

Improving care and expanding options: **Online advocacy**

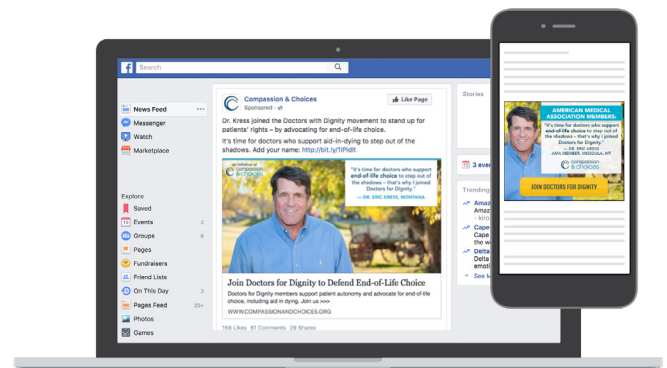
Challenge

Compassion & Choices, an advocacy organization working to authorize medical aid in dying in all 50 states, wanted to increase its membership within the medical community – specifically, among doctors. Through research and personal outreach, they knew doctors were likely to support their mission, but they didn't know how to reach them efficiently.

Our approach

Compassion & Choices came to Rising Tide Interactive to craft an advertising plan to get doctors to sign up as members of their Doctors for Dignity program. We took a two-pronged approach: targeting conferences where doctors were likely to be, and targeting doctors through social channels using their self-reported professional data.

We geofenced an American Medical Association conference - drawing a digital "fence" around the hotel where the conference was held, and serving ads to any mobile device within that fence during the event. Because AMA conferences only happened a few days a year, we supplemented the geofencing with evergreen professional targeting on social channels, serving ads to anyone who listed "doctor" as their profession.



Results

Through our ads program, the Doctors with Dignity program **grew by over 50%** in less than a year.

