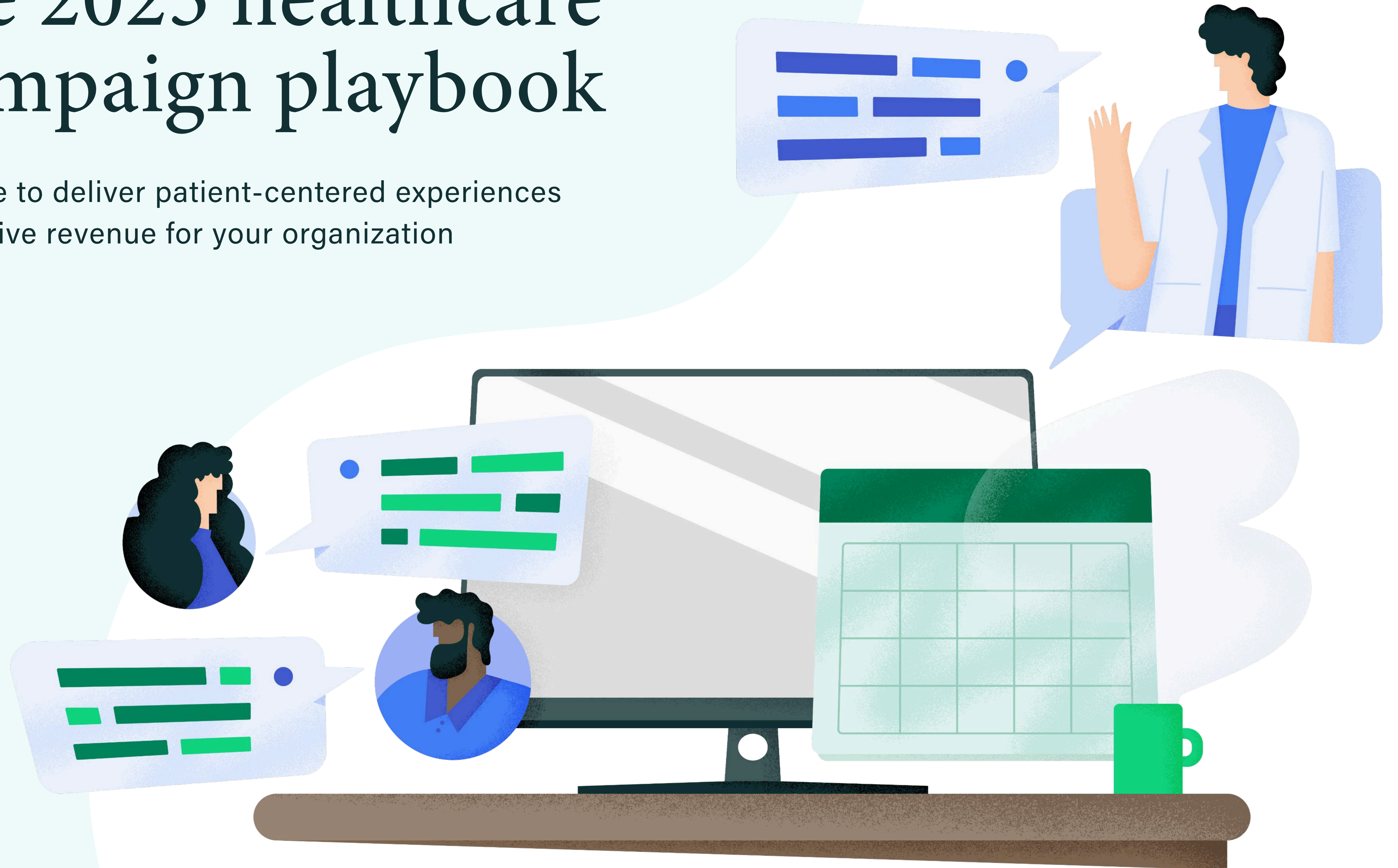


# the 2025 healthcare campaign playbook

a guide to deliver patient-centered experiences  
that drive revenue for your organization



Elevate your patient experience by leveraging important healthcare dates and seasonal themes to guide your healthcare experience strategy throughout the year.

Your patients' healthcare journey deserves communication that's as thoughtful as your care. Our 2025 Healthcare Campaign Playbook guides you through a year of strategic patient engagement, helping you deliver meaningful messages that educate, inspire, and activate your patient base.

