

The logo for Blu Paper, featuring the lowercase letters 'blü' in a white, sans-serif font. The 'ü' has two small white squares above it, resembling a stylized 'u' or a specific diacritical mark. The logo is enclosed in a white rectangular border.

# AFC - NATIONAL FLU PREVENTION WEEK

Past Behavior Is The Best Predictor Of Future Behavior



## GREAT HEALTH SHOULDN'T WAIT!

That central mission of American Family Care is what propels them to take care of the health of millions of Americans each year across over 160 clinics and 26 states.

### THE BUSINESS CHALLENGE:

Influenza attacks hundreds of thousands of Americans each year with fevers, aches, pains and other health issues that decrease quality of life. In 2015, Dr. Bruce Irwin, AFC's owner, did something bold by officially declaring war against the flu when he introduced "National Flu Prevention Week." This week is a strategic and creative idea that is about educating and inoculating Americans to prevent the flu, and is a result of Dr. Irwin's decades as a leader and inventor in the field of medicine and his commitment and passion for the health of Americans.

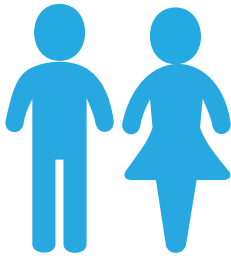
### THE SOLUTION:

National Flu Prevention Week was created in tandem with AFC's partner, blü. Blu's behavioral fingerprinting analysis on AFC patient data determined statistically-based brand acceptance and resistance of specific consumers in the U.S. population— therefore, AFC wasted \$0 targeting Americans that were unlikely to respond. Accompanying Direct Mail efforts, AFC and blü teamed up with Axiom, 4INFO, and Facebook in launching its newest endeavor: Direct to Facebook, Direct to Instagram, and Direct to Smart Device. These measures focused marketing spend on likely-to-respond consumers, as campaigns were placed specifically on the consumer's Facebook page, Instagram, or Smart Device. This revolutionary process, driven by Axiom's Audience Onboarding System, allows blü to link any list to individual Facebook or Instagram page or Smart Device via the 4INFO platform in a way which addresses all privacy concerns. When it comes to social and digital display or other media placement, this idea stands in stark contrast to the old approach of advertising using broad demographics or even tight segments. AFC and blü's approach was to focus on specific consumers, market to them only, and to do it with a gracious offer of discounted flu shots.



## THE RESULTS

With a focus on people and their health, AFC was able to treat **9,428 patients**, which represented a **7.16% response rate**. The total billable care on this investment was a stout **\$1,610,095.29**. Lift over control was **5.66%**.



Lift Group	Households	Initiations	Initiation Percentage	Visits	Visit Percentage	AFC Cost	Revenue Return On Investment
Targeted Households	131,707	9,428	7.16%	12,292	9.33%	\$256,778.03	\$1,353,317.26

AFC’s Chief Marketing officer Bill Kolezsar sums it up best when he says,

“*American Family Care sets the new standard for urgent care, and blu sets the new standard for creative, analytical, and strategic digital and social implementation. Together our team produced success, but we fully believe the best is yet to come.*”

## CONTACT INFO

For more information on American Family care visit: [www.afccares.com](http://www.afccares.com)

For more information on blu’s Direct to Social or Smart Device approach, visit: [www.reflexblu.com](http://www.reflexblu.com)

For more information on Acxiom, visit: [www.acxiom.com](http://www.acxiom.com)

For more information on 4INFO, visit: [www.4info.com](http://www.4info.com)

For more information on Facebook and Instagram, visit: [www.facebook.com](http://www.facebook.com), [www.instagram.com](http://www.instagram.com)