Advocate Health Care
Digital Engagement with A Strong Call-To-Action

CLIENT
Advocate Health Care, based in Downers Grove, Illinois, is the largest fully integrated health care delivery system in the state of Illinois. It is recognized as one of the leading health care systems in the country. Advocate Health Care offers more than 250 sites of care, with 12 acute-care hospitals and more than 3,300 beds, including a children’s hospital.

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 the EVALIA® Heart Health Profiler to assist with 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:

- Social Media (Twitter, Instagram, Facebook, Google+)
- Billboards
- Print (Direct mail, newspaper)
- TV commercials
- Community events
- Landing page (iHeartAdvocate.com)
Whether you're a big, medium, or small healthcare organization, this is something that everyone needs to integrate into their marketing strategy.

Christine Priester
Vice President, Marketing
Advocate Health Care

Over 30% of the Personal Health Profilers were completed via mobile devices.

30%

RESULTS

Using consumer-provided health data collected by the heart health assessment and by implementing a multi-prong promotional strategy, Advocate Health Care was able to drive traffic to multiple service lines, including:

- Cardiovascular: 245
- Physician Visits: 204
- Imaging/Radiology: 1,011
- Urgent/ER/Critical Care: 270
- GI/Gastroenterology: 138
- Surgical Procedures: 385

6,412 Unique Individuals
2,430 Had An Encounter
$14,396,324 Total Charges
$5,924 Average Charges

Results are based on 12-month period.

About Medicom Health Interactive
Medicom Health Interactive, creators of EVALIA® Personal Health Profilers, develops evidence-based health and wellness software applications that identify at-risk populations through a concise series of questions related to lifestyle, family history, and health. The profilers are customizable, web-based programs designed to provide health care systems, hospitals, and clinics with the consumer information needed to promote their service lines through targeted messaging and reach at-risk populations.

For more information, contact us at:
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