

CASE STUDY: *Interactive Call to Action*

PROBLEM

Banner Health, a healthcare system that owns or manages 23 different facilities in 7 states, wanted an interactive call to action for its cardiovascular marketing campaign that would engage and educate its current consumers, build connections with potential patients, promote health and prevention, collect user data, and link with their CRM for ROI measurement.

SOLUTION

The client purchased our flagship product, the EVALIA® *Heart Health Profiler*. This client purchased 10 different branded versions of the profiler for its various facilities.

MARKETING

- Radio spots
- Heart patient giveaways: T-shirts with QR code/URL for the assessment
- E-newsletter to 36,000 employees
- Banner ads on localized pages and pay per click
- Addition of a *Take Our Heart Age Test* call to action to an existing CRM direct mail campaign
- Health events where users' personal summary reports were saved on thumb drives with directions for printing later.
 - *Heart Walk* (200 completions)
 - *Go Red for Women Luncheon* (75 completions)

FOLLOW-UP

Follow-up procedures included an e-mail and monthly e-newsletter to all users and a follow-up letter to users with high or moderate-high CVD risk.

ROI

In the first 13 months the profiler generated:

- 12,083 completed uses
- 1,732 inpatient cases
- 233 heart patients
- 554 cardiologist referrals

ABOUT BANNER HEALTH

- Headquartered in Phoenix, AZ
- One of the largest, nonprofit health care systems in the country
- A system that owns or manages 23 different facilities in 7 states
- One of the nation's largest employers
- A recognized national leader in the prevention, diagnosis and treatment of heart and vascular conditions.

TESTIMONIAL

"Medicom Health Interactive is very responsive to our needs. They really listen to their clients and strive to provide a great product and positive ROI."

Stacy Mowery
Director of Brand Development
Banner Health