

HEALTHCARE MESSAGING CASE STUDY

Annual Health Check Campaign

Transforming preventive care communication into patient action through emotionally resonant healthcare messaging.



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THE CHALLENGE

Patients didn't need more reminders.

They needed to feel understood.

Healthcare organizations often communicate as if information alone drives action.

But many patients already know what they should do. The real barrier is often emotional: overwhelm, avoidance, confusion, mistrust, and emotionally disconnected communication.

THE CHALLENGE WAS TO:

- Translate a financially critical metric into a member-centered story
- Maintain compliance accuracy while sounding human and accessible
- Build a scalable messaging framework across markets and channels

The strategy shifted the message from compliance to empowerment.

Instead of relying on institutional health care reminders, the messaging reframed preventive care as proactive self-care and support.

The communication system focused on emotional resonance, audience trust, behavioral understanding, clarity, accessibility, and human-centered storytelling.

STRATEGIC DECISIONS:

Naming Validation

Testing focused on language that felt approachable, recognizable, and motivating without sounding clinical or corporate.

Messaging Development

Copy shifted away from procedural healthcare language toward conversational, audience-centered communication.

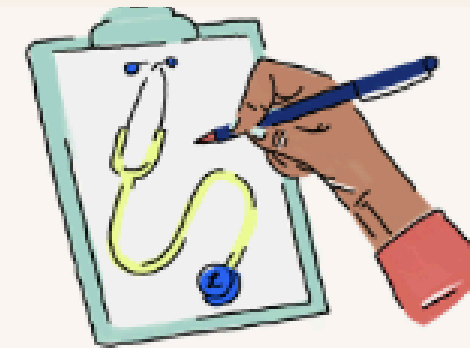
Behavioral Framing

Messaging emphasized encouragement and support rather than urgency-driven reminders.

Building a scalable messaging system rooted in trust and clarity.

THE WORK INCLUDED:

- Messaging development
- Behavioral testing
- Audience segmentation strategy
- Cross-channel campaign messaging
- Human-centered copywriting
- Healthcare communication strategy
- Visual storytelling alignment



**Schedule your
Annual Health
Check today.**

Hi [First name],

It's time to schedule your Annual Health Check. Yearly visits are important to keep your health on track and help prevent future concerns. You can book your visit with any provider of your choice, including Cityblock. Your visit can include:

Preventive Care

Screenings, vaccines, and routine measurements like height, weight, and blood pressure.

Health Review

A look at your medical and family history, and any concerns like changes in focus or memory.

Personalized Planning

Risk assessment, treatment options, chronic care management, and personalized health advice.

Messaging that moved people to act.

142%

Lift in patient action

30%

Market scheduling increase

70%

Market appointment kept rate

1,600+

Appointments generated



wow -- great problem to have. go team 🌟

Daniel Luperon [11:49 AM]

Good morning All, please be advised that Clinical Intake appointments are being scheduled 30 days out. This significantly limits our ability to schedule appointments within the current month.

(seems BOI campaigns in Illiana are generating demand!!)



WORK WITH ME

Brands often think they sound credible.

Audiences often feel overwhelmed, confused, or emotionally disconnected.

That gap is where trust breaks down.

Ready to close the gap? →

**Click to
book a call**

The same storytelling framework that earned two Emmy Awards has driven 142% lifts in patient action and 1,600+ appointments from a single campaign.