

Heart Health Assessment Completions Drove \$14M in Revenue for Advocate Health Care

The Advocate Health care marketing team achieved significant growth in related service line revenue by executing a strategic plan to leverage Medicom Health Assessments across a variety of marketing channels.

CLIENT

A community-based hospital in rural Iowa was losing the fight to keep patients local for specialty heart care. They had created branding and awareness campaigns over the years, for both the system and service line, but with little increase in patient volumes.

The belief that better care was only found in larger cities was prevalent. After having the Heart Health HRA implemented for over one year, the system decided to ramp up its focus on the tool as the call-to-action for a larger campaign.

CHALLENGE

Advocate Health Care was looking for a method to engage consumers who were at high risk of developing cardiovascular disease (CVD). The goal was to provide consumers with the right information at the right time, which had been a challenge because of diverse demographics and different consumer needs. Advocate Health Care chose our Heart Health Assessment to assist in achieving their goals.

APPROACH

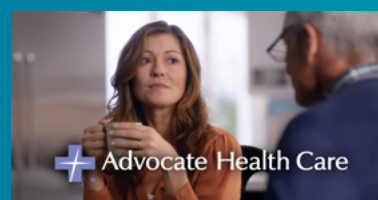
Advocate chose a powerful call to action – if an individual who completes the Heart Health Profiler is categorized as high risk, they can see a cardiologist within 24 hours. The campaign included high impact commercials and attention grabbing creative. The heart assessment was promoted through traditional and digital media, including:

“Whether you’re a big, medium, or small healthcare organization, this is something that everyone needs to integrate into their marketing strategy.”

– Christine Priester
VP of Marketing
Advocate Health Care

TACTICS

- ▶ **Social Media**
- ▶ **Billboards**
- ▶ **Print (Direct mail, newspaper)**
- ▶ **TV commercials**
- ▶ **Community events**
- ▶ **Landing page (iHeartAdvocate.com)**



245

Cardiovascular

204

Physician Visits

1,011

Imaging/Radiology

270

Urgent/ER/Critical Care

138

GI/Gastroenterology

385

Surgical Procedures

6,412

Unique Completions

2,430

Had an Encounter

\$14.4M

Total Charges



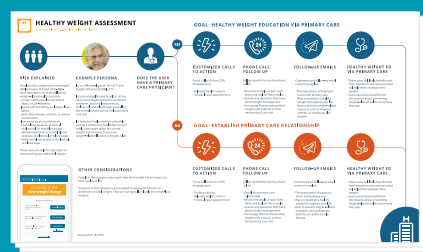
\$5,924

Avg. per Patient

CALLS-TO-ACTION (CTAS)

Each HRA results screen includes 2 customizable links that can be tailored by risk level, and whether or not a user has a primary care provider. Advocate Health Care made sure they were compelling.

FOLLOW-UP GUIDES



These guides help our clients craft appropriate, yet revenue-centric CTAs and nurturing for every risk result, based on accepted science.

WE CAN HELP

We are only successful if you are! Lean on us to help you achieve these kinds of results. We're always available with tips and support.



About Medicom Health

Medicom Health provides online evidence-based personal health assessments designed to help hospitals and health care systems meet patient acquisition, consumer engagement, and revenue goals. The platform allows clients to collect consumer-provided health data, stratify and analyze data, and connect with at-risk consumers through automated emails and promotional services.