



## SITUATION

### Genesis Healthcare System

Genesis Healthcare System in Zanesville seeks to engage the women of Southeastern Ohio with relevant health and wellness information specific to Genesis, so they can make the best decisions for their families and themselves. They strengthen the foundation of Genesis' business with a focus on regional growth, patient access, and physician engagement.



## SOLUTION

Genesis Healthcare System partnered with Relevate Health Group in 2006 to create physician/patient relationships and promote access to care. Through targeted consumer engagement, they promote core services and encourage community members to seek care while engendering loyalty in current patients.

Their tactics include hosting signature events such as Day of Dance<sup>®</sup>, Spirit Girls' Night Out<sup>®</sup>, and Spirit of Pink, as well as offering service line specific events, engaging 25 business partners, and a community advisory board. Genesis Spirit of Women utilizes Relevate's teaching tools for patient education, panel cards and health trackers.

Their marketing efforts include digital communications and social media support and the *Health is Action* magazine.



Day of Dance<sup>®</sup>



## SUCCESS

In fiscal year 2017, the Spirit of Women program:

- Included 6,818 people in the Spirit database
- Hosted 6 community education programs
- 3,942 unique patients attended Spirit events resulting in \$15,007,597 net revenue
- Household impact included 8,261 patients who attended Spirit events resulting in \$39,220,505 net revenue (\$4,748 per patient)
- Spirit new patient visits are double that of the comparison non-Spirit groups
- Commercial payers represent 41% of spirit event attendee net revenue vs. 27% of Genesis net revenue

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