From seasonal wellness initiatives to preventive care reminders, each month brings opportunities to connect with your audience through their preferred digital and voice channels. By combining healthcare observances with targeted outreach, you'll create a lasting impact while building stronger patient relationships.

## what's inside

- suggested quarterly themes for patient engagement
- campaigns designed for maximum engagement
- ready-to-implement content ideas and CTAs
- channel-specific recommendations for optimal reach
- impact measurement guidelines to track your success



# worksheet

## goal

acquisition  retention  engagement

**prompt:** what are you trying to achieve with this campaign?

**cured tip:** need inspiration? [see how cured customers are seeing success](#)

## audience

**prompt:** who are you targeting with this campaign?

**cured tip:** take the [guesswork out of targeting](#), consideration age, gender, location, care history

## channels

**prompt:** how will your patients or audience receive this message?

email  SMS  phone call  web  
 social  direct mail

**cured tip:** [boost results by using multichannel campaigns](#) to reach your history

## frequency

**prompt:** how often should your audience receive this message?

day  week  month  always-on

## content

**prompt:** use this space to list the required content needed to support this campaign

**cured tip:** check out our [2025 healthcare experience calendar](#) for content ideas

## call to action

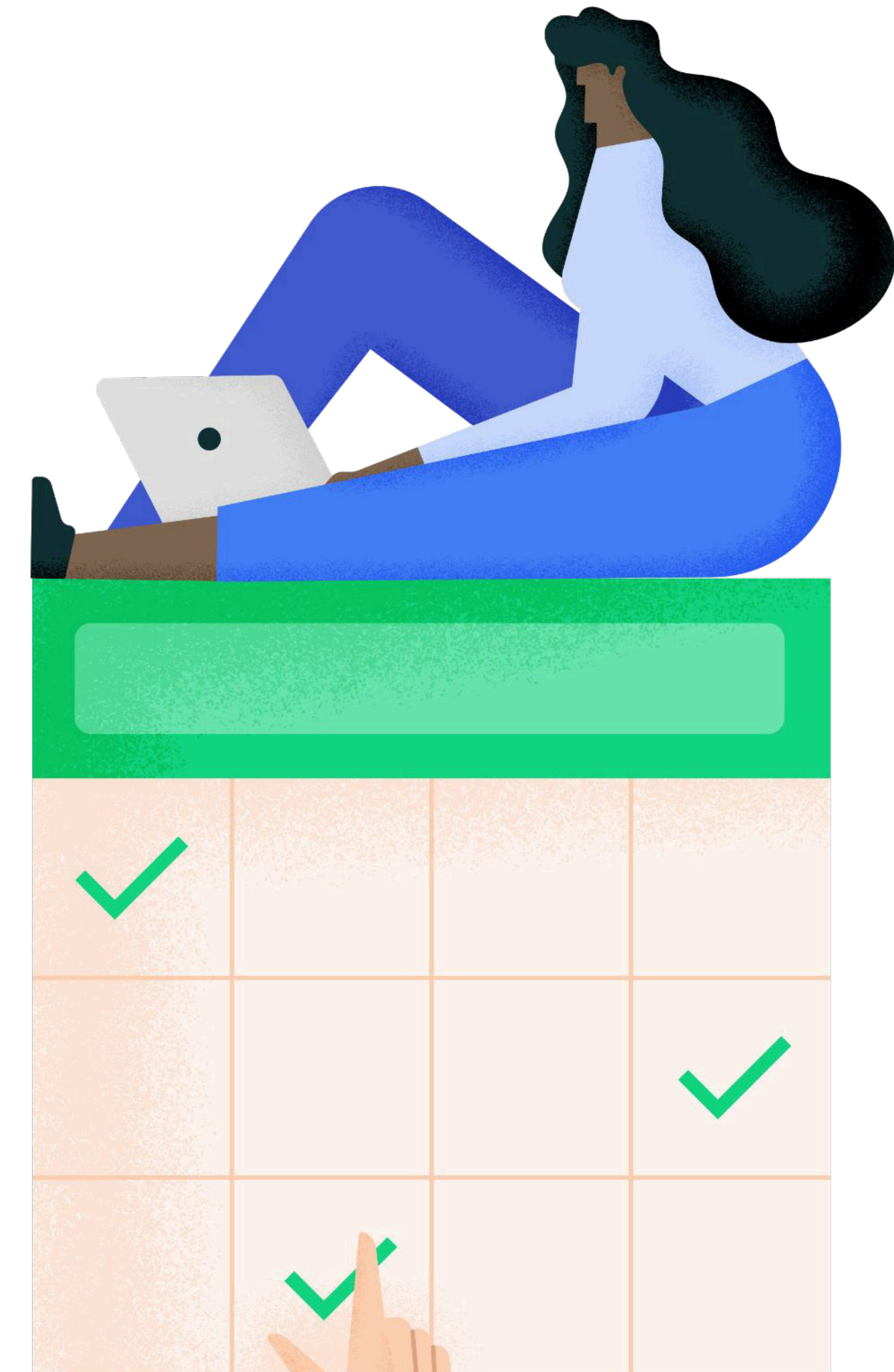
**prompt:** what do you want your audience to do upon receiving this content?

