SUMMARY | EDUCATOR EXTERNSHIP AT

ABOUT OCHSNER
As Louisiana's largest non-profit, academic, healthcare system, Ochsner provides coordinated clinical and hospital patient care, across the region. Ochsner’s network of hospitals consists of 40 owned, managed and affiliated hospitals and specialty hospitals and more than 100 health centers and urgent care centers.

The organization touts that their ability to bring innovative medical discoveries to their patients stems from close collaboration between clinicians and scientists. Ochsner’s marketing division is essential to the organization’s ability to do this.

OCHSNER MARKETING DIVISION
Ochsner’s marketing division is in the process of being restructured and the brand refreshed. The new division has combined marketing and communication and includes the following departments:

- Ochsner Brand
- Marketing
- Digital Content and Creative Media
- Internal Communication
- Public Relations
- Retail

Ochsner’s brand identity is largely driven by Warner Thomas, Ochsner’s President and Chief Executive Officer. This is because the brand is viewed as an extension of the organization’s vision. The hospital is pushing innovation, which means the Ochsner brand needs to remain fresh.

KEY TAKEAWAYS + INSIGHTS

CLIENT-FOCUSED APPROACH
The marketing division is run similar to an agency, and internal service lines are treated like clients. Teams of people are assigned to specific service lines (i.e. cardiology) and/or hospitals and work directly with leadership and doctors in those service lines to create and deliver content.

What this means, is that while the marketing division is creating content within an established brand identity, content is always user-focused. Being able to navigate the design-client relationships is critical to an individual’s success in any of these job roles. So, regardless if you build a career as a freelancer, at an agency, or with a company, the same rules apply.

DATA DRIVEN
How do you know if your design is effective? The answer is data. One of the largest takeaways was to what extent data is used to inform design choices. There is a whole team of people at Ochsner’s marketing division that are responsible for collecting and analyzing data.

Once a client requests a campaign, the process is as follows:
1. Identify the demographics of the target audience
2. Determine where to find those people
3. A strategy will be developed
4. Content creation
5. Campaign optimization
For a 2 month campaign, the marketing division will create more than 24,000 different ads and purchase over 50,000 different keywords.

Campaign optimization analyzes the target audience’s behavior for the duration of the campaign to ensure the campaign’s goal are being met. This approach, reinforces the importance of the design process. The strategy that is created at the start of the campaign is not fixed. Small changes are made throughout the campaign to identify what works and what doesn’t.

The organization takes a data-driven approach to patient care. This approach also extended so the marketing division at Ochsner. Through their CRM the marketing division is able to see how much revenue any one piece content is generating for the organization.

Data is constantly influencing the creative team.

**STORYTELLING**

At Ochsner, digital content and creative media are separate. Who creates the content is determined by where the content lives. Social Media is a team, blogs and patient stories for the web is a team, and videos and other media content is a team.

Ochsner’s approach to marketing is storytelling. At NOVAC, we believe storytellers empower communities, so we empower storytellers. We use stories as a way to inform, to persuade, and to empower. Ochsner has a similar approach. Rather than promoting a specific doctor, team, or leader, Ochsner promotes their patients. The content that is being created is telling a success story of a patient first, and the fact that the patient also received care at Ochsner is second.

Lastly, Ochsner prefers a documentary style shooting and editing to tell these stories.

**CURRICULUM DEVELOPMENT**

The externship shed light on how the whole department works through one project. Understanding the job titles, and their job description, will allow me to create more robust group projects that ask students apply critical thinking and problem solving skills in a multitude of ways.

**TECHNICAL SKILLS**

While the marketing division is growing, it is still important for employees to be able to understand and execute all parts of the content creation, especially when working in digital media content creation. One person still does everything from storyline and vision to production to post-production to publication.

**SOFT SKILLS**

Soft skills are still greater than technical skills. Across the board, the consensus was individuals are hired on personality more than technical ability. These skills include:

- Ability to navigate and communicate in corporate environment
- Work with all different audiences
- Ability to build relationships
- Time management
- Accountability
- Communication
- Being polite
- Flexibility
- A willingness to learn