

Survivors raising their voices for good

Voices of MammoSite is evangelist marketing: a national, volunteer-based, ambassador program supporting a unique breast conservation therapy for breast cancer patients. MammoSite 5-Day Targeted Radiation Therapy is a short-duration alternative to the challenges presented by typical therapy (lumpectomy, then 6-8 weeks of whole breast radiation), and to the physical/emotional trauma of mastectomy.

The Challenge:

In 2007 roughly 126,000 women were clinically eligible to receive MammoSite therapy to fight their breast cancers. In light of an ever increasing competitive environment we are unable to disclose the number of women treated on an annual basis. Recent studies indicate that approximately 40% of women diagnosed with early stage breast cancer undergo mastectomy.

The Concept:

Promote MammoSite therapy to patients and physicians through the powerful voices of women who received it - and were delighted with their choice. Arm these volunteers with information. Connect them with women facing similar treatment decisions. Showcase them to physicians. But, mostly, let them be themselves, tell their stories, share their experiences, and serve as credible, authentic, public advocates of this treatment.

Key Elements:

This program has many moving parts:

- Recruitment campaign to identify volunteers
- Website (www.VoicesofMammoSite.com) functioning as information resource, community center, showcase for stories/videos and mechanism linking volunteers with patients
- Support tools including literature, business cards, a community outreach video, posters and website promo cards, even Get Your Mammogram birthday cards to send to friends
- Physician communications
- Internet advertising
- National PR
- Communications to volunteers, including e-newsletters and telegatherings

Results:

Launched March 30, 2007, the program now features over 100 volunteers from 30+ states with new volunteers joining monthly. In WOMMA terms, propensity

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and credibility are high. Volunteers are giving talks, participating in walks, blogging, distributing literature, sending Mammogram reminders. Doctors refer patients to the website where one of four reads volunteer stories or videos. Contact requests and website visits are increasing every month.

Client: Hologic

Agency: Diccicco Battista Communications

Budget: \$1.3m

Date of Campaign: March 30, 2007 forward

Case Study URL: www.voicesofmammosite.com