

women'sheartadvantage®

ProHealth Care (Waukesha, Wisconsin)

Case Study: Turnkey Product Accelerates Small-Sized Hospital Speed to Market

The Setting and Challenge

ProHealth Care is a mid-sized community health system operating two hospitals and 14 clinics in the Midwest. Convinced of the value to offer its community a women's heart health program, ProHealth Care assembled a multi-disciplinary task force that included cardiologists, OB/GYNs, internal and emergency medicine physicians, nurses, health and fitness experts, women's health educators and others. Their objective was to create a women's heart health program that recognized their internal resource limitations and current ongoing priorities.

The Solution

Early in the development process, the task force learned about **Women's HeartAdvantage®**. It was exactly what task force members were looking for. "In our search for a women's heart program, we found that *Women's HeartAdvantage* was the most turnkey program available," said Kathy Allen, Public Relations Strategist for ProHealth Care. "We had lots of support and buy-in to the program right from the start."

The Results

The turnkey nature of the *Women's HeartAdvantage* program was a significant benefit to ProHealth. By providing both an overall strategy as well as customizable tools ProHealth was able to get to market quickly across a number of fronts including increasing physician referrals, creating program ambassadors with internal stakeholders and boosting community awareness of heart disease risks, symptoms and preventive care.

- **Increasing Physician Referrals** -- One of ProHealth Care's strengths is its solid relationships with area physicians. Prior to the launch, ProHealth Care held physician meetings to explain *Women's HeartAdvantage* 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 bounce-back card that physicians could use to order information kits for their patients. The initial mailing generated phone calls from numerous local physician practices and a ProHealth Care physician representative frequently visited physician offices for appointments set up to provide additional information about *Women's HeartAdvantage*.

Another way ProHealth Care gained physician support was to host a special reception for physicians' wives and local female physicians. At the reception, the women learned about the risk factors associated with heart disease and the symptoms of a heart attack. As local opinion leaders, they were encouraged to share the information gathered at the event in the community. In addition, ProHealth Care held Continuing Medical Education events for physicians about women and heart disease.

- **Creating Employee Ambassadors** -- ProHealth Care realized the potential of tapping their internal audience of nearly 5,000 employees audience to "get the word out." The marketing department created and placed table tent pieces and posters strategically around the hospitals and sent e-mail messages to all employees regarding the program. In addition the *Women's HeartAdvantage* team made presentations on the program to the hospital's board of directors, the ProHealth Care Foundation board and to ProHealth Care department directors.

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- **Implementing Community Outreach** -- Because of its limited resources, ProHealth Care decided to keep the external launch simple and focus on its existing capabilities – the health system's Web site, media relations and advertising. Additional heart health information was added to the Web site. Print and radio advertising ran announcing *Women's HeartAdvantage* and encouraging women to contact ProHealth Care for more information. Also, a news segment about *Women's HeartAdvantage* ran on a local television station that produced more than 50 calls to the hospital within a 30-minute window. In addition ProHealth Care undertook numerous grassroots efforts within the community to educate women about heart disease and heart attack symptoms including opportunities to partner with local civic groups and companies.

"*Women's HeartAdvantage* provided ProHealth Care with the opportunity to raise awareness about our heart program among local women. And the fact that the program is all about saving lives is consistent with our mission," said Allen.