

**Prevent
Outmigration by
Creating Community
Relationships**



SITUATION

Parkview Medical Center

Parkview Medical Center is a 350-bed, not for profit hospital, located in Pueblo, Colorado. Pueblo sits 160 miles south of Denver. Parkview’s goal was to prevent outmigration by creating extraordinary relationships with their community, underscoring that Parkview services offer top notch care, while offering a hometown feel.



SOLUTION

Parkview Medical Center utilized Relevate’s Essentials Platform for proven and practical ways to engage the consumers in their community by creating meaningful relationships with the primary influences of healthcare—women.

Through this, Parkview developed a campaign to celebrate 10 years as a Spirit of Women hospital. The program was called, “The Most Charming Year.” This program was designed to show appreciation and to cultivate loyalty. To show appreciation, a unique charm was given to each consumer at their 10-year celebration.



SUCCESS

Parkview Medical Center delivered on their business objectives, generated incremental revenue and gained meaningful competitive advantage. Specific results include:

Database growth by
by 23%

Engaging 45 local businesses,
resulting in
\$7,200

Net revenue generated
by Spirit patients:
\$7,227,061

Program ROI is
2:1
30%
of Community Benefit Report
is directly attributed to
outreach efforts.

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