

Alberta Doctors' Digest

The next chapter of Informed Reform

Alberta's physicians are trusted to bring solutions to the problems facing our health care system, and the public is listening.

The Alberta Medical Association (AMA) is proud to share the latest results from [Informed Reform](#) Phase II, the next stage of our multi-channel awareness campaign designed to strengthen public understanding of the vital role physicians play in our health system.

Since June, the campaign surged across digital platforms, reaching millions of Albertans and reinforcing our commitment to physician leadership, accountability and reform.

Meaningful momentum: By the numbers

Since launch in early June, Phase II of the Informed Reform campaign has expanded AMA's digital visibility and grown public trust for Alberta's physicians, creating a strong platform for the fall season. Several initiatives will continue driving awareness and engagement in the weeks ahead.

Here's a snapshot of our key results to date:

- Roughly one-in-three Albertans saw our content on Facebook, often multiple times with 1.6 million users on Meta and over 6.6 million impressions across StackAdapt, Meta, and YouTube combined.
- We generated 180,000+ clicks to the Informed Reform website, with YouTube leading performance at 137,000
- StackAdapt delivered impressive results across streaming services, including 1,045,000 views of the Trusted to Lead video with a 98.5% completion rate, plus 1.4 million impressions of static creative delivered to audiences who had seen the TV commercial. Combined, this represents 2.4 million touchpoints reinforcing our campaign.
- Beyond digital, our TRUST billboards and bus shelter ads ran across Calgary, Edmonton, and other target communities from late July to mid-August.
- Our live polling banner, added in August, drew 1,500+ votes with 72% agreeing physicians should help lead health care reform.

Since its relaunch, Informed Reform Phase II has delivered over 2.9 million impressions through digital channels including Meta (Facebook and Instagram), YouTube and

StackAdapt. These numbers reflect not only reach but retention – Albertans are seeing the content multiple times, helping boost recognition and encouraging action.

- Facebook: More than 790,000 unique users were reached during the reporting period, most of whom were exposed to the ads multiple times.
- Website engagement: Over 100,000 clicks were driven to the Informed Reform microsite from Meta and YouTube combined, marking strong public curiosity and engagement.
- YouTube: Delivered a remarkable 84,000+ clicks on a \$13,227.00 media spend, outperforming standard industry benchmarks in both cost-efficiency and reach.
- StackAdapt continues to deliver strategic touchpoints through TV and display advertising:
- Samsung TV+: AMA's "Trusted to Lead" video aired over 505,000 times and achieved a 98.66% completion rate, demonstrating deep viewer retention.
- Static creative designed for desktop and mobile devices added another 648,000+ impressions for a total of 1.1 million touchpoints via StackAdapt alone.

Extending our reach: The TRUST. Out-of-Home campaign

Digital isn't the only place Albertans are seeing our message. In late July, the AMA launched the TRUST. out-of-home advertising campaign across Calgary and Edmonton. Digital billboards are now live in high-traffic corridors with traditional print billboards and transit shelter signs rolling out across multiple cities and communities in the coming weeks. Each installation will run on a four-week cycle through mid- and late-August, ensuring broad exposure and consistent messaging.

Microsite enhancements: Driving deeper engagement

The Informed Reform microsite continues to evolve. Recent improvements are leading to longer site visits and deeper scroll engagement. To further build retention and conversion, updates are being designed to build on momentum, ensuring that our digital infrastructure supports not just information but mobilization.

1. The microsite recorded 140,000 active sessions since Phase II launch, with users spending an average of three minutes and nine seconds on the website per visit.
2. Roughly 90% of all website sessions were new users, showing that our campaign reached mostly fresh eyes. We will continue refining the website with new calls to action and will introduce the upcoming Informed Reform Profiles..

Patient voices: A community-driven narrative

The campaign includes a new storytelling initiative: third-party patient stories. This effort aims to spotlight real patient experiences and draw attention to the critical need for sustained and thoughtful health reform.

- In just seven days, our call for submissions reached nearly 100,000 Facebook users in Calgary.
- Our ads were viewed 222,000+ times and received 1,586 clicks.
- Since launch, 26 patient stories have been submitted and are now under review for inclusion in future campaign content.

These stories humanize the policy conversation and bring depth, nuance and urgency to the public dialogue.

Looking ahead: Reaching rural communities

As the campaign moves forward, AMA is preparing to expand outreach through rurally targeted channels with these upcoming additions:

- Print ads and newspaper wraps through outlets like BlackPress and Glacier Media.
- Content tailored to rural audiences and communities where traditional print media remains a primary source of information.

This expansion reflects AMA's continued commitment to equity in awareness, making sure every Albertan has access to transparent information regardless of location.

Building a movement

The Informed Reform campaign is more than advertising – it's building a movement. Every impression, every click and every shared story help reinforce the essential role physicians play in leading reform and protecting the health of Albertans.

We're grateful for the continued support of AMA members and look forward to sharing more progress in the weeks ahead.