



DRIVING BRAND PREFERENCE THROUGH CUSTOMER EXPERIENCE (CX)

PHILIPS PATH TO HEALTH PROGRAM

WILLIAMS & HELDE INC. CASE STUDY

PHILIPS PATH TO HEALTH SYSTEM



Dental professionals want to do more than just improve their patients' teeth with treatments and product recommendations. Their mission is to improve overall health. This is the driving force behind the Philips Path to Health program – a collection of tools dental professionals can use to make patients healthier.

For over 20 years, we've worked with Philips Oral Healthcare to engage dental professionals, propelling Philips Sonicare to be the #1 most recommended power toothbrush brand among them worldwide. When it comes to oral health care, dentists' and hygienists' recommendations to patients are invaluable.

As an agency, our understanding of health care marketing dynamics and our focus on building brand value versus just clicks and likes made us the perfect partner to help Philips bring Path to Health to life and to market.



DENTAL PROFESSIONALS ARE A DIFFERENT AUDIENCE

Our conversations with dental professionals reiterated the gap between giving advice in the chair and ensuring that patients followed through at home. Even if patients understood their guidance, they still needed to follow through and stick with it until the next appointment. Dental professionals needed to convey all that information in a sliver of time.

We determined that practices needed a holistic experience that successfully guided patients and dental professionals to have effective conversations. We called it the Path to Health. Not simply an advertising idea, but an idea worth advertising.



ADDING VALUE VS. ADDITIONAL NOISE

A consumer experience isn't a series of "touch points"—it's a complete philosophy that offers insights, encouragement and guidance. Even if dental professionals couldn't precisely articulate what they wanted, this is what they needed, and what would help elevate Philips to be their preferred brand when working with patients and making recommendations.

We started there, with a vision that didn't need to fit into a specific shape. From that concept, Path to Health grew into a system that would push Philips beyond a manufacturer of oral care products and into a true partner in improving patients' oral care.



CHANGE LEADS TO CHANGE

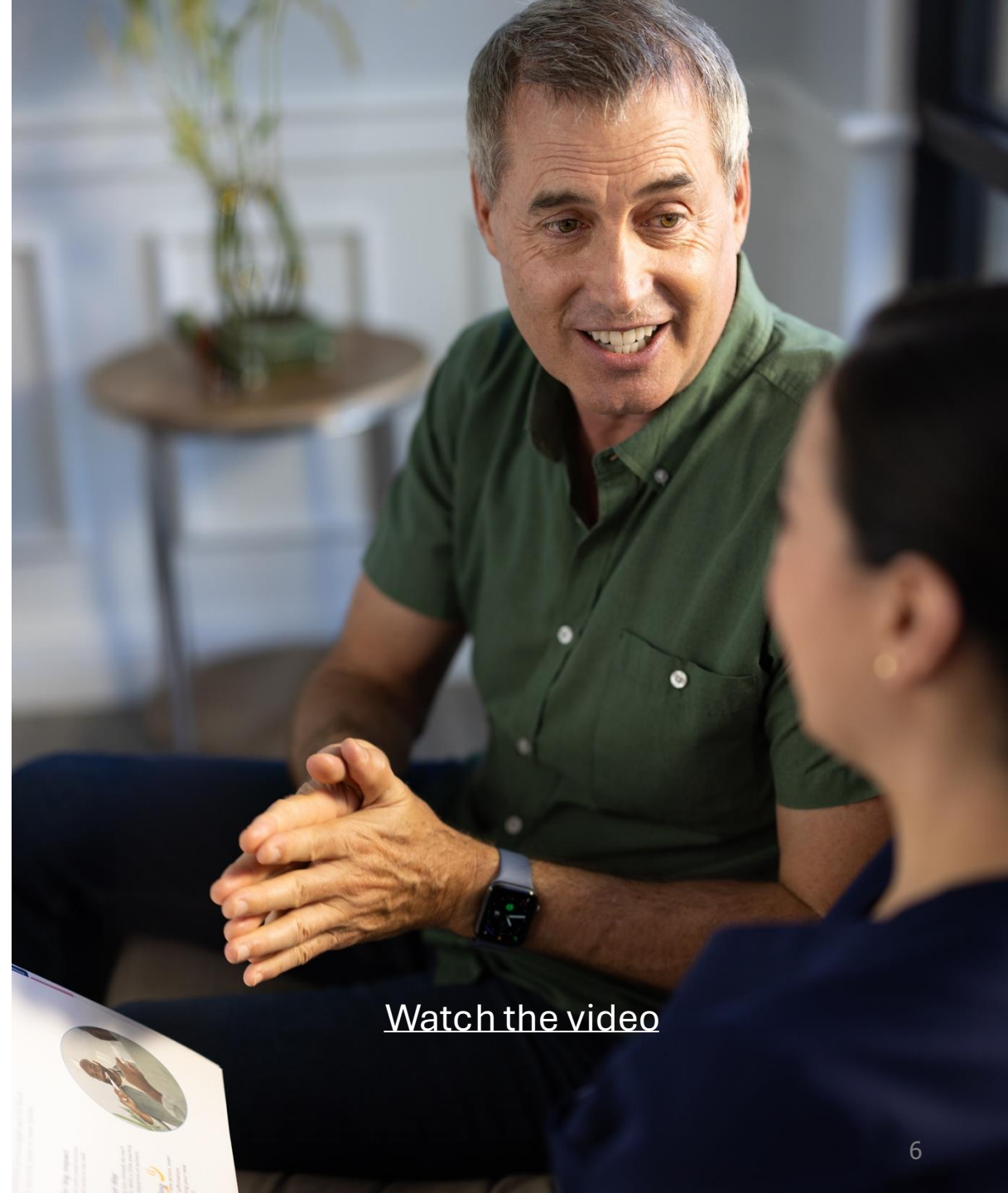
To introduce dental professionals to this system, we looked to one of our inspirations. BJ Fogg, PhD, is a behavior scientist, bestselling author and Philips key opinion leader. We worked with him not only to develop a series of practice materials, but to present them to the world in a video alongside a dental hygienist discussing patient behavior change.

