The 45-Day Activation Model

A Human-Centered Patient Engagement & Acquisition Framework

HAILEY SAULT

Healthcare marketing teams are under more pressure than ever, from proving margin impact to modernizing for AI-era patient behavior. And they're doing it all with fewer resources. Most agency relationships make this harder, not easier.

- **The dependency trap.**
  You bring in an agency to fill a gap. Two years in, the agency is your strategy. Your team never owned it, and now they can't run without it.
- **The measurement gap.**
  Leadership wants margin impact. Most campaigns can show the click. Almost none can show the completed appointment.
- **The ramp problem.**
  Discovery phases take months. By the time you're in market, the organizational priority has shifted.
- **The AOR mismatch.**
  You need sharp activation for specific outcomes, not an open-ended retainer you can't justify when budgets tighten.

Four Phases. One System.

A repeatable service line growth system, built for your team to own.

PHASE 1

Rapid Alignment (Days 1–7)

Kickoff, personas and tracking infrastructure. No prolonged discovery. In one focused session, we align on priorities, map patient decision triggers and connect every digital tool, so the first campaign launches on insight, not assumption.

PHASE 2

Creative Sprint (Days 8–21)

Messaging framework, ad concepts and channel plan. We translate empathy insights into campaign concepts, build persona-specific copy, and run two rounds of creative review with compliance integrated.

PHASE 3

Launch + Learning (Days 22–35)

First campaigns go live. Within 72 hours, we're reviewing real signals: CTR, CPL, and conversion paths; then we optimize immediately. No waiting for an end-of-month report.

PHASE 4

Refinement + Handoff (Days 36–45)

We synthesize what worked, refine the creative system, and transfer full ownership of the campaign playbook to your internal team. At day 45, the system is yours.

Build to Own. Full Stop.

Most agencies build campaigns.
We build systems your team can run.

Every engagement is structured from day one around a single outcome: your team owns what we build together. The strategy, the messaging, the dashboards, the playbook: all of it transfers. Because a system your team can run is worth more than a campaign your agency controls.

In 45 days, your first campaign is live. At day 45, your team owns the system.

CASE STUDY

Southwest Health

The 45-Day Model in Action

Setup & Objective

Southwest Health needed to elevate its orthopedic presence, accelerate patient acquisition and establish its newest surgeon as a key orthopedic provider in the region. The challenge wasn't just awareness; it was building a campaign system that could expand the practice into new markets, convert interest into appointments, and deliver a fully ramped patient panel for the new surgeon by Q1 2026.

The goal: launch an integrated campaign in 45 days, expand visibility into regional markets, and deliver measurable ROI within five months.

PHASE 1

Rapid Alignment

A focused stakeholder strategy session aligned the team on campaign objectives, competitive regional dynamics, and the new surgeon's key differentiators. We reviewed market trends and existing performance data to set the strategic foundation.

PHASE 2

Creative Sprint

We developed three human-centered personas representing ideal orthopedic patients. The personas were grounded in early symptom triggers, treatment barriers and the emotional weight of surgical decisions. Messaging frameworks and creative positioning were built for each segment, with two rounds of optimization and compliance integrated throughout.

PHASE 3

Launch + Learning

Campaigns launched across paid search, paid social, digital display, programmatic video, and a dedicated landing page. A HIPAA-compliant tracking plan was in place from day one, with real-time KPI monitoring and monthly optimization across all channels.

PHASE 4

Refinement + Handoff

Creative assets, channel guidance, tracking infrastructure, and performance dashboards were documented and transferred to the Southwest Health team. We also passed along iterative creative versions built for ongoing, independent use.

Results

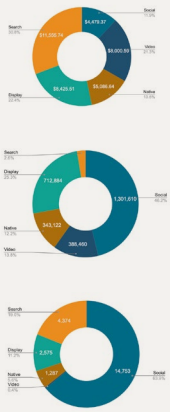
23,000+ clicks across the campaign

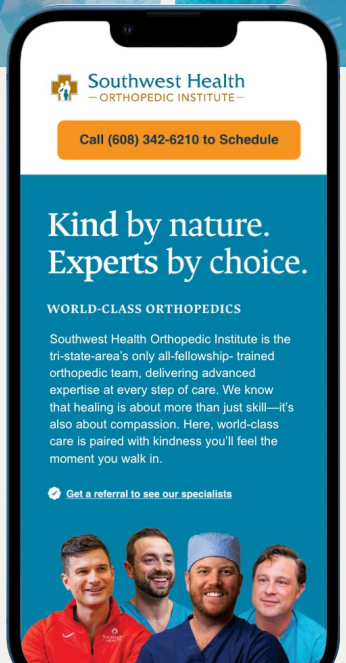
High-engagement reach that put Southwest Health's orthopedic expertise in front of thousands of prospective patients actively seeking care in the region.

$2.54 cost per click

A fraction of the value of a single orthopedic patient. When a new patient represents thousands of dollars in lifetime care, efficient acquisition cost isn't just a media metric. It's a margin story.

The system now belongs to Southwest Health. Their team can brief, build, launch and measure future service line campaigns independently using the same framework, personas and playbook built during the 45-day engagement. No agency required to keep it running.





Closing the gap between awareness and results

From first impression to scheduled appointment, and every step in between.

Awareness
Reach + frequency: Are we visible to the right people?

Consideration
CTR, landing page engagement: Are they interested?

Intent
Form fills, calls, appointment requests

Conversions
Scheduled appointments by service line

RESULTS

Most campaigns measure what's easy. We measure what matters.

What Transfers at Day 45

The 45-Day Activation Model

Campaign Playbook

A repeatable brief-to-launch system for future service line campaigns that includes patient engagement principles. Your team runs it. No agency required.

Margin Impact
Revenue attributed to campaign-driven volume

Creative Templates

Designed for reuse. Update copy and imagery; the framework does the rest.

Messaging Library

Every headline, proof point and audience message—organized, annotated and ready to build from.

Performance Dashboard

Custom analytics built for your metrics, your service lines, and your KPIs.

Ready to build something your team owns? Let's talk.

Mike Seyfer, CEO
mseyfer@haileysault.com
(218) 340-4791
haileysault.com

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