



## Health Evaluator helps deliver thousands of views, qualified leads and new appointments.

### Their challenge.

A prominent health care system in the Southwest was seeking tools to help them promote their Coronary Artery Disease (CAD) services.

### Our solution.

The hospital recently participated in beta testing the **Health Evaluator for Coronary Artery Disease**.

The hospital marketing team made several key decisions that helped with current and future efforts, contributing to the overall success of the program:

- The hospital featured the new tool on their home page of the website, and also highlighted it in the **Heart and Cardiovascular** tab of their website. This ensured that both “general information” browsers and those specifically seeking information on heart health see the tool.
- The marketing team developed several promotional tools. This included email blasts, social media, targeted emails, direct mail, billboards, radio spots, airport banners and other communications to blanket the community.
- Marketing helped provide detailed calls-to-action for participants to determine next steps after completing the assessments. While not pushing for complete contact information, collecting zip code information on participants helped provide valuable demographics information, that the hospital can use in future marketing promotions.



## How we delivered.

With the implementation of the CAD Health Evaluator, the hospital generated significant qualified leads, trackable appointments for CAD services, plus obtained valuable information for future marketing and communications efforts.

## Results.

The CAD Health Evaluators tool accomplished the following during the test period (Fall, 2015- Spring, 2016):

Volume	Type of Activity	Overall Conversion %	Conversion % from Previous Step
34,866	Viewed the CAD Health Evaluator	--	--
20,645	Started the CAD Health Evaluator	59.2%	59.2%
18,137	Completed the CAD Health Evaluator	52.0%	87.9%
2,203	Provided contact information allowing further marketing contact	6.3%	12.1%

Of those who completed the assessments, **12,018 people received feedback placing them in the 'high risk' category.** Information following the assessment encouraged participants to follow up with the hospital or a physician for further assessment and possible treatments. Armed with this knowledge, patients are in a better position to determine their health status and what next-steps they should consider.



*“Health Evaluators help hospital leadership meet consumer needs for trustworthy, reliable health information while engaging potential customers with one convenient tool,” says Laura Eschen, StayWell Vice President of Marketing. “Health Evaluators, while not diagnostic tools, help consumers evaluate their own risks for conditions they may be predisposed to, or have questions about.*

*“Recognizing the importance of social media in how people communicate with friends and families, we’ve also incorporated a social sharing option into the Health Evaluators that allows consumers to share blank health assessments with friends and families,” says Eschen. “This helps hospital marketers get their organization recognized by word-of-mouth in today’s busy world.”*



Could we do the same for you? Find out how.

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