



SITUATION

Aspirus Wausau Hospital

Aspirus Wausau Hospital sought to grow appointment and surgical volumes, be the provider of choice, and showcase Aspirus Health System's excellent providers and services.



SOLUTION

Aspirus Wausau Hospital partnered with Relevate to engage customers, earn their trust, and convert them into patients who are loyal to the Aspirus brand. Leveraging Relevate's Fun & Fancy program and assets, Aspirus Wausau Hospital held an event, targeting women in the community.

This event offered engaging education, showcased Aspirus doctors and encouraged women to schedule an appointment, and follow up with their healthcare provider as a result of what they learned. Dr. Cameron was the keynote speaker and educated the audience on how they can look and feel their best and talked about the full range of cosmetic and surgical services that Aspirus offers.



Attendees were offered a free consult with Dr. Cameron. With live music, light appetizers and community partners, the event was designed to encourage women to be an advocate for their health and wellness and take action.



SUCCESS

130 attendees

Added 39 new members
in Aspiring Women

Sold over \$800

in SkinCeuticals through MediSpa

Engaged Dr. Cameron

and showcased her as a
predominant physician

8

consultations scheduled to date

Post event survey* results:

100% of attendees

found the information provided
was helpful/valuable.

100% would recommend

the Aspiring Women program
to a friend.

100% said that

by participating in this program
they could identify one action
they could take to improve
their health.

*53 respondents took the survey

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