

# Text for Consideration

When families are coping with a serious or terminal illness, support for family caregivers at home is as crucial as care for the patient. Helios Care, backed by market research and the marketing experience of Transcend Strategy Group, realized that family caregivers may consider hospice care sooner when they learn that education, training and guidance is available for them as well as for their loved one. A willingness to reach out to a hospice provider sooner can have a significant impact on hospice admissions and length of stay. Together, Helios Care and Transcend Strategy Group created a multi-media campaign targeting family caregivers. The campaign featured Tom, husband and primary caregiver for his wife Susie, as he explained how comforting the expert support of Helios Care was to both him and his wife. Tom said the Helios professionals were like “angels coming in” and guiding them through Susie’s end-of-life journey. Within the first six weeks of the campaign, the click-through rate of ads to Helios Care’s website increased 24.5% with visitors specifically seeking to learn more about Tom’s story and Helios Care’s services.



More importantly, the campaign helped to drive nearly a **25% increase** in hospice census from June 2023 to July 2024 and a **two-day** increase in average length of stay from 2023 to 2024.

# Videos

A 30-second video of Tom telling his story about the experience he and his wife had with Helios Care was featured on regional TV; a 15-second video was featured in streaming video pre-rolls.

## Key Items Addressed in Campaign:

- Helios Care helps patients stay at home where they prefer to be, supported by expert care
- Helios Care provides comforting guidance to family caregivers throughout the end-of-life journey
- Call Helios Care or visit their website to learn more about services or discuss your family's needs

## RESULTS:

The videos achieved an **81.85%** view completion rate  
(*industry benchmark is 67.5%*)

[Click to play 30-second video](#)



[Click to play 15-second video](#)

# Digital Display and Print Ads

## Key Items Addressed in Campaign:

- Helios Care helps patients stay at home where they prefer to be, supported by expert care
- Helios Care provides comforting guidance to family caregivers throughout the end-of-life journey
- Visit Helios Care's website or call to learn more about services or discuss your family's needs

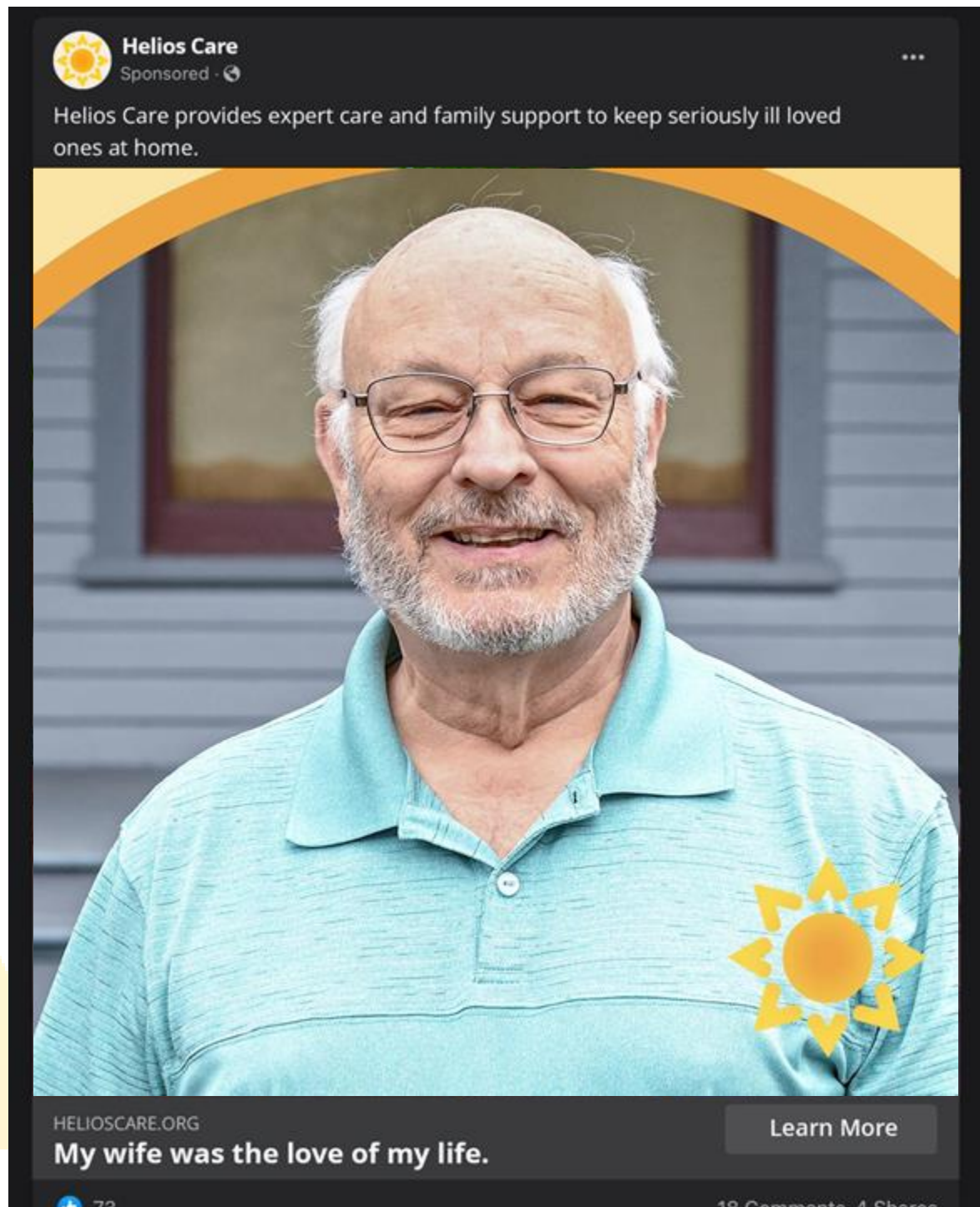
Click to play banner ad



## RESULTS:

The digital display ads achieved a click-through rate of 0.21%  
*(more than 4x higher than the industry benchmark of 0.05%)*

The print ad reached a core older demographic of family caregivers  
to help build a 25% gain in hospice census and a two-day increase in average length of stay, fueled by more family/self-referrals



# Facebook Carousel Ads

## Key Items Addressed in Campaign:

- Helios Care helps patients stay at home where they prefer to be, supported by expert care
- Helios Care provides comforting guidance to family caregivers throughout the end-of-life journey
- Visit Helios Care's website to learn more about services or discuss your family's needs



## RESULTS:

Facebook carousel ads achieved a click-through rate of **0.84%** (70% higher than the industry benchmark of 0.50%)