

ICN “Healthier Together” Campaign Strategy Overview

Successful movements begin with a discrete starting point. Plant the seed, it grows, it spreads to become a few more plants and soon there’s an entire forest.

We believe that ICN’s patient-activation movement will be most successful if we start with the people who best know the impact of ICN’s work—the IBD patients and their parents currently using the tools and prototypes to track symptoms and conduct N=1 experiments. These patients and families will be most adept at describing how ICN has benefited their lives, and helped them become more engaged in their own health and the health of the people they love.

The primary messaging will take an altruistic bent: By being part of ICN you are actively improving your IBD experience and outcomes. Currently only a handful of people have access to the ICN tools and prototypes. We need your support to help us grow ICN so that we can spread the benefits of this work to even more kids and get them healthier too. Join us.

We will ask participants to do two things: Show their support of ICN’s work, and share their stories (statements of support, anecdotes, poems, videos, etc.), that describes their experiences with collaborative care and the positive impact it’s had on their lives.

Once we mobilize this small yet powerful group, we will have the voices and experience necessary to expand the messaging towards the patients and families who are part of ICN but not actively using the tools and prototypes. From there, we can rev the social media engines and expand into the IBD community in general. And, ultimately, we can build a patient-activation movement that’s not tied to any one disease state.

While we are focusing the Phase 1 messaging to patients and parents actively involved in the ICN study, we will also be targeting doctors at ICN clinics. We understand clearly that those doctors’ signatures and stories are also critical to the success of ICN’s future funding initiatives.

The backbone of “the ask” is built on the following organizing principles:

Healthier Together is a movement uniting IBD patients, doctors and families to dramatically improve how we care for ourselves and others. We foster active, open communities of care that use collaboration and sharing to improve care. Together, we can transform healthcare from the inside out. Let’s get healthier together.

Our goal will be to establish a timeline and milestones for following outreach targets:

PHASE I: IBD patients and parents that are currently the most active and involved ICN members;
In Phase I, we will personally reach out to activated ICN members to build our base network.

PHASE II: The 52 clinics (including clinicians and patient populations) via personal outreach and by leveraging existing ICN communication tools, such as:

- *The LOOP blog (targeting parents, families, clinicians and researchers)*
- *ICN’s Facebook and Twitter community*
- *The CIRCLE email newsletter (should an issue be published during the campaign)*
- *Banners in the weekly email digest*
- *The ICN Exchange*
- *And the Lybbaverse (Lybba’s blog and social online community).*

PHASE III: And ultimately the larger, global IBD community, including organizations such as:

- Crohn’s and Colitis Foundation of America national and local chapters
- Crohn’s Disease Support Network (CDSN)
- Crohn’s Forum
- Crohnology
- Get Your Guts In Gear
- GI Kids
- International Foundation for Functional Gastrointestinal Disorders
- International Organization for the Study of Inflammatory Bowel Disease
- Pediatric IBD Foundation
- The Crohn’s Colitis Effect
- The Great Bowel Movement

Overall strategy will be tailored to maximize outreach, and will be driven by the bi-weekly data reporting meetings held through the campaign.



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