**cured tip:** your cta should align to your overall campaign goal, [here are effective examples](#)

## impact

**prompt:** define how you will measure campaign performance and effectiveness

**cured tip:** [read our roi guide](#) to learn more



# Q1 campaign highlights



## march campaign

### women's health

- goal:** empower women to prioritize their health through preventive care and wellness education
- audience:** female patients ages 18+
- channels:** email, social media, webinars, and SMS
- frequency:** weekly
- content:** women's health webinar, wellness and preventative care checklists, expert interviews with female practitioners
- CTA:** book your visit, register for webinar
- impact:** measure appointments scheduled, webinar attendance rates

## january campaign

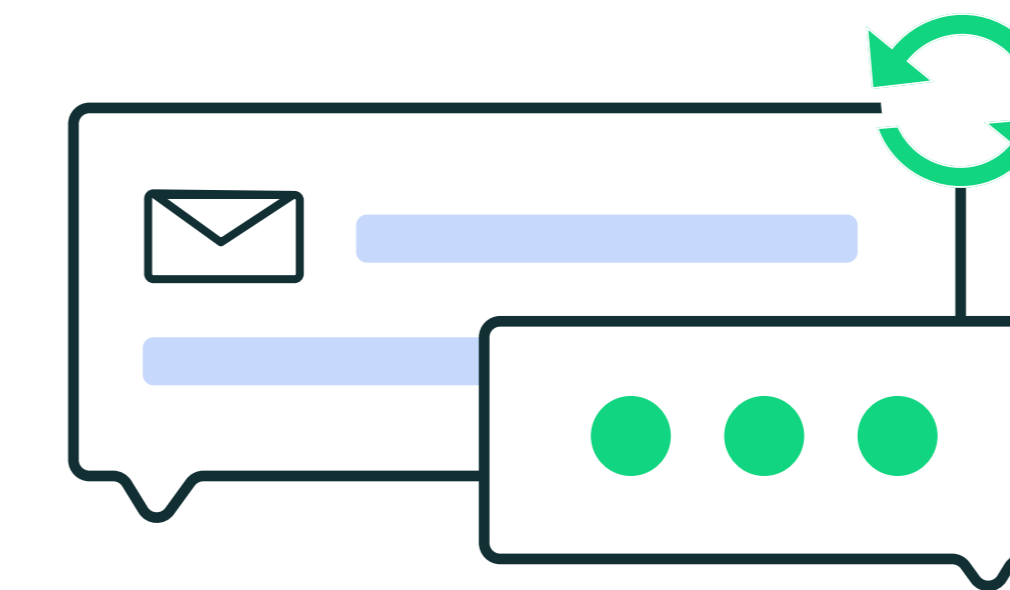
### new year's resolution series

- goal:** encourage patients to set healthy goals and create a plan to achieve them
- audience:** newsletter subscribers
- channels:** email, SMS, and webinars
- frequency:** weekly
- content:** share healthy habits blogs, host a webinar with family medicine practitioner, remind the audience to schedule necessary annual screenings
- CTA:** join the webinar, schedule your appointment
- impact:** measure email and SMS engagement and overall appointment scheduling increase

## january theme

### new year, healthier you

From mindful eating to regular exercise, stress management, and better sleep habits, this is your time to build a stronger, healthier version of yourself.



**1.8x**  
increase in patient  
scheduling likelihood using  
automated campaigns

## march theme

### wellness for women

Empower women's health this March! From heart and maternal wellness to mental well-being, Women's History Month spotlights the importance of taking charge of personal healthcare and celebrating women's strength.

