

U.S. DEPARTMENT OF
HEALTH AND HUMAN SERVICES

OFFICE FOR CIVIL RIGHTS

About Office for Civil Rights

- As the U.S. Department of Health & Human Services' civil rights and health privacy rights law enforcement agency, the Office for Civil Rights (OCR) investigates complaints, enforces rights, promotes regulations, develops policy and provides technical assistance and public education to ensure understanding of and compliance with nondiscrimination and health information privacy laws.

Goals

- Increase awareness of HIPAA modifications
- Educate consumer and provider audiences about what the modifications mean for them
- Drive audience to the OCR website for additional information

Approach

- Developed a comprehensive YouTube video strategy that included TrueView ads
- Complemented online video with segmented search and display campaigns

Results

- Received more than 3.4 million video views
- Videos drove more than 148,000 clicks to the OCR website
- Achieved an extremely efficient CPV of \$0.10
- Video views increased 109x in the first month
- Search and display campaigns generated over 4 million impressions combined
- 7% CTR for search campaign

The Office for Civil Rights Uses YouTube TrueView Ads to Spread Its Message to Patients and Providers

The U.S. Department of Health & Human Services' Office for Civil Rights (OCR) released a modification to HIPAA to further protect the privacy and security of patients' health information, expanding patients' rights to access that information. Realizing there was a gap in patients' knowledge of these laws, OCR worked to develop a solution to reach multiple audiences, including patients, health-care providers and business associates.

OCR had three goals for the campaign: increase awareness of the HIPAA modifications, educate target audiences about what the modifications mean for them and drive the audiences back to its website for additional information on the modifications.

The campaign needed to reach both consumers and providers of health care among multilingual audiences. So OCR created unique messaging for these various audiences. It developed an online strategy that identified members of these key audiences via historical online behaviors and intercepted them online during their daily activities.



Using YouTube to spread the message

OCR developed a set of short YouTube videos in both English and Spanish to reach U.S. providers and consumers. In-stream, in-display and in-search TrueView ads appeared on desktop and mobile, helping drive the campaign's reach. During the first month of the campaign, video views increased 109x. OCR's YouTube strategy aided in quickly obtaining information about the

HIPAA updates in front of patients and health-care professionals, using a medium they were already consuming and at an extremely low cost per view (an average of \$0.10).

Advertising on YouTube provided OCR with greater visibility from the right audiences. In just six months, the OCR campaign videos received over 3.49 million views (1.8 million paid views). And the Spanish video that explained what the modifications meant for consumers got 481,556 paid video views at an average of \$0.08 per view.

Connecting with patients and providers

In addition to the YouTube campaign, OCR connected with health-care providers and consumers through a combination of display, search and mobile advertising. OCR also drove awareness of the campaign with the Google Display Network. It used segmenting, building extensive keyword lists around the HIPAA modifications for its three key audiences. Combined, the campaign received over 4 million impressions and helped drive more than 148,000 patients and providers to the OCR website.

Message delivered

The combination of YouTube and the search and display campaigns helped drive the audience to the OCR website. The results of the YouTube campaign were tangible and impressive, with the right audience reached through language and interest targeting. As the campaign progressed, OCR was able to shift its strategy and emphasize the video ads that resonated with its audience. And because the agency was charged only when someone watched more than 30 seconds of the ad, the campaign reached the audiences most interested in the content and message were reached.