



## SITUATION

### Benefis Health System

This 530-bed, urban hospital sought to educate elementary-age students on heart health.



## SOLUTION

Benefis Health System created a hands-on learning event that went well beyond a brochure or classroom-style lecture. The hospital used the MEGA Heart, the largest inflatable, walk-through heart exhibit in the world, to turn education into an experience. Children and their families were able to step inside the human heart, learn about cardiovascular functions, observe examples of various types of heart disease, and see displays of some of the latest medical treatments for heart problems. As part of the MEGA Heart tour, attendees visited the four heart-health information stations. Leveraging the education and marketing materials from the robust *Essentials for Women*<sup>®</sup> online library, each station was stocked with all the resources it needed to keep its community informed and healthy.



## SUCCESS

The educational experience demonstrated unprecedented collaboration between community organizations and the hospital. Benefis Health System earned significant positive media attention for its unique approach to cardiovascular education.

Specific results include:

**695**

students attended  
the first event

**150**

students brought families  
to next day's event  
to participate in  
health screenings



Dedicated support  
by teachers,  
15 nursing students,  
and 10 hospital employees



4270 Ivy Pointe Boulevard  
Suite 220  
Cincinnati, OH 45245  
561.544.0755