## february theme

### prevention is power

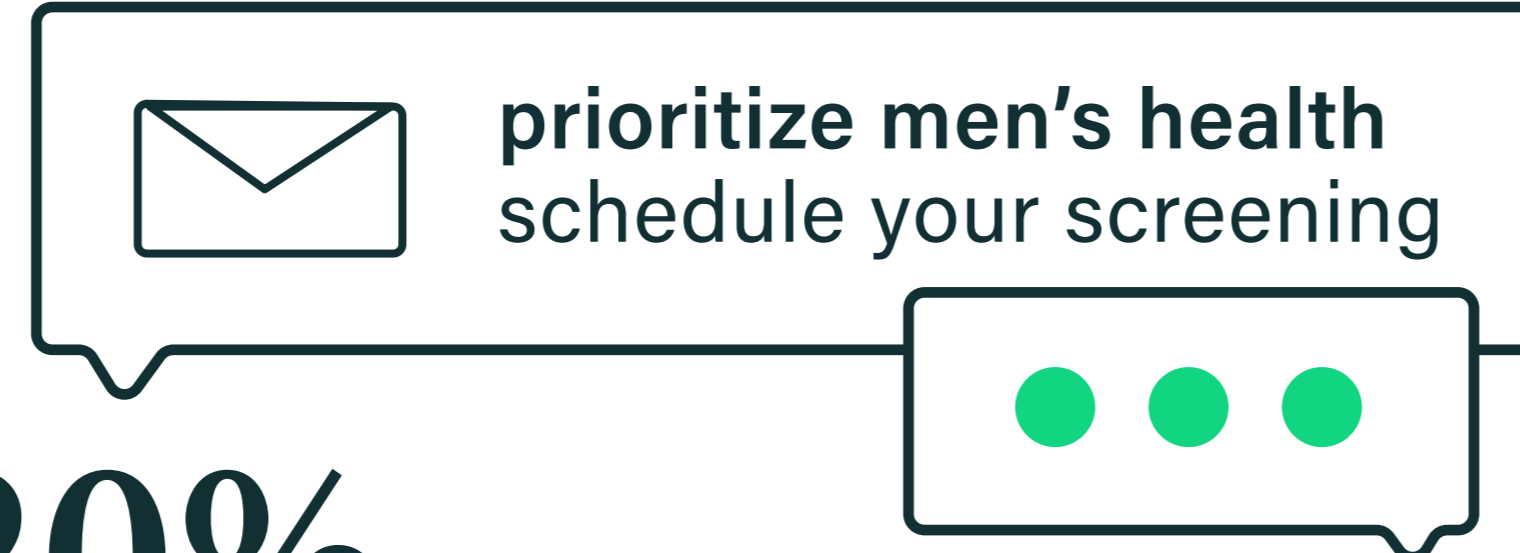
From understanding family history to recognizing early warning signs, knowledge empowers action. Routine check-ups and informed decisions work together as the best defense against cancer's impact.

## february campaign

### cancer screening drive

- goal:** increase cancer screening participation rates and raise awareness about preventive care
- audience:** recommended screens for adults age 40+ and those with a family history of cancer
- channels:** email, SMS, and phone calls
- frequency:** bi-weekly
- content:** educational videos about different cancer screenings, survivor testimonials, screening guidelines by age group
- CTA:** schedule your screening, take our risk assessment quiz
- impact:** track screening appointment bookings, risk assessment completions

# Q2 campaign highlights



prioritize men's health  
schedule your screening

20%

average conversion  
increase to appointments  
scheduled with pre-built  
camapigns

