

# women'sheartadvantage®

## **Case Studies: Best Practices**

More than 250 hospitals have implemented the Women's HeartAdvantage (WHA) program around the country some of which included best of breed activities. Their stories follow:

### **Increasing Physician Referrals**

**ProHealth Care, Waukesha, WI**, is a nationally recognized regional critical and primary care provider and ranks among the most technologically and clinically advanced community health care systems in the country. Its integrated health network includes; two hospitals, 16 medical centers, home health care and hospice services, assisted and independent living communities, and a fitness center.

One of ProHealth Care's strengths is its solid relationships with area physicians. Prior to the WHA launch, ProHealth Care held physician meetings to explain the program and seek their support. Two weeks before the launch, ProHealth Care sent sample Women's HeartAdvantage information kits to local physicians; the kits included a card that physicians could use to order information kits for their patients. The initial mailing generated phone calls from numerous local physician practices. Also, a ProHealth Care representative visited physician offices to provide additional information about WHA.

**New York Hospital Queens** - New York Hospital Queens, an affiliate of the New York–Presbyterian Healthcare System provides comprehensive medical care to the culturally diverse community of Queens, New York, offering both broad, primary care and multispecialty care.

New York Hospital Queens was the first WHA participant to initiate a physician membership program. Designed to build a solid base of primary care physicians participating in the program, it required physicians to attend special certified medical education program, agree to talk to female patients about heart disease, provide them with program materials, and in exchange, they were given preferential patient referrals from the NYH Queens call center and program signage and recognition.

### **Membership Programs**

**Clarian Health Partners, Indianapolis, IN**, is comprised of several metropolitan and community hospitals in Indiana. Formed in 1997, Clarian Health offers additional services through a network of primary and specialty care clinics and a home health business.

Clarian Health Partners was one of the first Women's HeartAdvantage participants to develop a comprehensive membership and co-marketing program. Their program included discounts and offerings from related businesses as well as screenings and education programs. Clarian saw significant measurable results in the first year, which included:

- Distribution more than 800 educational packets
- More than 400 sign-ups for the membership program
- More than 300 females were seen annually at community screenings

- Nearly 800 users visited the hospital's website spending an average of nearly 8 minutes on the Women's HeartAdvantage page
- Realized \$400,000 in income

**Covenant Healthcare, Saginaw, MI** – Covenant Healthcare is one of the largest, most comprehensive health care facilities north of metro Detroit. Its 700-bed medical center and more than 20 inpatient and outpatient facilities serve a diverse population spanning 15 counties in east-central Michigan.

Covenant chose to create an affinity program to develop strong relationships with women. Members receive a free heart health awareness kit, and personal welcome call, a quarterly newsletter and one free yearly screening. Women were also invited to events and received a fast food guide and heart health cookbook. The program gained over 1000 members in the first 3 months, and now after 3 years, boasts over 10,000 members. They have documented a positive \$5.38 ROI (\$5.38 in revenue for every \$1 spent on the program).

## Co-Marketing Programs

**Baptist Health, Little Rock, AK** - 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, and therapy and wellness centers.

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" messages for the program on their grocery bags
- The Governor's wife hosted a special luncheon at the Governor's Mansion in Little Rock for female opinion leaders from the region. There they heard Baptist Health physicians and nurses present information on heart-healthy lifestyles.
- Miss Arkansas, as part of her public platform outreach work on women and heart disease distributed Baptist Health WHA materials.
- 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 Bristol-Myers Squibb underwrote more heart-healthy cooking classes at the hospital.
- 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 to their sites to teach women about the unique symptoms and risk factors associated with heart disease.

**Memorial Hermann Healthcare System, Houston TX** - Memorial Hermann Healthcare System (MHHS) has 16 hospitals, 21 regional affiliates and numerous specialty facilities offering world-class innovations and top-quality care. Its Memorial Hermann Heart & Vascular Institute, located within

Memorial Hermann Hospital, has been listed in the Solucient 100 Top Hospitals for Cardiovascular Care.

Memorial Hermann partnered with Foley's department store for a "Makeover for your Heart." Lancôme customers shopping at the 15 Houston-area Foley's stores received a "Makeover for Your Heart" kit with any \$25 purchase.

Designed by Memorial Hermann and sponsored by Eli Lilly, the 10,000 kits contained information including:

- literature about heart disease and its risk factors
- information on how a woman can talk to her physician about any concerns
- a yearly heart check-up tracking card
- a discounted offer to receive a heart scan
- a risk assessment that determines if a woman should be screened for heart disease
- a \$10 gift certificate for new clients at the Memorial Hermann/HBU Wellness Center's Garden Spa
- a Lancôme gift



Upon receiving their kits, customers were invited to enter a prize drawing to win a \$500 wardrobe from Foley's. Within a few weeks, more than 150 women had entered the wardrobe drawing. Ten heart scans had been scheduled at the Memorial Hermann Wellness Institute. Foley's contributed more than \$100,000 worth of advertising to this campaign.

Memorial Hermann's results were significant:

- In the first month of TV and print ads 5000+ women called the hospital's CARE line for heart-screening action kits; more than 10,000 action kits were requested in the first year of the program alone
- Research proved that preference for Memorial Hermann as the area "hospital of choice" for heart disease increased significantly from 20 percent to 24 percent.
- A post campaign survey indicated that the percentage of women in the Houston area who now realize that the symptoms for heart disease in women can be different than for men increased from 56 percent to 64 percent.
- Research also proved that top of mind brand awareness for Memorial Hermann's heart program (26 percent) was greater than for any other area hospital and that Memorial Hermann was the second most preferred hospital in the area for heart treatment.
- Additionally research showed that top of mind awareness for Memorial Hermann's women's services increased from 21 percent to 26 percent.

**Billings Clinic – Billings MT** – Organized as a medical foundation, Billings Clinic is a 180 multi-specialty physician group practice and a 272-bed tertiary-level hospital serving a 300-mile radius, 4-state area.

Billings Clinic partnered with both Subway and Weight Watchers to engage women in "lunch and learn" sessions and weight loss programs on the hospital campus. Their overall cardiac inpatient market share grew 3.5% during their program participation.

**HealthEast Care System, St. Paul, MN** - HealthEast Care System is the largest health care provider in the Twin Cities' East Metro area with 4 hospitals and more than 14 clinics in surrounding neighborhoods.

HealthEast, with the help of a Medtronic contribution negotiated a significant media partnership with WCCO, a local CBS affiliate following a successful sponsorship contribution from Medtronic. The partnership included radio and TV, health articles from local media celebrities and garnered the organization positive positioning at the Minnesota State Fair. Cases for women's heart related conditions in the ED increased 12.4% in the first 21 months of their program participation.

## **Building Cardiac Volumes in Women**

**Yale-New Haven Hospital, New Haven, CT** - Yale-New Haven Hospital is a 944-bed tertiary referral center and the primary teaching hospital for Yale University School of Medicine, Yale-New Haven's medical staff is enhanced by 471 supervised house staff physicians.

Yale-New Haven Hospital, the alpha-pilot site for Women's HeartAdvantage, initiated an intense strategy to drive women to the ED earlier upon onset of heart-related symptoms, and increased the number of females admitted through their ED with heart problems an average of almost 7% per year during the four years of their active participation.