



JOHNS HOPKINS
M E D I C I N E

Healthy Perspectives:

Creating content to attract patients before they are patients

Presented by: Stacia Jesner and Ben Butanis

Business as Usual

Hospitals and health systems typically engage with patients when they're hurt or sick.



Opening the Dialog

Engagement begins
when...

Patients walk
through the door?

Or while they're
living their daily
lives?



Changing the Conversation

- Engage with people before they become patients.
- Focus on health and wellness.
- Patient and family-centered care: connect through support of wellbeing.
- Delivering expert insights to establish relationships ahead of emergent need.



A Destination for the Well and Well-Read



Health

Healthy Aging | Healthy Heart | Healthy Living | Health Library | Health Seminars | Health Awareness | Articles & Reviews



FIND A DOCTOR

Search for a Johns Hopkins expert by last name, specialty or other keyword.

Go

SEARCH THE HEALTH LIBRARY

Get the facts on diseases, conditions, tests and procedures.

Go

Your Guide to Healthy Aging

Expert info on healthy living and caregiving.

Favorite Healthy Recipes

- Limit Sodium Intake
- Eat a Diet Rich in Fiber
- Increase Water Intake

Common Health Concerns

- Cardiovascular Conditions
- Respiratory Conditions
- Nervous System Disorders

Top Health Headlines

- The Truth About Low-Sodium Diets
- Prostate Problems: Is It's Your Healthy Lung Cancer?
- Tips for Keeping a Healthy Prostate

News & Features



Preventing ACL Tears: 4 Tips for Girls

Be Informed

Health Seminars

Here, More Accurate and Less Invasive Ways to Detect Prostate Cancer

Join prostate cancer surgeon [Charles Catton](#) at this interactive seminar to learn more about less-invasive tests that provide sure and accurate diagnosis of prostate cancer, including new blood tests, MRI screenings and image-guided biopsies.

[Sign up for a free upcoming health seminar](#)

Free Health Updates



Sign up now for [Free Updates](#) via text monthly newsletter to get the latest health news.

Need to Know and Need to Do

Health Library

Guide to the diagnosis, treatment and prevention of conditions (see A-Z)

Diseases and Conditions

Tests and Procedures

Recipes

Nutrition Information

Prevention Guidelines

Find Health Information

Use our A-Z Listing of Health Topics below

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

(A-Z listing includes diseases, conditions, tests and procedures)



Featured Specialties

Obstetrics and Gynecology

- Diseases and Conditions
- Tests and Procedures



Neurology and Neurosurgery

- Diseases and Conditions
- Tests and Procedures



Orthopedics

- Diseases and Conditions
- Tests and Procedures



Cardiology

- Diseases and Conditions
- Tests and Procedures



80 Diseases and Conditions | 68 Tests and Procedures

BE INFORMED

Sign up for our free monthly e-newsletter and get our exclusive Guide for Caregivers as an added bonus!



FIND A DOCTOR

Search for a Johns Hopkins expert by field, name, specialty or other keyword.

name, specialty or other keyword

Healthy Aging

Healthy Body Healthy Mind Healthy Connections Family Caregiver Resources Diseases & Conditions Research & Resources

Healthy Heart

Eat Smart Move More Stay Healthy Know Your Risks Diseases and Conditions Research & Resources



6 Heart Health Mistakes Made by Women—and How to Avoid Them

Despite the fact that heart disease is the leading cause of death for women in the United States, there's still a common misperception that it's "a guy thing." Discover how you can stay heart healthy.

[Learn more >](#)

EAT SMART

The Truth About Heart Vitamins and Supplements

Vitamins and supplements get a lot of hype as a way to promote heart health. But do they help, or can they even cause harm in some cases? Watch your nutrient intake with the advice from Johns Hopkins experts.

MOVE MORE

ABCs of Moving Smart for Heart Health

Getting more exercise is one of the best things you can do for your heart. Johns Hopkins research recommends a simple approach to staying fit.

Free for You

Download our medical illustration guide to learn how to improve your heart health at any age.



Find a Doctor

Search by specialty, disease or condition.

Search the Health Library

Use the lists on diseases, conditions, tests and procedures.

Stay Informed

Sign up for our free monthly e-newsletter and get our exclusive Guide for Caregivers as an added bonus!



