

# HOW CARE2 HELPED AMERICAN MEDICAL ASSOCIATION GROW A BASE OF ACTIVISTS

## THE CHALLENGE



The American Medical Association (AMA) has been at the forefront of advocating for patients and physicians for over 160 years. Producing powerful legislative impact for the betterment of public health year-over-year requires a base of activists AMA can reliably count on. But success also hinges on how quickly AMA can grow its base of activists at a moment's notice. Conveying medical issues to physicians is one thing, but it's quite another to engage the general population. And more difficult still to keep them engaged over time.

## THE STRATEGY

AMA turned to Care2. And that partnership, now over 10 years strong, has resulted in successes including more than 66,000 new AMA advocates recruited in a single week, and many more constituent letters delivered directly to Congress. Through succinct, emotive messaging focused on citizen-empowerment, quickly scalable petition-based campaigns were regularly launched into key demographics. This custom-calibrated acquisition approach for AMA reliably adds new supporters into their communication stream that go on to consistently outperform those from other sources.

## THE RESULTS

In a recent campaign, "Tell Congress: Pull Back the Curtain on Drug Pricing," Care2 quickly recruited new supporters ready for long-term engagement.



Care2 recruited 66,684 signatures for AMA in just one week



5% click through rate to share their story on the AMA website



email open rates higher than from all other sources of new activists

# AMA'S CUSTOM NEXT ACTION PAGE

care2 PETITIONS

## Tell Congress: Pull Back the Curtain on Drug Pricing

by: [AMA Patients Action Network](#)  
recipient: U.S. Congress

Patients Action NETWORK

66,688 SUPPORTERS 70,000 GOAL

After new supporters signed the petition, long-term engagement was enhanced with a custom next action page thanking them for taking action and asking them to share their story.

The end result was a seamless user flow into the AMA site.

## Share your personal story with us!

Have you been using a prescription medication that suddenly began to cost more? You are not alone! The cost of prescription medication increases year after year due to an opaque system that prioritizes company profits over patient health. This system creates unnecessary barriers, puts treatment out of reach and worsens public health.

How are volatile drug prices impacting you and your loved ones? The American Medical Association wants to hear your story!

Please let us know if prescription medication pricing has impacted you or your family's health care. We are looking for stories to highlight and draw attention to this issue that is impacting the health of so many Americans.

Share your story

Skip for now ➔

Patients Action NETWORK