



## SITUATION

### Baptist Health System

This 1,453-bed, urban, teaching hospital system sought to increase mammography utilization and build relationships with women in its community.



## SOLUTION

With its far-reaching message of general women's health, hospitals can easily customize the *Essentials for Women*<sup>®</sup> annual Women's Health Event program to meet their unique needs. Baptist Health System hosted a little-black-dress themed Girls' Night Out event with the goal of increasing mammography appointments by expanding the depth of its community's interest and engaging women with hospital physicians. Their female physicians served as event "hosts," allowing guests the special opportunity to chat with doctors throughout the event, which was held at the local PBS station. Like many hospitals, Baptist Health System's staff is pulled in many directions and had little time to

write and design the event's promotional, marketing, and education materials. Leveraging the *Essentials for Women* robust online library, Baptist Health System was able to download everything it needed for its Girls' Night Out event: posters, press releases, postcards, web images, social media messaging, billboard designs, email blasts, physician presentations, and more.



## SUCCESS

Since The Girls' Night Out event, Baptist Health System has seen a huge uptick in its mammography appointments and community engagement. It has achieved its business objective, generated incremental revenue, and gained a meaningful competitive advantage.

Specific results include:

**200+**

women attended the signature event "Girls' Night Out is Good for You"

**1/3**

of attendees were new to the on-going women's program

**20%+**

of attendees scheduled mammograms during the event

4270 Ivy Pointe Boulevard  
Suite 220  
Cincinnati, OH 45245  
561.544.0755