

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.

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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.

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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."

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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

