

CASE STUDY: *Effective Single-method Marketing and Follow Up*

PROBLEM

Inova Health System was in the middle of a complete overhaul of its heart and vascular website, and was in need of a focal point to engage and capture users.

SOLUTION

Inova, known for its cutting-edge digital efforts in marketing, licensed the EVALIA® Heart Health Profiler in September of 2011, and has since also licensed the EVALIA Stroke Risk Profiler, the Diabetes Risk Profiler, and the Breast Cancer Risk Profiler.

MARKETING

- Pay-per-click campaign
- Social media channels

FOLLOW-UP

- A call center contacts at-risk users to encourage appointments.

ROI

During the first four months of this year:

- 133 of the users who completed the assessment had a follow-up encounter with Inova.
- Of those, 15 were new patients
- 28 of the users were seen for cardiovascular needs and the remainder by other service lines.

After 12 months:

- 38 heart surgery procedures had been performed on assessment users

TESTIMONIAL

"The EVALIA Heart Health Profiler is one of the most valuable additions to our site. Not only is it a great way to build engagement with visitors, but we are now using other forms of marketing/communication to encourage people to complete our heart quiz."

Chris Boyer
Director, Digital Marketing
Inova Health System

ABOUT INOVA HEALTH SYSTEM

- Headquartered in Northern Virginia
- Leading not-for-profit healthcare provider serving more than 1 million people annually