

Activating patients with integrated campaigns for Heart Month success

Tasked with a unique challenge of driving cardiovascular visits in a post-COVID environment, we developed a Heart Month campaign that went beyond creating community awareness and delivered 200 heart screening appointments in 30 days.

Client background

Like most healthcare systems, Franciscan Missionaries of Our Lady Health System (FMOLHS) was looking to get patients back into its facilities after COVID-19, especially with a larger-than-ever cardiovascular patient pool due to the biological and lifestyle impacts of COVID-19.



The Unlock solution

Our research showed we had to grab our target audience's attention and lean on the gatekeepers who could influence them to — finally — make their heart health a priority. To capture their attention, we created an intentionally bold campaign centered around the idea that ignorance isn't bliss. We brought some humor into the mix with copy like, "You can ignore the dishes in the sink, but not your heart health."

Rather than target the typical cardiovascular audience — age 40+ and predominantly male — we chose to focus on three key audiences: those who had delayed their cardiovascular care, patients who had developed heart disease after COVID-19 from infection or sedentary lifestyles, and gatekeepers — like women — who make most of the family healthcare decisions.

Once we had their attention, we used health risk assessments (HRAs) to educate and identify patients at high risk and push them to schedule a heart screening. We executed the campaign with a fully integrated approach, using both traditional and digital media. Leveraging ICD-10 codes and prescription data, we targeted at-risk patients, like those with hypertension, or who were taking drugs like Eliquis.

The results

We reached over 3.24 million people in Louisiana and Mississippi, generating 820 HRA completions that led to 393 scheduled heart screenings, **surpassing FMOLHS's screening goal by 97%**.

3.24M

PEOPLE REACHED

820

HRA COMPLETIONS

\$21

COST PER
ACQUISITION

393

SCHEDULED HEART
SCREENINGS

97%

MARGIN BY WHICH
WE SURPASSED
FMOLHS'S GOAL

**You can ignore his shirt.
But don't ignore his heart.**

It's just human nature. People want to ignore those things you'd prefer not to deal with, like getting dad to wear a different shirt. Well, ignorance may be bliss sometimes, but not when it comes to his heart, especially during this time of COVID-19. We can help.

We're Our Lady of the Lake Heart & Vascular Institute. We offer the most advanced heart care program in the region with a full spectrum of specialists performing innovative, life-saving procedures.

So, this American Heart Month, encourage Dad to schedule his heart health checkup with a primary care doctor in Our Lady of the Lake Physician Group. That way, he's easily connected to expert heart care if needed. Because the last thing either of you want is a surprise from his heart.

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Life is Why

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