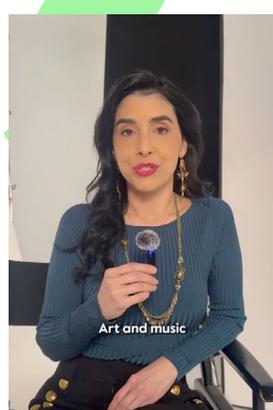
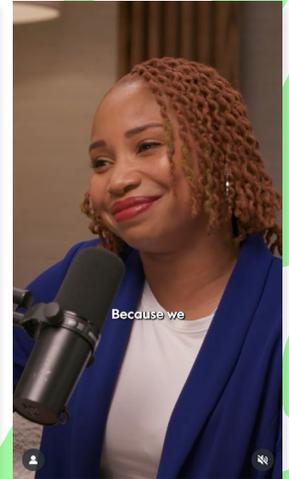
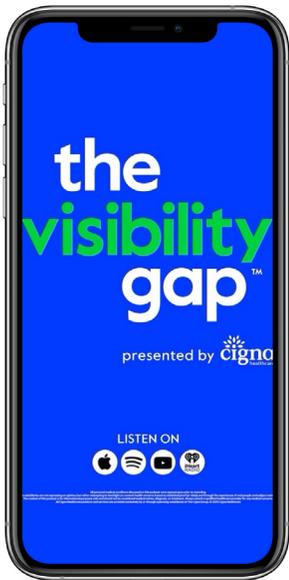


The Visibility Gap: A Podcast Series Highlighting the Hidden Challenges in Women's Health



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Content Overview

The Visibility Gap is a podcast that explores hidden or unrecognized health challenges: conditions and experiences that often go unseen, unaddressed, or misunderstood, yet have a significant impact on people's lives and wellbeing.

Season 1, hosted by actress, author, and autism advocate Holly Robinson Peete, focused on the invisible challenges employees experience in the workplace that also impact their day-to-day lives. Episodes explored themes such as burnout, the pressures facing working parents, and the health effects of bias and exclusion.

Season 2, hosted by physician, author, and television correspondent Dr. Jen Ashton, shifted focus to women's health — highlighting issues that are frequently dismissed or misdiagnosed. Topics included maternal mortality, infertility, chronic pain, menopause, and heart disease — the leading cause of death among women. Each episode combined firsthand stories from women affected by systemic gaps in care with insights from medical experts, public health leaders, and advocates.

The broader campaign supporting the podcast took a content-first approach, developing tailored assets across multiple channels, including addressable media, display, radio, and social. On social media, short-form video clips were created to match platform behaviors and preferences, featuring standout quotes, behind-the-scenes moments, and educational soundbites, all framed within an accessible, consistent design system. Bonus video content from each episode was designed to invite conversation and connection, reinforcing the podcast's core mission: amplifying underrepresented voices and fostering a more informed, empathetic understanding of health.

Objectives

- Shift Favorability and Consideration of Key Audience (HR Decision Makers)
- Drive Engagement with a Captivating Podcast and Robust Content Engine
- Leverage Credible Voices to Extend Reach and Increase Validity

Strategy & Execution

The Visibility Gap is distributed as both a video and audio podcast. The set design emphasizes comfort and relatability, creating a space where guests can speak candidly about difficult topics.

Cigna Healthcare's Instagram page serves as the primary promotional channel. Short video clips from each episode were posted to drive traffic and engagement, along with candid behind-the-scenes moments from the set. Clips and promo shorts are also cross-posted on Cigna Healthcare's Facebook and LinkedIn pages.

Team Recognition



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