It Learn what Jobs

TAKE CARE

A Guide to Healthy Living



Find a Doctor

Search by specialty, disease or condition.

Search the Health Library

Use the lists on diseases, conditions, tests and procedures.

Know Your Health

Don't just weigh down. Learn how to stay fit.



Topical and Timely

ABOUT HEALTH NURSING CARE RESEARCH EDUCATION

Health

Articles & Answers Healthy Aging Health Assessments Healthy Heart Healthy Living Health Library Health Seminars

Home > Health > Prostate Cancer

Prostate Cancer: What You Need to Know

What You Need to Know

- Prostate cancer is the second most common cancer among men.
- Men with a first-degree relative who has a family history of prostate cancer are at higher risk of developing prostate cancer.
- When diagnosed early and in a localized state, the chance of long-term survival is treatment is excellent.
- Early prostate cancer may be present without any symptoms. It can often be detected with screening tests.
- It is important for every man to talk to his doctor to learn about the benefits and risks of prostate cancer screening.



[Get the insider's guide](#)

Related Resources

- [Visit the Johns Hopkins Medicine Health Library for more information about prostate cancer.](#)
- [Learn more about prostate cancer, health care, and prevention, screening, and care.](#)

Ask the Expert: Dr. Christian Farnsworth

Understanding and testing prostate cancer is a seemingly tricky subject. Patient information may seem more confusing. Johns Hopkins prostate cancer senior center [Christian Farnsworth](#) breaks the prostate cancer questions that are on many minds.



Should I get my PSA levels checked?

A PSA test is a blood test that measures the level of prostate-specific antigen. PSA is a substance produced by the prostate gland that may be found in higher amounts in men who have prostate cancer.

Prostate cancer is the most common cancer among men in the United States. It is the second leading cause of cancer death among men in the United States.

What is active surveillance?

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Home > Health > Awareness Month







Featured: Prostate Cancer Awareness

Prostate cancer is the second most common cancer among men—but early prostate cancer can be present without symptoms. [Learn what you need to know.](#)



Additional Health Awareness Information:

- Back to School Preparation:** The start of the school year can be an exciting time for parents and students. [Learn what you can do to help your children be healthy and prepared for a successful year in the classroom.](#)
- Sleep:** [Get your best night of sleep.](#) Learn about sleep disorders and what you can do.
- Beating Stress:** [Find out more about the stress signs of stress.](#) Its effects on your body and how you can better manage it.

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Home > Health > Wellness Month

Beating Stress: What You Need to Know

Five Facts About Stress Management

- Unmanaged stress can lead to a [serious disease](#), including high blood pressure and depression.
- If left unmanaged, the body releases the stress hormone cortisol and attempting to keep up with this situation "can weaken the heart's blood vessel and compromised glucose."
- [Stress can also cause heart disease](#) by raising cholesterol and increasing the risk of heart disease.
- [Stress can affect your sleep](#), which can lead to health problems, such as depression and anxiety, which can lead to more stress.
- Not managing the stress can lead to health problems, such as depression and anxiety, which can lead to more stress.



Related Resources

- [Learn more about stress management on our Health Library.](#)
- [Visit our website for more information on stress management.](#)

Ask the Expert: Felle, Tamara, Ph.D.

Stress: What is it and how does it affect you?

Stress is a natural response to a perceived threat or challenge. It is the body's way of preparing itself to deal with a difficult situation. It can be helpful in the short term, but if it is not managed properly, it can lead to long-term health problems.

What are the main causes of stress?

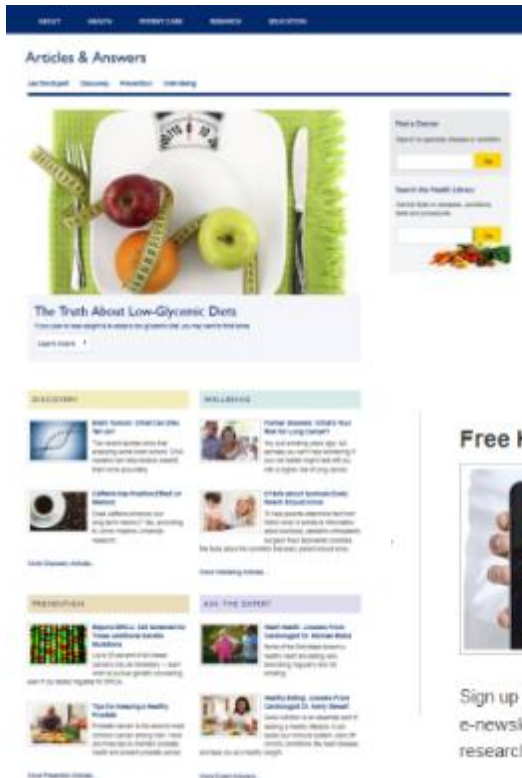
There are many different causes of stress. Some are related to work, such as a heavy workload, tight deadlines, and a lack of control. Other causes include family issues, financial problems, and health concerns.