## june campaign comprehensive men's health campaigns

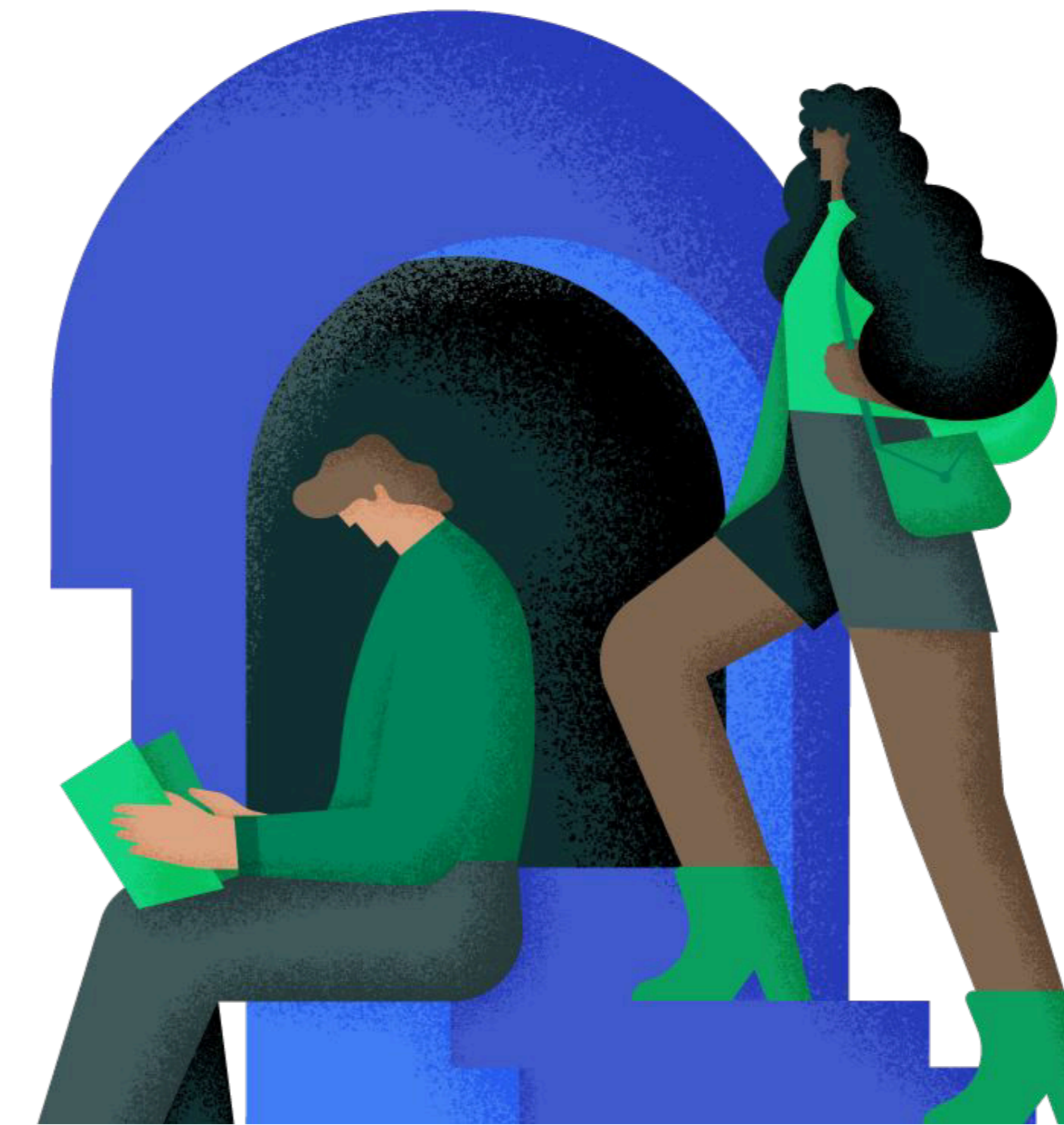
- goal:** increase men's engagement with preventive care and health screenings
- audience:** male patients ages 18+
- channels:** email, SMS, and phone calls
- frequency:** weekly
- content:** men's health podcast series, preventive care checklist, virtual health sessions, fitness challenges
- CTA:** schedule annual physical, join virtual health sessions
- impact:** measure the increase in male patient appointments, health sessions, and fitness challenge participation

## april campaign community health engagement series

- goal:** improve community health outcomes
- audience:** local community members of all ages
- channels:** community events, social media, phone calls, email, and direct mail
- frequency:** community day, then weekly follow-up
- content:** health fairs, community screening events, wellness workshops, phone drive
- CTA:** register for events, find local health resources, schedule appointment
- impact:** event attendance, appointment conversion rates

## april theme better health for all

From managing seasonal wellness to prioritizing prevention, equip everyone with health education and quality care to build resilience. Together, we can make healthy living achievable and watch our community thrive.



## june theme men's health matters

Strengthen men's well-being this June! From cardiovascular care and cancer prevention to mental wellness and fitness success, create paths for men to openly discuss health and embrace preventive care.

