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# HOW CTCA DELIVERS VIDEO TO CANCER PATIENTS NATIONWIDE

📅 Dec 5, 2024

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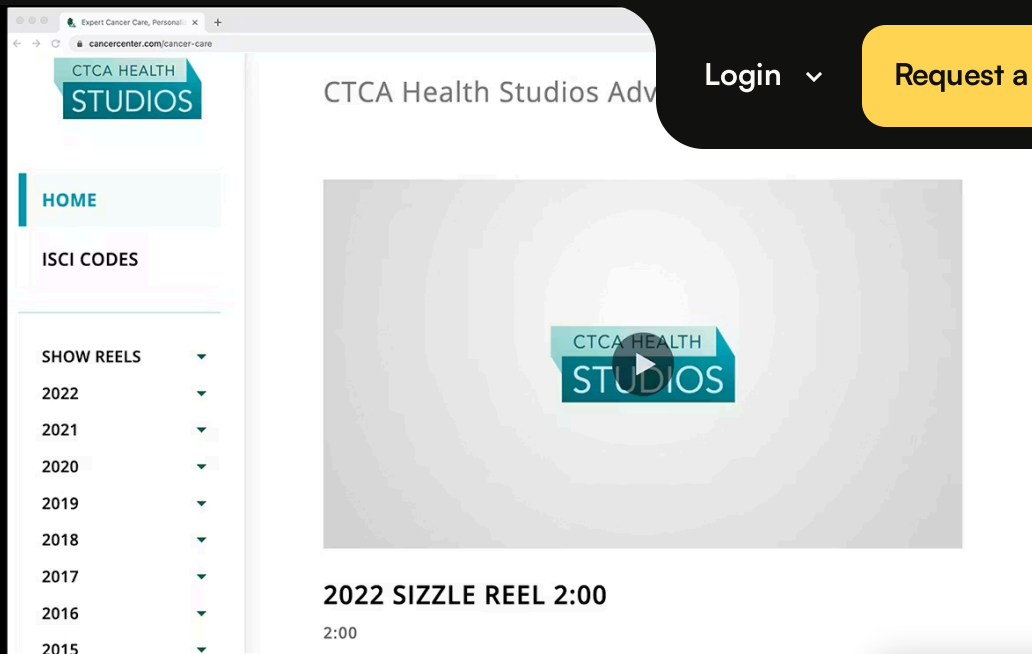
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A cancer diagnosis can provoke difficult questions: “Why me?” “What do I do now?”

The mission of Cancer Treatment Centers of America® (CTCA), now City of Atlanta, is to answer this last question by providing personalized, patient-centered care focused on treating and caring for cancer patients, with comprehensive centers and outpatient care centers located in the greater Atlanta, Chicago

## USING DIGITAL VIDEO FOR CANCER EDUCATION

An important part of CTCA’s mission is education. “The goal is to empower patients so they don’t feel alone after receiving a cancer diagnosis,” explained Mike Hines, Director of Production at CTCA. “And we’ve found web pages with videos can outperform text-based videos by up to three times.”

But using video meant the playback and viewing experience had to be seamless. “Patients are already experiencing a tremendous amount of friction in their life,” said Hines.



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# DEALING WITH DISTRIBUTION

“

*Brightcove really is the engine that powers our online video distribution strategy. It's a great partnership.*

MICHAEL  
HEAD

CTCA faced several challenges in realizing their video goals. Internally, the workflow was not streamlined. Videos had to be published across several sites and the process was fractured and redundant distribution workflows consumed time and bandwidth.

“Distribution is important because it doesn't matter how great the content is if it's not there,” explained Harkins. “We have 44 cancer sections on our site, and we use the same video in every section, because each visitor has a different cancer journey.”

CTCA also needed a way to organize its extensive advertising media library, which is “one of our most valuable IP resources.”

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# MANAGING MISINFORMATION



healthcare provider, CTCA has to ensure the information is medically accurate. However, the videos YouTube was recommending would sometimes contain misinformation or lack medical credibility.

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“We can’t have information popping up that isn’t vetted by us,” remarked Harkins. “Not only is it problematic from a healthcare information standpoint, it creates a poor user experience and reflects poorly on us as a healthcare provider.”

## TAKING THE FRICTION OUT OF DIGITAL VIDEO

In order to streamline distribution and improve the user experience, CTCA needed a video solution. They needed a single platform where they could publish videos to various destinations, monitor performance and engagement, define the user experience, and create an easily accessible advertising media library.

Integrating Brightcove into CTCA’s workflow made multi-channel distribution easier. Publishing the videos to the correct destinations required a network of code, CMS plugins and social media integration—not to mention the need for video closed captioning for ADA compliance.

“It saves us at least 15 hours of work per week,” Harkins estimates. “Brightcove makes it easy to publish the videos on our website and other web properties, it’s also how we distribute to our YouTube channel.” And while YouTube is a key part of their video distribution strategy, they now have everything CTCA needs to host videos on their site.

Through Brightcove, CTCA was able to craft the user experience they wanted. They created custom video players with branded colors and styling, custom end screens, as well as end screens. “This level of customization and control simply isn’t possible on YouTube,” said Harkins.

Analytics were also key to improving the user experience. Through native integrations, they could enable event tracking to see Brightcove player data in Google Analytics. From the Brightcove platform, CTCA could also see how videos were performing in the analytics as a whole.

This helped the team create tailored experiences for users on different channels. They can now have multiple versions of the same video because we have multiple cancer sections. Each

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A now delivers best-in-class topical information that c  
still emulating the familiar YouTube experience. For Harkins, accommodating viewer  
preferences was key: “We wanted to emulate the way our viewers are used to engaging with  
video.”

## VALUABLE ASSETS BECOMES ACCESSIBLE TO ALL

Meanwhile, the advertising media library came to life in partnership with Brightcove Global Services.

Creative agencies had previously housed most of CTCA’s advertising assets. Some assets locally, advertising assets were not easily accessible outside the team. “We needed a way to easily house, catalog, search, view, and share creative, while still tracking distribution and video metadata,” said Harkins.

To achieve his vision, Brightcove Global Services created a team to build. Consisting of a project manager, a technical lead, a UX designer, a business engineer, and developers, this team would meet with Harkins weekly to solicit feedback. Instead of taking months to complete, the custom development

Thanks to Brightcove’s advanced tagging functions, Harkins’ team is able to manage advertising assets and are confident they will be stored in the right place. “We have these kinds of ad portals where they manage their client’s assets. But we put ours up there against any of them,” said Harkins.

“Brightcove really is the engine that powers our online video distribution,” said Harkins. “It’s a great partnership, and we continue to look for new ways to improve the video experience for cancer patients.”

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