What effect does stress have on the body?

Stress is a physiological response. It is the body's way of preparing itself to deal with a difficult situation. It can be helpful in the short term, but if it is not managed properly, it can lead to long-term health problems.



Multi-Channel Exposure for Experts



The screenshot shows the 'Articles & Answers' section of the Johns Hopkins Medicine website. The main feature is an article titled 'The Truth About Low-Glycemic Diets' with a sub-headline 'What you eat might be key to preventing (or stopping) your diabetes'. Below the article is a grid of other articles categorized by 'SPECIAL' and 'WELLNESS'. The 'SPECIAL' section includes articles on eye health, HPV vaccine, and skin cancer. The 'WELLNESS' section includes articles on diabetes, heart health, and mental health. Each article has a small thumbnail image and a brief headline.



The screenshot shows an online seminar page titled 'Online Seminars'. The featured seminar is 'A Cure for Hepatitis C – Discover Your Treatment Options'. The text reads: 'Are you at risk or have you been diagnosed with Hepatitis C? Join infectious disease specialist [Mark Sulkowski, M.D.](#) as he discusses the treatment, management and cutting edge therapies that can cure patients with Hepatitis C.' The seminar is scheduled for 'Tuesday, Sept. 22, 2015' from '7-8 p.m. Eastern Time'. There are two registration buttons: 'US Residents' and 'International Residents'.



Free Health Updates



Sign up now for [Your Health](#), our free monthly e-newsletter, to get the latest health news, research discoveries and more.

In This Issue - Summer 2015

HPV Vaccine: Not Just for Girls

The HPV vaccine was designed to prevent cervical cancer, but it isn't just for girls.

Cool Under Pressure

Everyone can recall a time when they lost their composure - it's a phenomenon we're all prone to.

[Read the latest issue](#)



How?

- Research
- Institutional support
- Editorial calendar
- Content creation
- Dissemination and analysis

1. Conduct Research

- Topical and timely
- What does the community need?
- What are people talking about in social media?
- What are people searching for?



Get Institutional Support

- Talk to leadership and front lines
- Gather feedback
- Fit with your culture

Form Editorial Calendar

- Identify topics
- Reach out to experts
- Build around institutional objectives
- Consider putting initial effort into timely pieces

	RYG	Task	Assigned To	Reviewed	Status
		Reference Documents You Need		<input type="checkbox"/>	
		Under Assignment			
		Children with ADHD at risk for binge eating	Samantha Stripe	<input type="checkbox"/>	Not Started
		MRI vs. CT	Lacey Hanson	<input type="checkbox"/>	Not Started
		Types of breast imaging exams	Lacey Hanson	<input type="checkbox"/>	Not Started
		Muscular dystrophy: 3 signs parents can't ignore	Jennifer Ciattei	<input type="checkbox"/>	Not Started
		Bone Cancer and Breast Cancer	Jill Weaverling	<input type="checkbox"/>	Not Started
		Content Creation			
	●	3D mammo vs. digital mammo	Lacey Hanson	<input type="checkbox"/>	In Progress
	●	Headache: Could It Be a Brain Tumor?	Jennifer Ciattei	<input type="checkbox"/>	In Progress

Create Content

- Interview experts
- Keep the reader in mind
- Extend engagement through related content



Conduct Initial Review

- Consistent with brand and voice
- Follows editorial guidelines
- Send through expert review



Spread the Word

- Distribute through social channels
- Capitalize on timely conversations
- Encourage discussion



Analyze and Revise

- What worked and what didn't?
- Seek ways to improve content and process
- Send feedback, updates to experts

