

women'sheartadvantage®

“Marketing can save lives, sometimes before a physician can, if a patient learns from the messages that are delivered.”

Sharon Messimer, Director of Marketing

Memorial Hermann Healthcare System (Houston, Texas)

Case Study: Co-Marketing Partnerships Pay Off

The Setting

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, is the only Houston-based healthcare facility named in the 2005 Solucient 100 Top Hospitals for Cardiovascular Care.

The Challenge

While heart disease is the No.1 killer of women, a random survey of 500 women between the ages of 40 and 70 living in the Houston area found that only 29 percent had received information from their doctors about risk factors women face for heart disease.

The Solution

Memorial Hermann chose to use **Women's HeartAdvantage®** to raise local women's awareness of their heart health risks. The campaign was then supported with media relations including TV spots and print advertisements urging women to talk to their doctors about their hearts. Along with advertising and free seminars, women were encouraged to call MHHS' 222-CARE phone line to request Health Screening Action Kits. The kits included a brochure explaining women's heart attack symptoms, a women's heart disease fact sheet, a heart healthy tracking card, a heart risk assessment questionnaire and information on screening opportunities.

Hospital physician relations representatives also distributed tent cards, risk assessment questionnaires and brochures to physician offices. Posters also were hung in clinical areas of hospitals and physician offices to keep clinicians informed about the campaign and its purpose. MHHS also offered a CME focusing on women and heart disease for all MHHS physicians.

Valuable Partnerships

Memorial Hermann's local partnerships were essential to the successful marketing of Women's HeartAdvantage. Action kits were distributed at corporate health fairs for Houston-area companies including Minute Maid and Shell Oil. Memorial Hermann also partnered with the American Heart Association to sponsor its "Women and Heart Healthy Workshop," which attracted a diverse cross-section of more than 1,000 local women.

The hospital system also partnered with Foley's department store for a "Makeover for your Heart;" for nearly 3 weeks 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



In addition, 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 and 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 also was able to successfully partner with Kroger supermarkets in the Houston area for a "How to Shop Heart Healthy" project at Kroger stores. Literature was provided to consumers that educated women about their risk for heart disease and how to shop healthy for themselves and for their families. Customers were able to access healthy recipes and coupons from point of service displays at 100 Kroger stores city-wide. Coupons were coded and Kroger's gave Memorial Hermann tracking reports on coupon usage. Recipes included facts about women and heart disease, information on how to talk to a physician about risk factors and information about Memorial Hermann's 222-CARE phone line, including a special offer for a heart scan.

The Results

Memorial Hermann's results have been significant:

- In the first month of TV and print ads women called the hospital's CARE line to require more than 5,000 heart-screening action kits; more than 10,000 action kits were requested in the first year of the program alone
- Research proves that preference for Memorial Hermann as the area "hospital of choice" for heart disease increased 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 is 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 by 5 percent from 21 percent to 26 percent.

"Marketing can save lives, sometimes before a physician can, if a patient learns from the messages that are delivered," Messimer said. "We are on the front line when it comes to educating people about diseases, how to prevent them and where to seek help. Being a part of Women's HeartAdvantage has been a rewarding experience."