

# Advocate Health Care

## Digital Engagement with A Strong Call-To-Action

### PROFILERS UTILIZED IN THIS CASE-STUDY

- ✓ Heart Health
- Stroke Risk
- PAD
- Diabetes
- Breast Cancer
- Prostate Cancer
- Colorectal Cancer
- Lung Cancer
- Weight-Loss Surgery
- Knee & Hip
- Back & Neck Pain
- Urinary Incontinence
- Sleep Apnea
- Asthma Symptoms (Adult)
- Asthma Symptoms (Children)

### SELF-CARE PLANNERS UTILIZED IN THIS CASE-STUDY

- Urinary Incontinence
- Knee & Hip
- Back & Neck

### 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)*

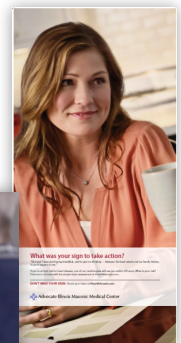
Site Print



Billboards



Television Commercials



“ 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

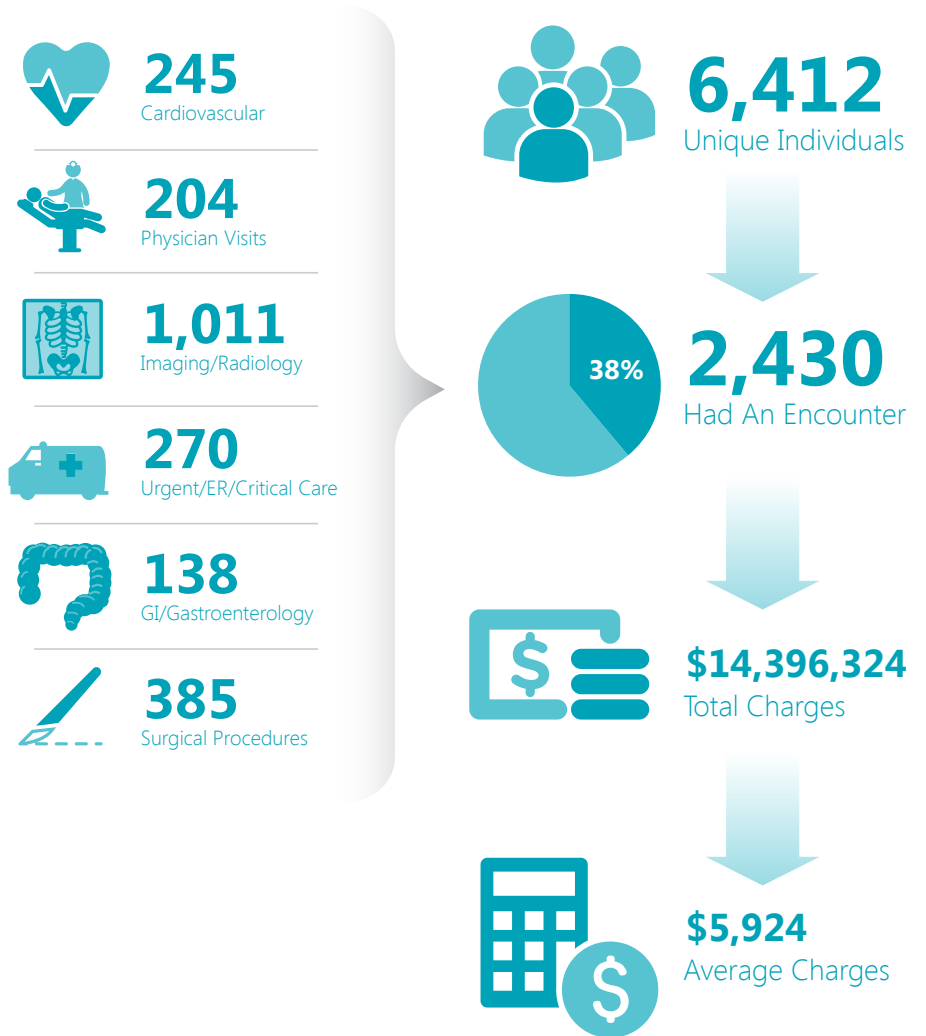


Over **30%** of the Personal Health Profilers were completed via **mobile devices**



## 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:



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:**

Medicom Health Interactive | 111 Third Avenue South, Suite 400, Minneapolis, MN 55401 | (800) 971-0785 | [www.medicomhealth.com](http://www.medicomhealth.com)