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How UCHealth uses Pulsar to refine target audiences and drive precision marketing

Case Study – UCHealth

How UCHealth uses Pulsar to refine target audiences and drive precision marketing

Challenge

UCHealth, a not-for-profit health care system with over 200 clinics and hospitals in Colorado, Wyoming and western Nebraska, offers comprehensive health care services throughout the Rocky Mountain region. Known for innovation and advanced treatments, UCHealth is committed to community health and exceptional patient experiences.

Operating in a highly competitive landscape with abundant patient choice, UCHealth needed to evolve from broad-based targeting to a more strategic, data-driven approach. As Meg McCaslin, insight manager at UCHealth, explains: "We had to get a lot more focused on who we talk to." It was tantamount that we identify the target audience that appreciates UCHealth's point of differentiation.

Previously, the team relied on polling services to understand conversations around specific service lines, but this generalist approach wasn't sufficient. Increasing competition demanded a more sophisticated solution, leading UCHealth to partner with Pulsar to help them cut through the noise, understand patient concerns, and develop targeted messaging that would resonate with individuals based on their unique health priorities.

Solution

"We've honed our target audience, and Pulsar has been really integral to that," shares McCaslin. The team focused on identifying "who are those people that line up with what we at UCHealth have to offer – and what are they interested in when it comes to their health and beyond."

Using Pulsar, UCHealth precisely located their target audience within health care conversations. The brand insight team analyzed these conversations to develop detailed audience profiles and personas that aligned with

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**Meg McCaslin Stathas
Marketing Insight
Manager, UCHealth**
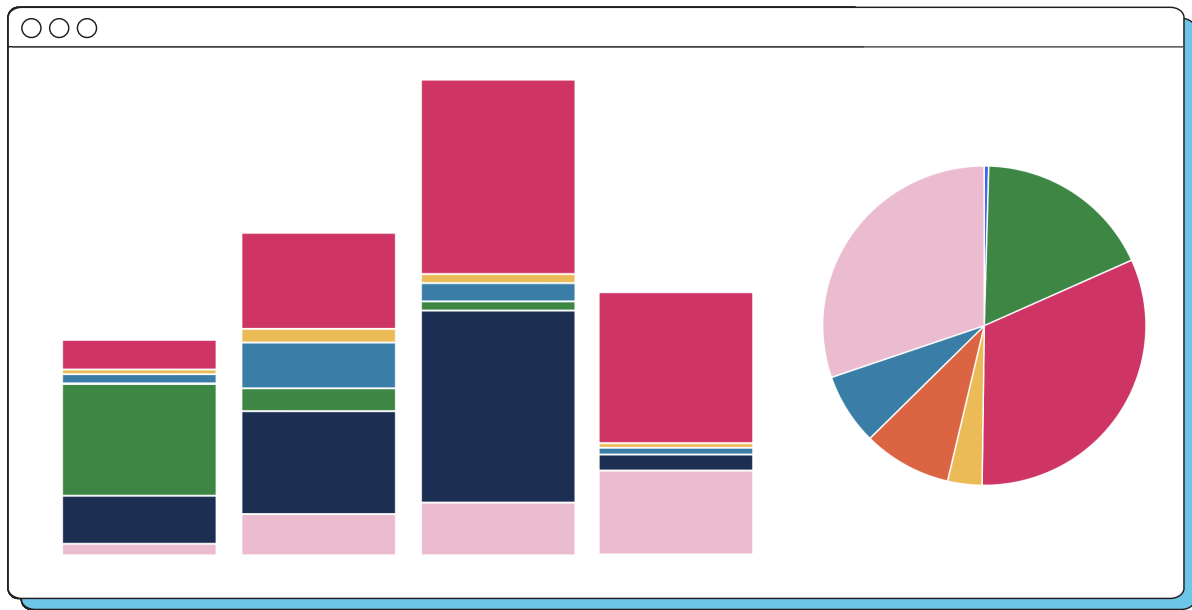
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UCHealth's offerings. Through Pulsar's Communities integration, the team could "hone in on who that person is within Colorado." McCaslin emphasizes this capability has been "huge for our team – it's something that's been a great foundation for our brand and advertising efforts."

The team further refined their approach by identifying sub-audiences with shared behaviors and interests. Using Pulsar's filtering capabilities, they examined what health priorities mattered most to these segments, helping them "understand what is actually important to them." This intelligence allowed UCHealth to match their offerings with what their audience was actively seeking.

This sophisticated segmentation enabled a two-pronged engagement strategy targeting both prospects unfamiliar with UCHealth and those with existing awareness. "We get to know them even better, keep them engaged and make sure that we're continuing to provide the right message at the right time with the right sources and the right services," McCaslin explains.

The team also analyzed the influencers shaping health care conversations. They identified two key categories: institutional knowledge sources and wellness lifestyle influencers. "With Pulsar we were able to follow these influencers and that conversation, find who was engaging with it and determine additional characteristics that we've been able to extrapolate," notes McCaslin.

A significant insight from their research was the focus on healthspan within certain audience segments – people "interested in the quality of their years versus the quantity of their years." This aligned perfectly with UCHealth's academic medical center initiatives featuring cutting-edge research and clinical trials.

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Results

The brand insight team's work gained recognition within the organization, leading to lunch and learn sessions showcasing their audience segmentation work. Their use of Pulsar has provided "greater returns" and "given us confidence." The creative team developed a campaign specifically targeting a sub–segment based on their interests, which "tested much higher in terms of excitement about our services than the general population. We know we're on the right track here."

UCHealth continues to evolve its use of Pulsar, discovering "so many different ways we can utilize the tool," according to McCaslin. "Our ability to leverage the tool has evolved in good ways. We've created some really awesome, really focused campaigns. You can really see the benefit of having more direction that's come from using Pulsar."

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