

Greenville Health System (GHS)

Success With Innovative Digital Strategy

BACKGROUND

Greenville Health System (GHS) — the largest (1,358-bed), not-for-profit academic healthcare delivery system in South Carolina. GHS offers patients an innovative network of clinical integration, expertise and technologies through its eight medical campuses, tertiary medical center, research and education facilities, community hospitals, physician practices and numerous specialty services throughout the Upstate. GHS is also home to the University of South Carolina School of Medicine Greenville.

CHALLENGE

The mission of the Heart and Vascular Institute of Greenville Health System is to provide the highest quality, most efficient cardiovascular care for patients. In addition to increasing patient volumes for the heart service line, GHS wanted a cost-effective way of collecting consumer information to qualify prospective patients for the heart service line and refer unqualified patients to primary care practices. The marketing team was tasked with:

1. Increasing patient volumes into the heart service line
2. Refining the process to qualify prospects for cardiology appointments
3. Improving patient referrals into primary care practices

GHS chose the **Medicom Health Heart Assessment** to assist with achieving their growth goals.

APPROACH

GHS used a variety of methods to promote the heart health assessment. The focal point of their digital strategy was the “Love Life” campaign, featuring a dedicated landing page for the profiler (www.ghs.org/lovelife). In addition to linking to the HRA, the landing page also provided resources for finding and connecting with primary care providers and healthy living information.

GHS launched an email campaign shortly before Valentine’s Day. An email was sent to insured consumers aged 40+ with an invitation for them to learn about their heart health. The messaging had a Valentine’s Day theme and encouraged readers to take the online heart health assessment. As an incentive, a first aid kit was offered to consumers who completed the HRA before Valentine’s Day.

In just 5 days, 721 individuals completed the profiler. Of those, 20% were at high or very high risk of developing cardiovascular disease.

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Twenty-five percent of consumers had a high or very high risk of developing cardiovascular disease in the next 10 years.

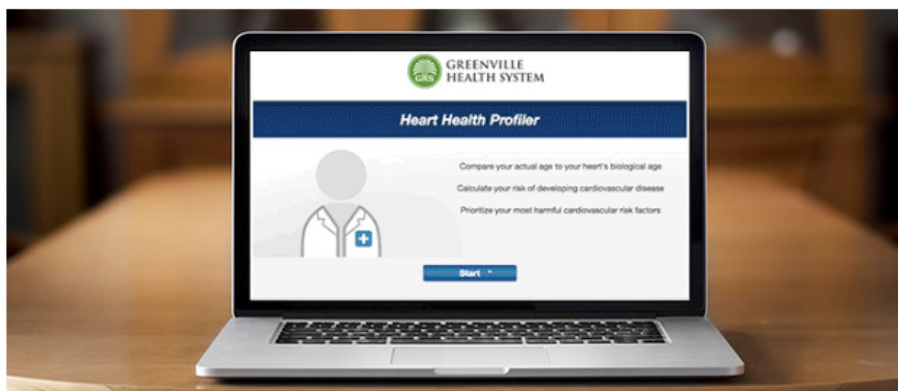


Forty-two percent of consumers provided their contact information.



RESULTS

Building a strategy around the heart health profiler yielded terrific results for GHS:



1,609

Consumers completed the profiler



237

Patients received treatment



\$2.76M

million in charges

About Medicom Health

Medicom Health provides online, evidence-based health assessments and trackers designed to help clients meet consumer engagement, patient acquisition, and revenue goals.

Our platform allows leading health systems to collect consumer provide health data, stratify users, and connect with at-risk consumers through tailored email and integrations with marketing and clinical workflow.



For more information, contact:

(800) 971-0785

www.medicomhealth.com

Health Risk Assessments

Cardiovascular

- ▶ Heart Health
- ▶ Stroke
- ▶ PAD

Oncology

- ▶ Breast Cancer
- ▶ Prostate Cancer
- ▶ Colorectal Cancer
- ▶ Lung Cancer

Orthopedics

- ▶ Knee & Hip
- ▶ Back & Neck Pain

Weight Management

- ▶ Weight-Loss Surgery
- ▶ Healthy Weight-Range

Pulmonology

- ▶ Sleep Apnea

Behavioral Health

- ▶ Depression
- ▶ Anxiety & Stress

Internal Medicine

- ▶ Diabetes
- ▶ Acid Reflux
- ▶ Bladder Control