

# Make every healthcare message count.

Healthcare creative needs to attract attention, communicate clearly and support an appropriate next step. Use these practical principles when briefing, creating or reviewing campaign materials for patients, carers and healthcare professionals (HCPs).

## 1 Start with the context.

### Know the audience

Consider what people may already understand, how they might be feeling and what could help or prevent them from acting.

### Design for the setting

GP surgeries, hospitals and pharmacies each create a different mindset and viewing experience.

### Choose one objective

Decide what the audience should understand, feel or do, then make that outcome central to the creative.

## 2 Make it easy to engage.

### Create a clear hierarchy

Lead with one focused message and guide people through the information in the right order.

### Use accessible language

Keep it familiar, concise and respectful. Explain terms the audience may not understand.

### Design inclusively

Use legible type, strong contrast, sufficient spacing and imagery that represents people authentically.

### Present evidence responsibly

Check the wording, source and context of claims and statistics, and obtain all appropriate approvals.

### Make the next step clear

Tell people exactly what to do, whether that's scanning a QR code, seeking support or speaking to a healthcare professional.

## 3 Adapt to the format.

### Digital screens

One message, understood within seconds.

### Posters

Strong headline, immediate visual and obvious action.

### Leaflets

Clear sections that are easy to navigate and revisit.

### Education packs

Credible, practical information that HCPs can scan quickly

### Email and online adverts

Channel-specific creative with a clear reason to continue.

## Before you approve it.

Is the audience clear? Does it work in the intended setting and final format? Is it accessible, inclusive and sensitive? Are all claims approved? Is the next step obvious?

## Need creative support?

IDS Media combines insight into healthcare audiences and placements with specialist creative support from Wrapped Agency. Together, we create clear, accessible campaign materials shaped around the audience, the environment and the action you want to inspire.

DISCUSS YOUR CAMPAIGN

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