

# Trident Health System

## Consumer Engagement and Heart Health

### BACKGROUND

Trident Health System, located in North Charleston, South Carolina, is a 296-bed facility that services a county of roughly 350,000 people. The hospital provides a comprehensive range of services and specialties including cardiac and vascular, women's and children's health, and emergency services.

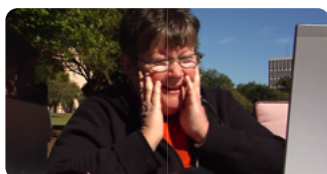
### THE SOLUTION

Trident Medical Center had used traditional marketing to promote heart health within its community. The marketing team was successful but knew that the Internet could provide a means to reach a large and diverse audience. The organization needed a unique, interactive, and fun way to promote heart health and engage consumers with a tool that people would "WANT" to try. It was important for Trident to provide an online platform that was both convenient for consumers and have an intuitive interface that provided accurate, understandable health risk information. The tool also needed to be evidence-based and approved by its physicians.

Trident chose the Medicom Health Heart Health Assessment to accomplish its goals.

### APPROACH

Trident Medical Center built a "man on the street" campaign around the HRA that showcased the light-hearted reactions of real people taking the assessment. The 30-second television spot was developed to increase awareness and drive consumers to the online risk assessment. The call to action emphasized that consumers could learn their heart age in just minutes. In addition to the television spot, direct mail, television, radio, print, outdoor advertising, and community events were employed to promote the heart health assessment.



Trident's "Man on the street" video promotional campaign showing real-world people taking the heart health profiler.

#### SUCCESS OF STUDY



**2,870**  
email contacts



**\$700k+**  
in generated revenue

***"The heart health profiler provides a fun tool that people want to use."***

**- Pam Brock**  
VP of Marketing  
Trident Health

# Trident Health System

## Consumer Engagement and Heart Health

Over **59%** of the Health Risk Assessments were completed via **mobile devices**



### RESULTS

In 15 months of using the online heart assessment, Trident captured:

- ▶ **2,870 email contacts.**
- ▶ **329 of those received treatment at Trident.**
- ▶ **More than \$700,000 in revenue generated from the heart health HRA promotion.**

In addition, the contact information was uploaded into Trident's CRM program, which allowed for consistent email outreach and provided a basis for measuring marketing impact.

The HRA offered a convenient online platform that was educational, private, and provided actionable next-steps. In addition, Trident was able to capture the data needed to follow-up with at-risk consumers, promote their cardiac services, and to connect with their community in a meaningful way.

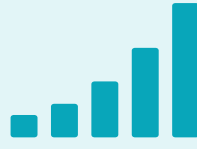
### Heart Health Assessment Performance

  
**2,870**  
email contacts



  
**329** (11%)  
received treatment



  
**\$700k<sup>+</sup>**  
in generated revenue

# 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](http://www.medicomhealth.com)**

## Health Risk Assessments

### Cardiovascular

- ▶ Heart Health
- ▶ Stroke
- ▶ PAD

### Weight Management

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

### Oncology

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

### Pulmonology

- ▶ Sleep Apnea

### Behavioral Health

- ▶ Depression
- ▶ Anxiety & Stress

### Orthopedics

- ▶ Knee & Hip
- ▶ Back & Neck Pain

### Internal Medicine

- ▶ Diabetes
- ▶ Acid Reflux
- ▶ Bladder Control