**Cleveland Clinic**

Cleveland Clinic is dedicated to its core value of putting “Patients First.” The clinic wanted every one of its 40,000 employees (who it calls “caregivers”) to fully embrace this value, and so its in-house media production team and Patient Experience office created a video entitled “Empathy: The Human Connection to Patient Care.”

This three-minute video was distributed internally and set out to pose the question, “If you could stand in someone else’s shoes, would you treat them differently?” This was achieved through a series of emotional vignettes exploring the stories of a varied set of characters including a family with a 19-year-old son on life support, a woman who has just received a devastating diagnosis, and a young girl who is visiting her father for the final time.

This [powerful video](https://marketinginsidergroup.com/content-marketing/use-video-marketing-to-tell-your-brand-story/) was certainly successful in its mission to express the power of empathy and how if you stand in someone else’s shoes, you will treat them how they deserve to be treated.

While the video was originally intended for internal content marketing purposes only, the content marketing team quickly realized the potential value of releasing it publicly. They posted it across several social media channels and on Cleveland Clinic’s own blog, [Health Essentials](https://health.clevelandclinic.org/).

Just as it achieved amazing success internally, the video went viral and was widely shared and circulated in healthcare circles and beyond. It has since amassed a total of four million views on YouTube alone.

The Health Essentials blog also achieved massive growth and is now the most visited hospital blog in the US, with over six million people visiting it each month. The blog sets out to answer a wide range of health questions including “Is there really such a thing as a ‘broken heart’”, and “What does the color of your urine say about you?”

The content marketing team, headed up by Amanda Todorovich carries out a strategy that includes in-depth audience research and data analysis to optimize their content right down to the choice of words such as “urine” or “pee”!

The Cleveland Clinic blog is a great example of why knowing your audience and their needs is critical to content marketing success. The blog now generates enough income to cover the costs of their content production and to support the brand’s mission of providing top-quality care and education.