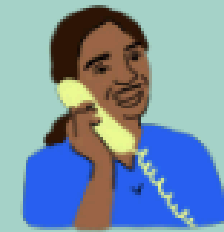


HEALTHCARE ENGAGEMENT CASE STUDY

# *Member Activation Program*

Reframing healthcare engagement through emotionally resonant messaging, behavioral insight, and member-centered communication systems.



**Let us know—  
we're ready to help.**

Jalisa Haggins - 2x Emmy Award-Winning Messaging Strategist

## THE CHALLENGE

***Engagement wasn't failing because people lacked information.***

***The messaging simply wasn't connecting.***

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The Member Activation Program needed to increase healthcare engagement while addressing the emotional and behavioral barriers that often prevent members from taking action.

Existing communication relied heavily on transactional reminders and institutional language — creating distance instead of trust.

## THE COMMUNICATION CHALLENGE

- Increase member engagement and activation
- Create communication that felt human and motivating
- Build trust while maintaining healthcare accuracy
- Develop scalable messaging across channels and markets

**Thank you.**

A member of your local care team will reach out in a few days to take the next steps with you in your healthcare journey.

Until then, be well,  
—Your Cityblock Team



## TESTING + AUDIENCE INSIGHTS

# *Behavioral insight shaped the messaging strategy.*

### AUDIENCE RESEARCH

- Behavioral analysis
- Audience perception testing
- Lookalike audience strategy
- Emotional resonance testing
- Healthcare engagement patterns

### KEY INSIGHT

Members responded more positively to messaging that felt supportive, empowering, and emotionally aware rather than procedural or compliance-driven.

Hi, Carla, I'm from Cityblock Health. I'm excited to get to know you, discover what matters to your life and health right now, and help navigate your benefits.

To get started, tap the link:

[cityblock.com/forms/gov02024](#)

Text HELP for help, STOP to opt out.

# *The communication system shifted from reminders to relationship-building.*

Messaging was restructured around audience trust, emotional accessibility, and behavioral understanding.

Instead of relying on institutional healthcare language, the campaign emphasized supportive communication, clarity, and member-centered storytelling.

## STRATEGIC DECISIONS

### **Naming Validation**

Messaging and terminology were tested to ensure communication felt approachable and motivating.

### **Behavioral Framing**

Messaging emphasized encouragement and support over urgency and procedural reminders.

## CAMPAIGN EXECUTION

# *Building a scalable healthcare engagement system.*

### THE WORK INCLUDED

- Messaging development
- Behavioral testing
- Audience segmentation
- Cross-channel campaign execution
- Healthcare communication strategy
- Visual storytelling alignment



**Let us know—  
we're ready to help.**

Hi [NAME],

Your Cityblock care team is excited to learn more about you and what matters most to your health right now. **It only takes 2 minutes to tell us what you need.**

[Get started →](#)

RESULTS / BUSINESS IMPACT

***Messaging designed around people  
drives measurable action.***

**64%**

**Improvement in  
conversion  
performance**

**142.7%**

**Increase in average  
monthly self-activation  
completions**

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.*