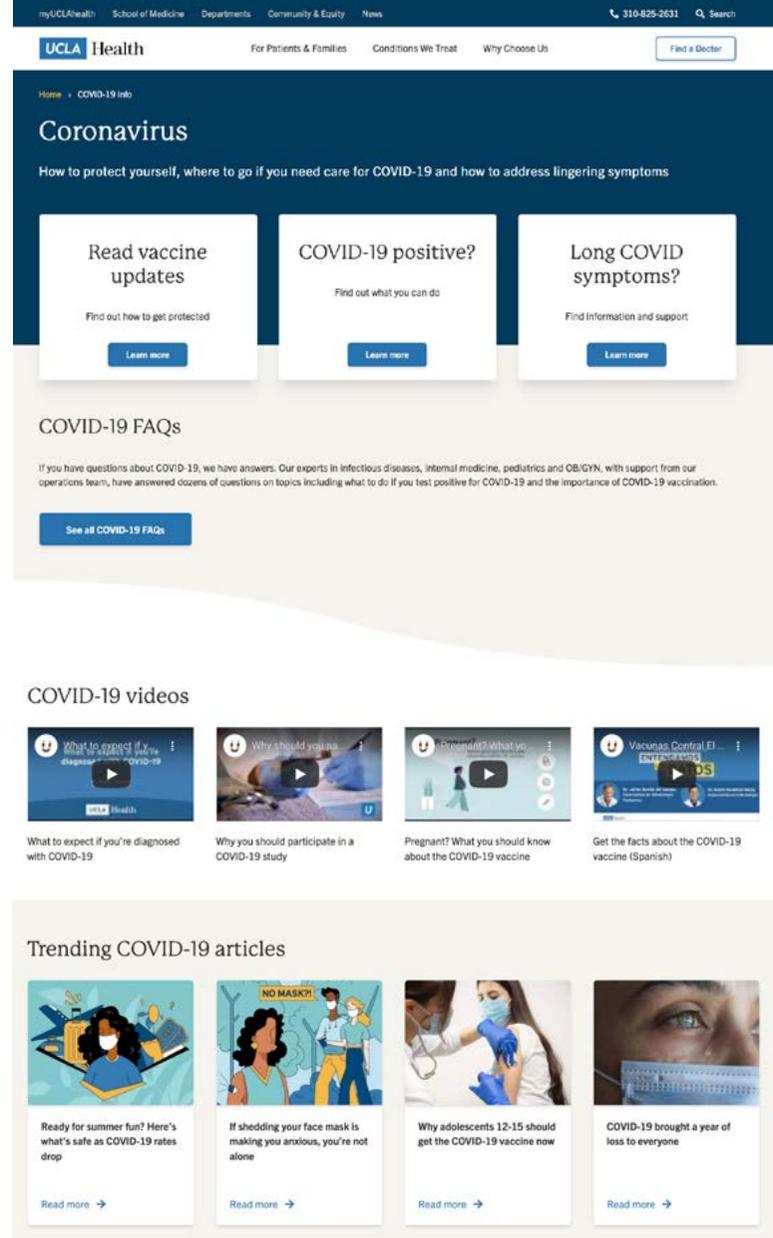
Throughout a tumultuous year that brought both a deadly disease and the possibility of immunization, Southern California's residents needed answers, guidance and data-informed solutions.

INSIGHT

As the #1 health system in California, UCLA Health could leverage its expertise to meaningfully contribute to shaping and leading the regional dialogue. We gathered and prioritized the urgent, fact-based data points that would help Southern Californians keep themselves and their loved ones safe. We built a central destination to serve as a single source of truth for patients and residents. By updating the information daily, often times in less than an hour once it had been vetted through our COVID-19 Command Center, the UCLA Health COVID-19 landing page became a destination that Southern Californians turned to, enabling UCLA Health to assuage fears with facts.

SOLUTION

By updating information by the hour, we debunked myths with scientific truths at impressive speed. As the latest news unfolded regarding topics ranging from vaccine side effects to quarantine protocols, we empowered our patients to swiftly take informed action. Structured in an orderly, intuitive fashion with clear typography to drive easy legibility, the UCLA Health COVID-19 landing page prioritized the most urgent and relevant information and supported these central call-to-action elements with supplementary, educational videos. From need-to-know COVID-19 news, digital vaccine records and vaccine eligibility updates, this website became a sought out destination for concerned Southern Californians. Most importantly, the landing page didn't live in a vacuum. Through our 360-degree marketing efforts which put our infectious disease experts on local TV (ABC7 and Univision) as part of a Physician Empowerment Platform (PEP), through email marketing campaigns that had hundreds of thousands of recipients, and social media efforts amplified by the Los Angeles Lakers and Dodgers, we created many pathways for residents to learn about and click to the UCLA Health coronavirus landing page. The success of this page serves as a testament to the power of organizing fact-based information and making it easy to take action from that information, by presenting it in an emotionally-compelling way. Through partnerships with the Los Angeles Lakers and Dodgers, we elevated the efforts of our frontline workers, drawing praise from celebrities such as LeBron James, Tom Hanks, Bryan Cranston and Kim Kardashian.



METRICS

UCLA Health successfully drove nearly **1 million page views**, with **tens of thousands of returning visitors** curious to keep learning more.