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We worked with Dr. Fogg to hear firsthand how his behavioral research would impact patients and dental professionals together. Sharing his breakthrough methods popularized in *Tiny Habits*, he explained how the right attitude toward habit building can make a lasting impact.

"Once people change one thing and they feel successful, it opens them up to other types of changes, in this case creating other types of habits. Change leads to change."

—BJ Fogg, PhD

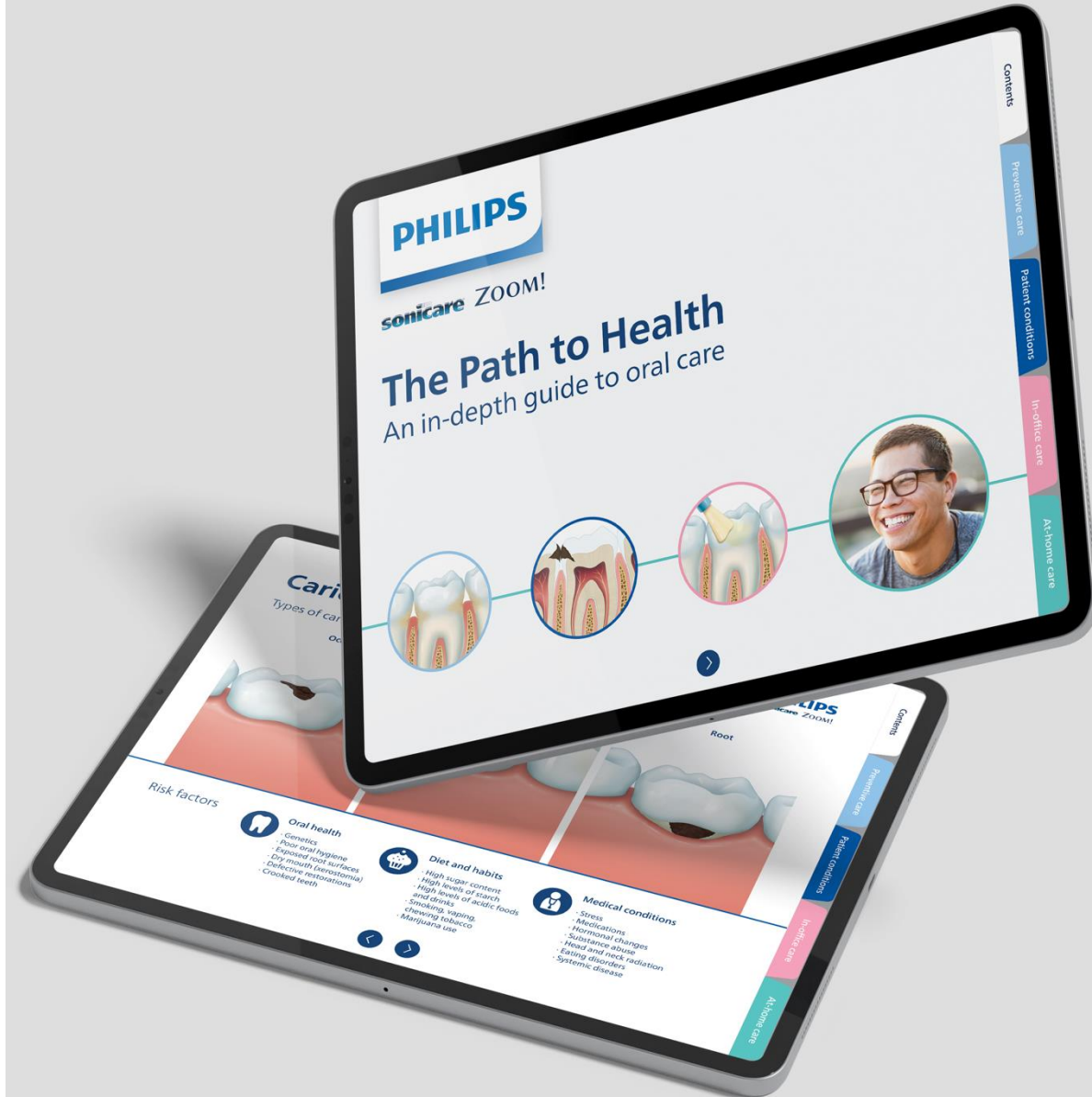


[Watch the video](#)

A PARTNER IN PRACTICE

The central focus of Path to Health is the chairside guide, a 38-page print and digital publication designed for dental professionals to use with patients in the chair. Designed with detailed visuals and bite-size captions (pun not intended), it bridges the gap between dental professionals and patients to help them get on the same page about oral care.