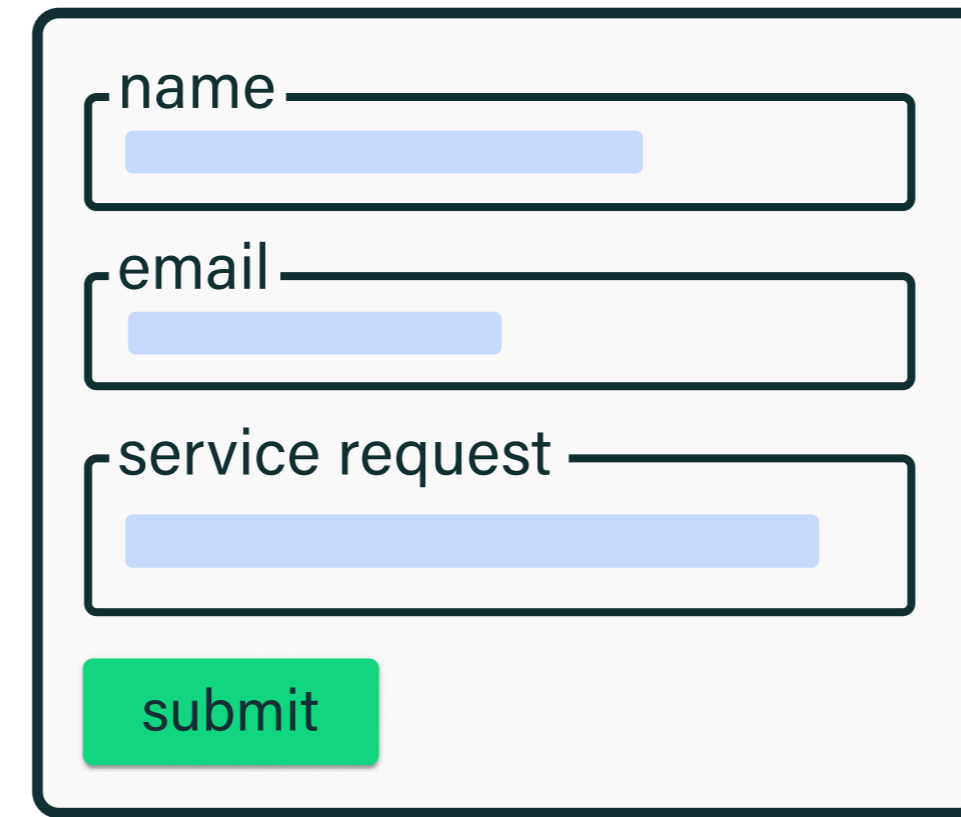
## may theme embracing mental health

Cultivate mental strength this May! Embrace mindfulness practices, develop stress management skills, and build emotional resilience for a more balanced, fulfilling life journey.

## may campaign mental health awareness and access

- goal:** reduce mental health stigma and increase access to mental health resources
- audience:** patients receiving ongoing care and identified caregivers
- channels:** email and social media
- frequency:** weekly
- content:** mental health screening tools, stress management workshops, provider Q&As, mindfulness resources
- CTA:** mental health consultation, access online resources
- impact:** track mental health appointment bookings, resource downloads

# Q3 campaign highlights



**363:1**  
average margin-to-cost  
ratio for Cured campaigns

## september campaign recommended cardiac screenings

- goal:** increase preventative heart health screenings
- audience:** adults 45+ and those with cardiac risk factors
- channels:** email, patient portal, direct mail, and phone outreach
- frequency:** weekly
- content:** heart health risk assessments, screening guidelines, healthy heart tips, provider interviews
- CTA:** book cardiac screening, complete heart health assessment
- impact:** measure cardiac screening completion rates, risk assessment participation

## july campaign sun and water safety

- goal:** prevent summer-related injuries and promote safe outdoor activities
- audience:** families and outdoor enthusiasts
- channels:** email and social media
- frequency:** weekly
- content:** sun protection guidelines, heat illness prevention tips, water safety rules, first aid basics
- CTA:** download the summer safety checklist, schedule skin screenings
- impact:** track skin screening appointments, safety resource engagement

## july theme safe summer living

Embrace summer wellness through prevention! From outdoor safety and hydration habits to active living strategies, empower communities to enjoy every moment of the sunny season.



## september theme heart smart living

Optimize heart health with smart action! From tracking vital numbers to refining daily habits, create lasting cardiovascular wellness through informed choices. After all, better choices today create a healthier tomorrow.

