

Breaking Through “Sameness” in Oncology Messaging to Improve Engagement and Conversion

The Real Problem

Performance wasn't suffering because messaging was “too scary” it was suffering because it was indistinguishable. Clinical language lacked context, generic claims blended into competitors, and paid ads promised one thing while landing pages delivered another. The result was predictable: people clicked, then left, and drop-off happened before meaningful action. Without change, the system's market-share loss would continue.

The Insight

The turning point came from reframing the problem through the patient's lens. Patients weren't disengaging because they didn't care. They were disengaging because they didn't understand.

CONTEXT

A large health system providing the full oncology services was seeing declining engagement, poor conversion behavior, and ongoing erosion in its catchment area even though the messaging looked “fine” at a glance.

THE LESSON

The most effective oncology messaging meets consumers where they are in the process and pays off every step of the way with what they were looking for to begin with.

- If your messaging creates curiosity but doesn't deliver clarity, patients will leave.
- If it consistently reinforces relevance, confidence follows.

3 TRUTHS

- 1 **Patients need to understand what you offer.**
- 2 **They need to understand why you're a better choice.**
- 3 **They need to see that the reason they clicked is actually delivered.**

Effective oncology messaging isn't about saying more it's about saying the right thing, at the right time, and consistently throughout the journey.

This aligned directly with the Oncology Framework principles:

- Meet patients where they are emotionally
- Sequence information intentionally
- Respect readiness rather than forcing urgency

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THE STRATEGIC SHIFT



The strategy moved away from safe sameness and toward clear, motivating differentiation, particularly in the consideration stage of the journey.

What changed:

- Messaging shifted from broad, clinical language to patient-centered explanations
- Content focused on “what this means for you”, not abstract capabilities
- Paid ads and landing pages were tightly aligned so expectations were met—not broken
- Value propositions were clarified and consistently reinforced across touch points

This required confidence.

The team initially hesitated the messaging felt audacious compared to industry norms.

But the goal wasn't comfort.

It was clarity.

THE OUTCOME



After the shift:

- Engagement quality improved
- Time spent with content increased
- Conversion behavior strengthened across campaigns

More importantly, patients expressed confidence in their choice—a critical but often overlooked outcome in oncology marketing.

When patients understand why they're choosing you, conversion becomes a byproduct of trust.