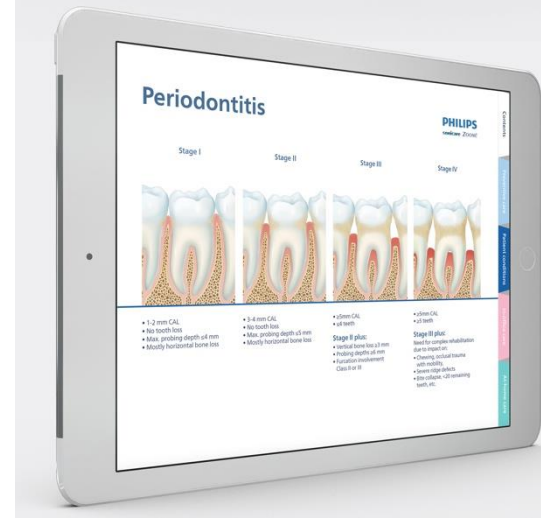
We identified the most useful conversation topics and structured the guide accordingly. Dental offices can request a print copy through their sales rep or download a digital version from the Philips website. When they do, educational patient conversations are always made easier and more impactful.



PART OF A COMPREHENSIVE SET OF TOOLS

The full Path to Health system speaks directly to the need in dental practices to help patients better understand their conditions and improve their overall health. Unconstrained by a traditional marketing campaign, it also includes an introductory video, suite of in-practice materials, social presence, sales relationship materials and more.

This creates a customer experience that grows Philips' brand preference and helps dental professionals guide patients along the Path to Health.