## august theme back-to-school health basics

Power up student health this school year! Beyond school supplies, build healthy foundations through vaccinations, sleep habits, and wellness practices for year-round achievement.

## august campaign back-to-school checklist

- goal:** ensure students are health-ready for the new school year
- audience:** parents and students (K-12 and college)
- channels:** email, SMS, social media, and school partnerships
- frequency:** weekly
- content:** vaccination schedules, sports physical information, health forms guide, nutrition tips
- CTA:** schedule school physical, complete vaccination updates
- impact:** track completed school physicals, vaccination rates

# Q4 campaign highlights



## december campaign holiday stress management tips

- goal:** support patients in maintaining physical and mental wellness during holidays
- audience:** all patients
- channels:** email, social media, mobile app, and newsletter

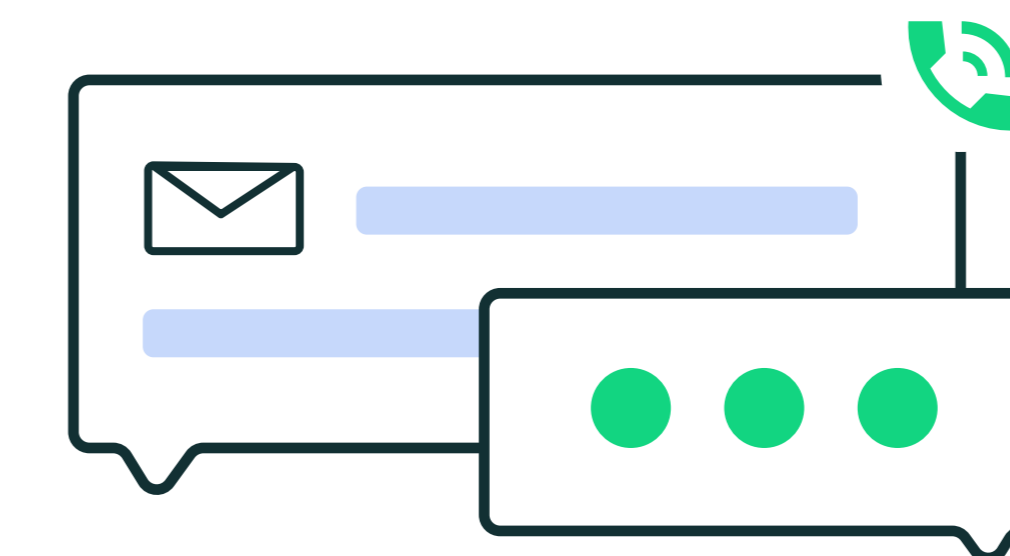
- frequency:** weekly
- content:** stress reduction techniques, healthy recipe alternatives, winter wellness tips, exercise guides
- CTA:** access wellness resources, schedule post-holiday check-ups
- impact:** measure resource utilization, January appointment bookings

## october campaign prevention education with vaccination promotion

- goal:** boost vaccination rates and educate about seasonal illness prevention
- audience:** all patients, with a focus on high-risk groups
- channels:** email, SMS, social media, and in-office displays
- frequency:** weekly
- content:** vaccination benefits, flu shot clinic schedules, immunity-boosting tips, myth-busting content
- CTA:** schedule flu shot, book vaccination appointment
- impact:** track vaccination rates, educational content engagement

## october theme prevent, prepare, protect: cold and flu season

From flu shots to hand hygiene habits, proactive steps create a shield against seasonal illnesses. Small preventive actions today prevent potential illness tomorrow.



**45%**  
scheduling rate from  
integrated outreach and  
access campaigns

## december theme peace, joy, and healthy holidays

Energize your holiday wellness journey. Balance festive celebrations with active living, smart nutrition choices, and stress management to create joyful memories while maintaining health.

## november theme it's time to use and choose coverage

Power up healthcare planning today! Select optimal coverage during open enrollment, schedule essential screenings, and plan specialist visits for a seamless transition to the new year.

