

How one healthcare group became a gateway to better care by growing its YouTube audience by 596%

[RS Premier](#) is a leading private healthcare provider in Asia, with three award-winning hospitals in Indonesia. As an early adopter of YouTube, RS Premier utilized the platform to share authoritative health information, aiming to empower people to lead healthier lives.

Ultimately, RS Premier wanted its YouTube channel to be the gateway to better care and help improve digital health literacy for people across Asia. To do this, they needed to increase awareness of their channel in a way that continued to build trust with audiences.

Having seen major success with their social media presence in 2022, the leadership team mobilized a marketing department that would build a content and engagement strategy to help expand their hospital's reach on YouTube. They experimented with content styles, an uploading cadence, and different formats, and constantly interacted with their community.

Percent increase across three channels*

+ 869%

Views

+ 841%

Watch hours

+ 605%

Subscribers

+ 9636%

Impressions

+ 106%

Comments added

+ 26%

Videos uploaded

In 2017, RS Premier expanded from two localized YouTube channels in [Bintaro](#) and [Jatinegara](#), to **three channels** including [Surabaya](#). Then, the team **increased their total subscribers by 605%, boosted total views and watch hours by nearly 841%, and uploaded 792 total videos** across all three channels in 2022. See how they got there.

Experiment with topic, style, and cadence to see what resonates

The RS Premier leadership team saw the benefits of investing in YouTube to generate tangible business results early on. So, they put time and resources into establishing a production studio for each hospital, and engaging a marketing task force who would focus on the best ways to improve digital health literacy.

Leadership recognized that creating fresh and relevant content would help attract and retain viewers, so they allowed the marketing team to experiment with topics, styles, and upload schedules to discover what would have the greatest impact on audiences.

The RS Premier team regularly brainstormed content ideas and tested a mix of different video styles, from more serious and educational videos around heart disease, to light, trending ones like the [Covid19 Q&A podcast](#).

To ensure content was accurate and trustworthy, they assembled a team of doctors to research sensitive topics and fact-check rapidly changing information to help debunk health misinformation.

They discovered that combining both topics in different styles was a highly effective strategy, keeping their channel fresh and relevant while maintaining an authoritative voice.



[Ngopi Dulu](#) is a funny, entertaining health talk show.



[Info Sehat](#) is an educational series covering common health topics.

The RS Premier Bintaro channel strikes a balance between education and entertainment to build trust and engage viewers in different ways.

As a result, the team created a ten-segment content program similar to a TV channel. It balanced straightforward, educational segments with more casual, entertaining ones. For example, the talk show segment, [Ngopi Dulu](#), put a funny and entertaining spin on health information and [Info Sehat](#) featured RS Premier doctors simplifying complex health topics into short videos.

They also created a talk show segment called [Obras Kak Oge](#), inviting feedback from doctors and patients to inspire new content ideas and important topics to cover.

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The RS Premier team also tested different uploading cadences and used trends like World Health Day and other viral topics to inform their content calendar. Simultaneously, they regularly monitored analytics to see what was working and what wasn't, making changes accordingly, brainstorming new ideas, and cycling out old segments for new ones.

Test different formats to connect in more ways

People engage with YouTube content and learn in various ways, so in addition to experimenting with different topics and styles the RS Premier team wanted to trial different formats. As with topic and cadence, they learned that variety was the key to reaching a broader audience, so they opted for a multi-format strategy.

YouTube Shorts became an integral part of this method, and RS Premier began regularly sharing succinct healthcare tips, information, and fun lifestyle videos. The impact was huge – their Shorts brought in more viewers than their long-form videos, and as a result, YouTube recommended their channel to more people watching health content. This led to a huge increase in subscribers, who ultimately discovered the channel on the Shorts feed.

The team also knew it was critical to keep up with VODs (videos on demand). They focused on talk show segments for these long-form pieces, sharing in-depth information and analysis of specific healthcare topics. They also live streamed special occasions, such as new service launches and talk shows with special guests, which helped drive authentic community engagement.

Engage with audiences in comments and live chats

Interacting with viewers is an impactful way to build trust and connection with people. So, the marketing team made it their mission to try to reply to all of their video comments, regardless of how many there were – even when their [video addressing COVID-19](#) first reached over 2M views and 2K comments.



RS Premier did their best to reply to every comment left on the [COVID OMICRON, BAHAYA BANGET???](#) video.

Since many viewers had questions about health, RS Premier treated engaging with viewers as seriously as they would in face-to-face consultations. The comments section became the perfect place for doctors to connect directly with people and address their concerns immediately, and they encouraged viewers to ask questions and participate in the live chat during live streams. The Community tab also provided additional participation opportunities, as the team shared updates and kept subscribers informed on new events.

The more the team interacted with viewers, the more encouraged viewers felt to ask questions. **As a result, viewers left a whopping 18,131 comments on RS Premier videos and live streams over the last two years.**

What's next for RS Premier?

Looking to the future, RS Premier aims to continue growing their performance on YouTube by monitoring feedback via analytics, experimenting with fresh new segments, and expanding programming beyond health topics. They want to create more content that fosters deep connections between viewers and doctors through day-in-the-life videos and behind-the-scenes footage.

How you can make a real-world impact like RS Premier

RS Premier has experienced the impact of their channel growth first-hand, seeing an influx of patients visiting their hospitals after discovering their YouTube videos. And while we know there's no one-size-fits-all growth strategy, the RS Premier team demonstrated how powerful it is to invest in content experimentation and audience engagement. Here are some ideas to help you drive channel growth and boost your presence on and offline:

- 1 Show leadership the value of YouTube** so they invest in the right resources – YouTube can be a powerful tool to help drive growth for your hospital when it's embraced throughout the whole organization.
- 2 Experiment with content styles and formats** to reach a broader audience, build trust with the community, and help combat misinformation in creative ways.
- 3 Interact with your audience** in comments and live chats to connect more deeply with viewers and ensure your content meets their needs.