

Orange 142 Delivers Strategic Results for Prisma Health's Recruitment Campaign

Serving as an extension of Infinitee Healthcare's team, Orange 142 enhances paid media strategies to help Prisma Health fill critical healthcare roles.

Infinitee Healthcare is an agency with 20+ years of experience in the healthcare industry. The agency develops comprehensive strategies that differentiate brands, inspire positive audience perceptions, attract premium talent, and drive performance for your organization.

50,000+

Qualified visitors to website

1.09%

CTR rate, industry average is .35%

4M

Campaign generated impressions

300M

Data points for audience development



About the Client

Prisma Health is a private nonprofit health company and the largest healthcare organization in South Carolina. The company has 29,309 team members, 18 acute and specialty hospitals, 2,827 licensed beds, 320 practice sites, and 5,400 employed and independent clinicians across its clinically integrated inVio Health Network. Along with this innovative network, Prisma Health serves more than 1.5 million unique patients annually in its 21-county market area that covers 50% of South Carolina.

Importantly, Infinitee Healthcare helps hospital systems and healthcare brands acquire talent and launch campaigns to recruit new employees. It is this expertise that attracted Prisma Health.

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The Challenge: COVID-19 Burnout & Attrition

Throughout the COVID-19 pandemic, healthcare workers were widely hailed as heroes who put their lives on the line to help the sick and to stop others from falling ill. But the intensity of the illness and the sheer number of people who were affected took an emotional toll. More than 111 million Americans were sickened, and more than 1.2 million died.

Not surprisingly, the pandemic led to significant attrition among nurses and doctors, primarily due to increased stress, burnout, and mental health challenges. The increased workload, longer hours, and high-stress levels from dealing with COVID-19 patients led to widespread burnout, with many healthcare workers considering leaving the profession. Between February 2020 and November 2021, the healthcare sector experienced a net loss of approximately 460,000 workers.

In January 2024, a report from NIH found that healthcare employers continue to struggle to recruit and retain staff in the wake of the COVID-19 pandemic. Yet people still get sick and are admitted to hospitals. Patients still need to see specialists, receive medical therapies, have broken bones reset, and have gashes stitched up.

Prisma Health faced the same challenges as healthcare facilities across the globe: an urgent need to recruit medical professionals to staff its 18 hospitals and 320 practice sites. Prisma Health wanted to recruit candidates who were recent grads of nursing schools and experienced nurses in specific fields, such as medical surgical. They also wanted to focus on professionals who already live in their DMA so that they could fill the positions immediately.

Working with Infinitee Healthcare, Prisma Health launched an initiative to target candidates organically. However, they recognized that leveraging paid media could help them extend their reach beyond what they could achieve through organic efforts alone.



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The Solution

Infinitee Healthcare worked with Prisma Health to create the assets needed to support a campaign that targets potential candidates and encourages them to explore a career with the healthcare leader. Components included:

- » **Hiring Events.** Prisma Health hosted a series of hiring events to recruit candidates. These events included virtual Q&A events, in-person hiring events, and on-campus walk-in interview opportunities.

Infinitee Health created the digital assets to support the events. Potential candidates and interested health professionals were encouraged to visit Prisma Health's hiring event web page to find and register for an event. This campaign's key KPIs were driving website visits, registration to hiring events, and, ultimately, applications.

- » **Digital Ad Creatives.** Infinitee Healthcare developed a set display and native ads, one for each job category targeted.



Learn about Prisma Health.



Are you a New Grad RN or Experienced RN/LPN? Register for a virtual event!



Joining Forces: Digital Planners + Digital Doers

As a trusted long-term partner, Infinitee Healthcare relies on Orange 142 for precise campaign execution and valuable strategic recommendations. This strong relationship gives Infinitee Healthcare full confidence in Orange 142's ability to manage key responsibilities, ensuring campaigns are optimized and executed accurately while providing peace of mind.

