

# Rebranding and Relaunching a Women's Loyalty Platform



## SITUATION

### Florida Hospital Wesley Chapel

Florida Hospital Wesley Chapel, in Wesley Chapel, Florida, offers 145 private patient rooms with 35 ER beds, a dedicated post-surgical floor, and a top-of-the-line, comprehensive health and wellness center. Florida Hospital Wesley Chapel, located in the highly competitive Tampa Bay market, opened a new women's center called Inspiration Place. Their goal is to become a health and wellness destination for women and their families in their community.



## SOLUTION

Florida Hospital Wesley Chapel developed a program called "Inspiring Women" that promotes, encourages, and rewards healthy lifestyles.

Florida Hospital Wesley Chapel worked with Relevate to develop Inspiring Women to align with their new Inspiration Place. They utilized Relevate's Essentials for Women<sup>SM</sup> materials, creative content, and strategic planning guidance to unveil new events, programs, online content, and health information. Membership to Inspiring Women includes a monthly email with women's health information, access to a health and wellness website, new events focused on wellness, and VIP benefits like advanced registration for events and discounts to business partners in the community.

Florida Hospital Wesley Chapel is developing an innovative rewards system to ensure that this newly inspired group remains active and involved. Members will be able to redeem points earned by participating in events and can redeem these points within their health and wellness center, taking advantage of massage services, skin care treatments, nutrition services, and the gift shop.



## SUCCESS

1. Inspiring Women launched in March of 2018. Their goal is to reach 300 new members in 2018.
2. They've expanded the program to offer over 50 discounts to 20 different locations.
3. They will be expanding the membership to employees and the over 55,000 households in their community.



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