

## A Practical Guide for Health System & Health Plan CMOs

In today's healthcare landscape, marketing leaders are under intense pressure to demonstrate impact on reduced budgets. But cutting spend doesn't have to mean cutting performance. The ab+a Cost Optimization Toolkit is designed to help CMOs, and growth leaders reframe cost constraints into creative growth strategies.

This toolkit includes five fast-track optimization plays, policy-responsive messaging ideas, and high-impact campaign strategies that help your organization do more—with less.

1

### Five Fast-Track Optimization Plays

#### 1. Reallocate to Highest-Performing Channels

Analyze last year's media and digital ROI. Shift budget from underperforming channels (e.g., general print) to top converters (e.g., paid social, retargeting, geofencing).

##### QUICK WIN:

Reduce cost-per-lead by up to 25% in 60 days.

#### 2. Leverage CRM + Marketing Automation

Automate follow-up and retention campaigns for patients and members. Re-engage existing audiences with personalized journeys.

##### QUICK WIN:

Increase reactivation volume with 50% fewer labor hours.

#### 3. Localize Content for Micro-Markets

Use demographic + policy data to create geo-targeted campaigns by zip code or service line.

##### QUICK WIN:

Drive 3-5x engagement in targeted Medicaid and ACA-eligible zones.

#### 4. Repurpose High-Performing Assets

Audit top-performing video, social, and blog content. Update for new channels or policy conditions.

##### QUICK WIN:

Build a 90-day content pipeline without new creative spend.

#### 5. Activate Strategic Partners

Collaborate with community organizations, employers, and payers to co-brand campaigns, share costs, and amplify reach.

##### QUICK WIN:

Expand reach 2-3x through aligned partnership messaging.

2

### Policy-Responsive Messaging Ideas

Use messaging that aligns with current regulatory and policy pressures to connect with patient/member needs and demonstrate relevance.

#### 1. Medicaid Redetermination:

*"We've Got You Covered: How to Keep Your Care Going"*

#### 2. Workforce-Based Eligibility Rules:

*"Your Work Counts. Your Coverage Should Too."*

#### 3. Cost Transparency Requirements:

*"Clear Costs. Confident Care."*

#### 4. Preventive Care Gaps Post-PHE:

*"Care Delayed Doesn't Have to Mean Care Denied."*

#### 5. Digital Equity & Access:

*"Healthcare That Meets You Where You Are. Literally."*

3

### Campaign Strategies to Do More With Less

#### 1. Mobile-First Microsites + QR Flyers

Create single-topic campaign pages (e.g., redetermination, open enrollment) with QR code access across clinics, pharmacies, and community locations.

#### 2. Social Drip Campaigns

Use low-cost boosted posts and SMS integration to nudge patients and members along specific journeys: from coverage retention to preventive screenings.

#### 3. Community Co-Branding

Jointly launch campaigns with local partners (faith orgs, schools, workforce boards) to share production and media costs while increasing cultural relevance.

#### 4. Omnichannel Retargeting

Reconnect with audiences who visited your site or engaged with digital ads. Retarget with contextual creative matched to their behavior.

#### 5. Referral Reactivation

Engage past patients or members who lapsed in care with proactive outreach campaigns supported by primary care teams and navigators.

### Need Support Executing These Plays?

ab+a helps CMOs and growth teams unlock impact with tailored strategy, lean creative, and rapid deployment. Let's build your custom Cost Optimization Blueprint—fast.

**Schedule Your 15-Minute Strategy Session Now**



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