- » **Audience Development.** Orange 142 has a database of over 300 million consumer data points, including cookie history, search history, and indicators of intent (such as job searching in the medical field). Additionally, we can focus ads on specific DMAs.
- » **Campaign Execution.** As a trusted extension of Infinitee Healthcare's account team, Orange 142 was brought in to execute the paid media campaign for Prisma Health. With a clear understanding of the importance of Prisma Health to Infinitee Healthcare, Orange 142 was fully aligned with Infinitee Healthcare high standards. Their mission was to support Infinitee Healthcare's efforts and deliver results with the same care and precision, ensuring that Prisma Health campaign would be executed flawlessly.
- » **Campaign Tactics.** To begin the campaign, Orange 142 implemented two key paid media strategies: intent-based and search-based display campaigns. The intent-based campaigns target individuals actively searching for healthcare jobs or having shown interest through their browsing history.

Meanwhile, the search-based display focused on users searching for specific healthcare-related keywords.
- » **Website Traffic.** Infinitee Healthcare set a very high goal for Orange 142: Drive 50,000 clicks to the website while ensuring these visitors were qualified job seekers actively looking for positions.

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Optimizations

- » Campaign Optimization. After analyzing the campaign's initial performance, the team noticed a significant improvement in the click-through rate (CTR) when reallocating the budget from a search-based display to the in-need display tactic. The CTR increased from 0.83% to 1.12%, resulting in a 35% uplift. This optimization shifted all media dollars to the in-need tactic, and despite the additional spending, the CTR held firm. The reallocation improved the campaign's overall performance, with a total CTR increase of 35%.
- » Audience Optimization. After Prisma Health conveyed a need to adjust its recruitment strategy, Orange 142 shifted from running three general ads to creating 11 targeted ads.
- » This new approach included five ads for the Columbia and Greenville DMAs, each focusing on critical specialties such as women's and children's medicine, critical care, and emergency services. Alongside these targeted ads, a general events campaign ran across both markets, ensuring a comprehensive approach to meet Prisma Health's evolving recruitment needs.
- » Creative Optimization. Initially, the campaign used display and native ad formats, but we quickly realized that native ads perform better. Native ads blend seamlessly into the website for better engagement. Native ads also offer flexibility for creative adjustments, such as swapping out images and copy, making them efficient and adaptable. While banners can be used alongside native ads when necessary, in this case, running only native ads led to strong performance and better results.

“The Orange 142 team has become an invaluable strategic & digital partner for Infinitee and Infinitee Healthcare. Not only are they always up for the task, no matter how challenging, but they operate with the same client-first mentality that we’ve built our agency on for more than 30 years. Whether we’re developing annual campaign plans collaboratively with their team or bringing forward a singular, limited-time campaign, we always know that we’re going to receive strategies that are creative, on-target, and backed by data to support our goals. Our team and our clients know and trust that their budgets are being utilized as efficiently as possible, and the campaign results have proven that year after year.”

Amy Norton
Director of Brand Strategy
Infinitee Healthcare

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Results: Smart Investments that Go a Long Way

Our efforts delivered immediate and sustained results.

<p>Exceed Traffic Goals</p>	<p style="text-align: center;">50,000+</p> <p>Infinitee Healthcare wanted Orange 142 to drive 50,000 qualified visitors to the website, a goal we not only met but exceeded. We sent 50,413 unique and qualified candidates to the recruitment site.</p>
<p>High Overall CRT</p>	<p style="text-align: center;">1.09%</p> <p>Our campaign achieved an overall CTR rate of 1.09%, well above the industry average of 0.35%.</p>
<p>Wide, But Targeted Exposure</p>	<p style="text-align: center;">4M</p> <p>The campaign generated over 4 million impressions, precisely targeted to users showing intent to work in the healthcare sector within the desired DMAs. This strategic combination of wide reach and laser-focused targeting played a key role in the campaign's outstanding performance.</p>



Orange 142 for Healthcare Companies

Orange 142 is a digital marketing and advertising company with offices across the US, servicing marketers and agencies. We are part of Direct Digital Holding holding company, which is the ninth Black-owned company to go public.

We help marketers of all sizes grow their reach and revenue through data-driven media strategies. We also partner with agencies, executing campaigns on behalf of their clients.

Our team of experts has a deep understanding of the digital landscape and the latest advertising and marketing technologies. We work closely with our clients to develop and execute custom advertising and marketing campaigns that meet specific goals.

To learn more please visit orange142.com