## november campaign open enrollment education

- goal:** help patients make informed healthcare coverage decisions
- audience:** all current patients and prospective members
- channels:** email, direct mail, webinars, and phone support

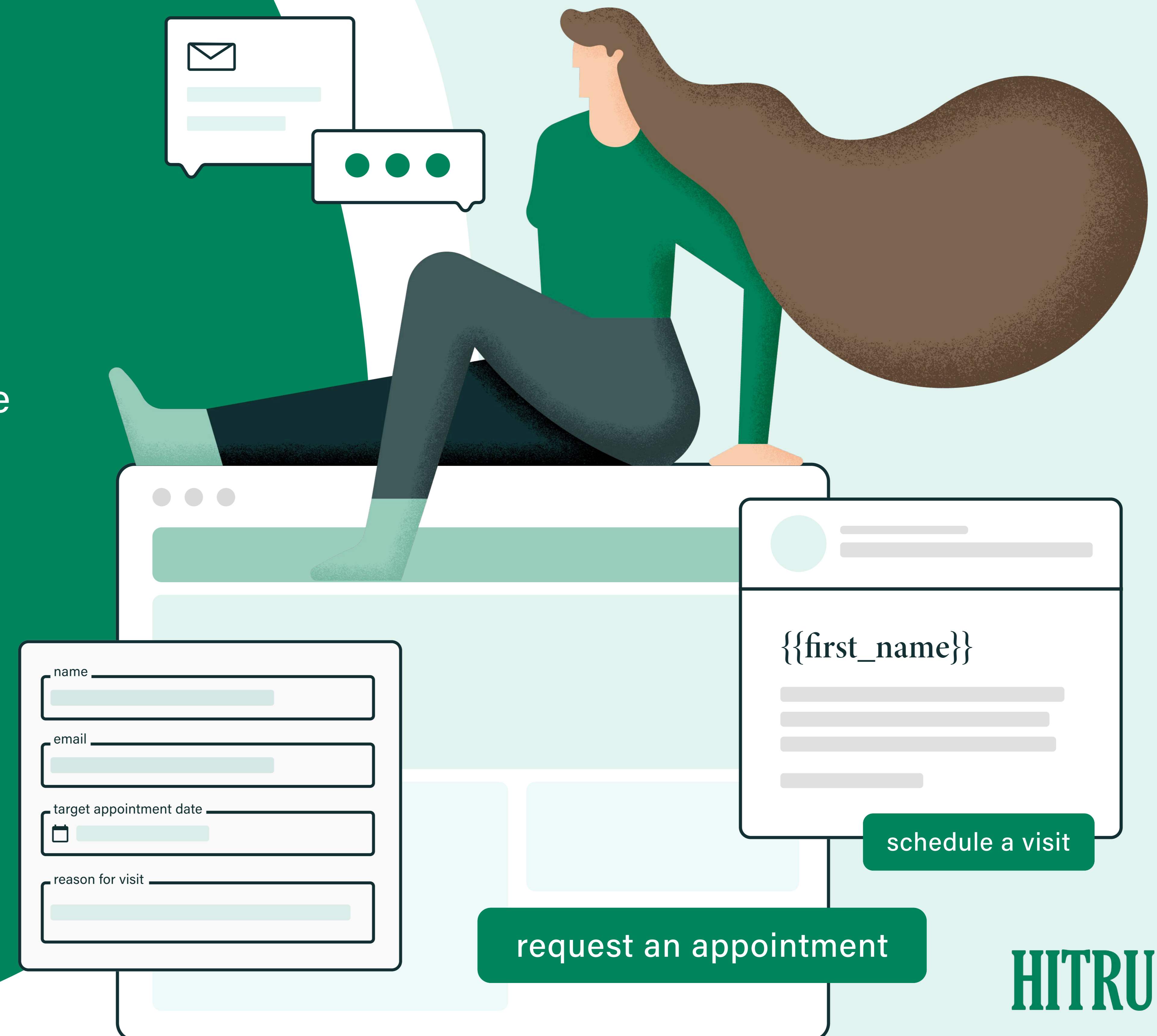
- frequency:** weekly
- content:** benefits comparison guides, enrollment deadlines, FAQ sessions, coverage optimization tips
- CTA:** schedule benefits consultation and complete enrollment
- impact:** track enrollment completion rates, consultation attendance

# transform healthcare experience with cured

Your commitment to patient engagement deserves powerful tools and proven strategies. This healthcare experience calendar lays the groundwork for meaningful patient connections throughout 2025.

Ready to take the next step? The Cured Healthcare Experience Platform (HXP) empowers healthcare organizations to drive growth, enhance loyalty, and create lasting patient relationships. Join leading healthcare providers who trust Cured to deliver exceptional patient experiences.

[contact us today to see a demo ↗](#)



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SOC 2  
TYPE 2