MAKING HEALTH HABITS STICK AT HOME

But the Path to Health experience doesn't begin and end in the dentist's office. We also fleshed out a collection of materials to help patients follow through and build healthy oral care habits at home, including a pre-appointment questionnaire, healthy habits notecard, patient condition brochures and more.



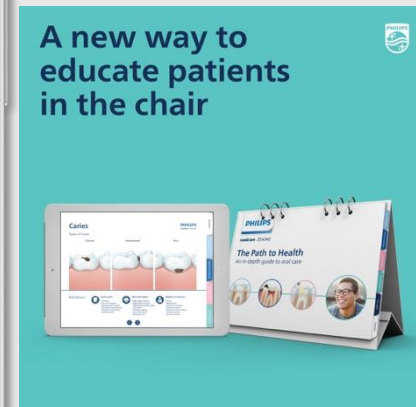
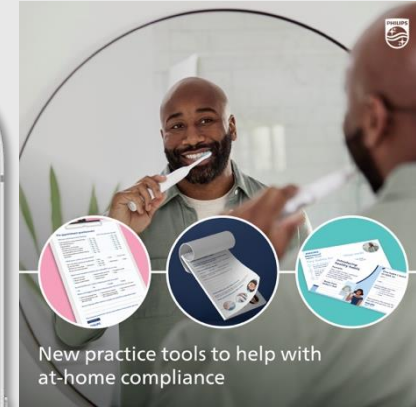
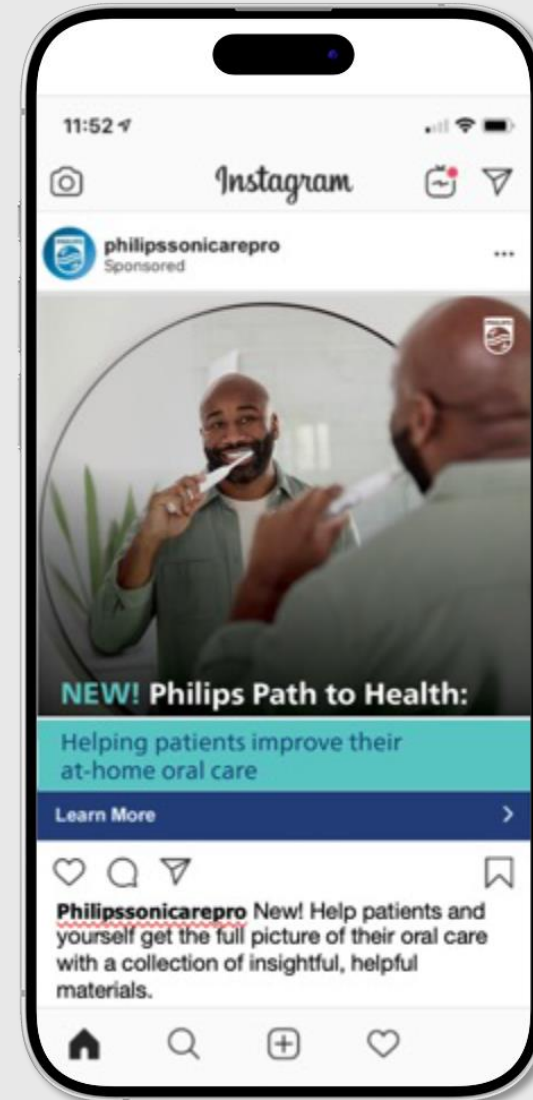
GETTING THE WORD OUT

The next step on the Path to Health was making sure dental professionals know about the system. To achieve this, we developed a social campaign for Meta and LinkedIn targeting members of the oral care industry and drawing them through the marketing funnel. These ads highlighted different benefits of the system, from supporting employees in the practice to specifically addressing different oral care conditions.

Each stage of the funnel invited dental professionals to go deeper and learn more about Path to Health. After interacting with a particular step on the journey, viewers would be shown the next stage, ultimately downloading the digital materials or requesting physical copies from their Philips sales representative.



Social



THE RESULTS

(in the first 6 months)

400%

increase in Philips Sonicare recommendations

40,000

physical in-office toolkits issued

38%

adoption by dental practices

#1 globally

recommended sonic toothbrush by dental professionals



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