



SITUATION

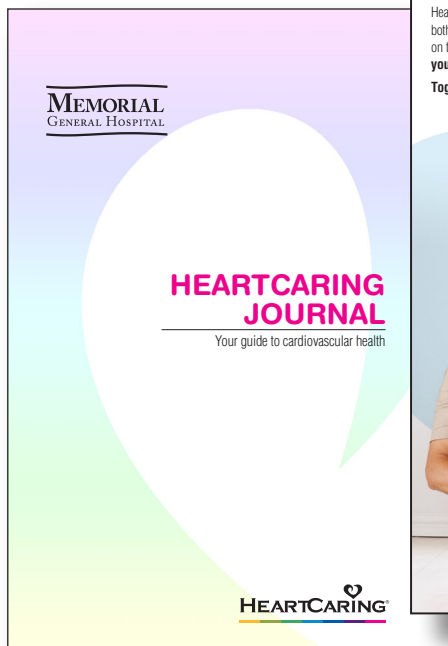
Parkview Medical Center

This 350-bed, urban hospital wanted to leverage its Mobile Nurses to help personalize health and wellness to its community.



SOLUTION

Parkview's Mobile Nurses is an "on the go" preventative healthcare team with a mission to improve its community's health through quality education and services. While the Mobile Nurses deliver the human side of healthcare, they were missing educational materials to support their mission. Leveraging the Essentials for Women[®] robust online library, Parkview was able to download everything it needed for its Mobile Nurses to successfully educate and engage different populations. Essentials for Women materials helped the Mobile Nurses identify risk factors and promote wellness, focusing mainly on cholesterol, blood pressure and weight reduction.



SUCCESS

Since launching its Mobile Nurses program, Parkview Medical Center has successfully delivered on its business objective, generated incremental revenue, and gained a meaningful competitive advantage.

Specific results include:

11%
increase in net revenue

7%
increase in net payment
per patient

19%
increase in male patients

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