

## Built for Connection:

### ChristianaCare Achieves 4x Higher Response Rates with Advanced Personalization

#### About ChristianaCare ChristianaCare

Industry	Healthcare
Business Model	B2C
Website	www.christianacare.org
Location	Delaware, U.S.
Year Founded	1888

ChristianaCare is one of the most dynamic and innovative health systems in the Mid-Atlantic, serving communities across Delaware and surrounding regions. With three hospitals, more than 1,200 beds, and a growing network of satellite facilities, ChristianaCare delivers expert, compassionate care while advancing health equity and improving outcomes for every patient.

To strengthen connections with new residents and encourage primary care referrals, ChristianaCare sought to elevate its existing new mover campaign through deeper personalization and data-driven targeting.

#### The Challenge

ChristianaCare had been running a reliable two-touch new mover campaign for years, but the one-size-fits-all creative limited its potential. With only a single version for each touch, the messaging couldn't adapt to the unique demographics, preferences, and needs of different audiences.

This lack of variation meant opportunities to connect on a deeper level were being missed. To strengthen engagement, increase response, and align outreach more closely with the patient journey, ChristianaCare set out to personalize at scale—without disrupting the proven campaign structure or its incentive-driven approach.

#### The Goals

- **Increase brand awareness** among new movers across the healthcare system's service areas
- **Encourage prospective patients to request primary care referrals** through direct outreach
- **Make it easy to engage** using both traditional and digital response channels
- **Personalize messaging** using demographic and geographic insights to connect with each audience segment
- **Track and compare responses** across campaign versions to guide future improvements
- **Build a scalable, repeatable model** for long-term acquisition

## The Solution

ChristianaCare redesigned its campaign into a fully segmented, multi-variation strategy built to meet new movers where they are. Key updates included:

- **Six Distinct First Impressions:** The first touch—previously a single trifold—became six tailored versions. Each featured unique imagery, copy, and layouts matched to demographic and geographic profiles, ensuring every recipient saw a message that felt relevant from the start.
- **Twelve Tailored Follow-Ups:** The second touch expanded from one bifold to twelve creative variations. This reinforced brand familiarity while delivering nuanced, audience-specific messaging that encouraged recipients to take the next step.
- **Segmentation Driven by Data:** Demographic and geographic analysis informed every decision, from the imagery shown to the tone of the copy. Each piece was designed to reflect local communities and align with lifestyle cues that matter to prospective patients.
- **A Unified Brand Presence:** Across all 18 creative executions, ChristianaCare maintained consistent voice, visual identity, and a clear call-to-action: request a primary care referral. A branded First Aid Kit served as a practical, memorable incentive.

## The Future

Following the success of this campaign, ChristianaCare extended the program for another year, continuing to leverage advanced personalization and versioning to drive results. In partnership with Strata, the healthcare system will refine outreach to connect with new movers faster, build loyalty earlier, and increase responses and referrals across its service areas.

## The Results

The personalization strategy delivered clear, measurable gains over the previous single-version campaign:

