

women'sheartadvantage®

Baptist Health (Little Rock, Arkansas)

Case Study: Co-Marketing Cements Market and Brand Leadership

The Setting

Baptist Health is the state of Arkansas' most comprehensive healthcare system. It has been in operation for more than 80 years and is a not-for-profit organization with five hospitals, family clinics, therapy and wellness centers.

The Challenge

Baptist Health was already the market leader in cardiovascular services, but physicians and nurses were concerned with the growing trend they were seeing of women admitted to the hospital suffering from the symptoms of heart disease for a long time without seeking help. Hospital staff convened a task force to develop a solution addressing this troubling trend. When the task force learned about Women's HeartAdvantage, it embraced the program as a way to educate women about heart disease risk, symptoms and preventive ways to reduce their likelihood of developing heart disease. In addition the program would help cement their position as a market leader in cardiology.

The Solution

One of Baptist Health's first initiatives was to engage local partners in their *Women's HeartAdvantage*® program. It entered into numerous creative co-marketing partnerships which spread word quickly and encouraged women to begin taking more proactive care of their cardiovascular health. The system's co-marketing partnerships included:

- grocery store giant Harvest Foods began running "Signs of a Heart Attack" ads for the program on their grocery bags
- the Governor's wife hosted a special luncheon at the Governor's Mansion in Little Rock. At the luncheon, female opinion leaders from the region heard Baptist Health physicians and nurses present information on heart-healthy lifestyles.
- Miss Arkansas used material provided by Baptist Health as part of her public platform outreach work on women and heart disease
- Pharmaceutical company Bristol-Myers Squibb sponsored a community luncheon where a Baptist Health chef demonstrated heart-friendly cooking techniques. The demonstration was such a success that Baptist Health began offering heart-healthy cooking classes at the hospital underwritten by Bristol-Myers Squibb.
- To extend heart disease education beyond the walls of the hospital, Baptist Health approached the area's largest HMO to offer patient education support. Immediately recognizing the value of the Women's HeartAdvantage program, the HMO gave Baptist Health access to all of its member companies. Many of the member companies welcomed Baptist Health nurses and health educators onto their sites to teach women about the symptoms and risk factors associated with heart disease.

The Results

In addition to reaping enormous positive community response to their Women's HeartAdvantage program, the program also produced some favorable "unexpected" outcomes according to Paula Suter, RN and champion of the Women's HeartAdvantage program at Baptist Health. Suter said that the program provided a strategic platform that helped unite many of the hospital's departments to work together against heart disease. The hospital's Heart and Women's and Children's Health departments provide an excellent example. Women who attended classes on women's and children's issues are referred to educational courses on heart disease risk

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factors. Furthermore, Women's HeartAdvantage provided an umbrella for Baptist Health to leverage its Integrative Medicine program.

In addition, Women's HeartAdvantage positively impacted Baptist Health's relationships with its physicians. "All of the feedback we received from physicians and the community about Women's HeartAdvantage has been positive – that is when you know that you are doing something right. And that is a great feeling," said Cathy Mayton, executive vice president of Baptist Health.

According to Suter, Baptist Health was already regarded in the community as the leader in heart services prior to the Women's HeartAdvantage launch. After the successful launch, Baptist Health expanded its local leadership to be considered the area's leader in women's health issues, especially in the area of heart disease.

