Cleveland Clinic

Achieving and proving KPIs

The challenge

Cleveland Clinic is a multi-speciality academic hospital and is one of the leading providers of specialised medical care in the world.

A steady incline of online medical information and access to wearable health technology has produced a growing industry trend of consumers taking charge of their healthcare. It is now increasingly important for healthcare communication professionals to strike a balance between speaking to a professional audience and consumers.

Cleveland Clinic aimed to achieve a dominant share of voice in key markets, and to generate impactful and message-rich coverage in a mixture of national and regional titles across different media platforms. Gorkana's objective was to provide data and actionable insights that the company could use to measure its performance against its KPIs.

AMEC Awards 2016

Awarded **gold** for 'Most impactful client recommendations arising from a measurement study'

Awarded **bronze** for 'Best measurement of a consumer campaign'

Cleveland Clinic

Find out more about how we can help you:

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Database & Analysis

What we did

Working with Ketchum, we developed a custom algorithm score to aggregate Cleveland Clinic's key metrics into a single number indicating the overall impact of coverage - these metrics included appearance in target media, type of story, key message delivery, spokesperson presence and overall prominence.

One of the specific requirements of this programme was the necessity to report key metrics back to different institutes which sit under the parent organisation.

Specific levels of detail were provided to different stakeholders based on their needs, and we used a variety of reporting formats and frequencies to support this, including:

- Quarterly reporting of Cleveland Clinic's national and local results
- Online dashboards
- Integrated media and audience data

Our system allowed the various PR managers across each territory to monitor their individual outputs and outcomes to share with their respective leaders. It was critical that after any important announcement about the results of a clinical trial, or a novel surgical or therapeutic approach, that they could demonstrate and share the PR efforts that met their objectives.

Competitor benchmarking was also an essential part of the analysis programme and we tracked for qualitative mentions of the CEOs of each of companies. In this way, Cleveland Clinic had a full understanding of its share of voice when compared to competitors and the role of its CEO as a driver of quality content.

Results

Insight was linked to the clinic's key objectives relating to:

- Reach
- Impact
- Presence
- Share of voice positioning

We were able to report exactly how the clinic had met or exceeded each of these objectives, save for its share of voice positioning goal of leading in national coverage over competitors.

To address this, we drew additional insights around national share of voice wherever possible and put recommendations in place.

Gorkana's analysis allowed Cleveland Clinic to evaluate exactly what the communications team set out to do, versus what actually happened - and it was this data that enabled the leadership team to understand the importance of the role of PR.