



SITUATION

Henry County Medical Center

Henry County Medical Center is a 142-bed hospital located in Paris, Tennessee. Their goal was to prevent outmigration in key service areas and create easier “on ramps” for the community to access these services.



SOLUTION

Henry County Medical Center sought to strengthen the foundation of their business with a focus on market growth, patient loyalty, and partner and physician alignment. They achieved these goals by developing a comprehensive marketing approach that included both Relevate Essentials for WomenSM and targeted response-based campaign focusing on key service lines. By thinking big picture, and with thorough planning, HCMC used their experience and knowledge of their region and consumers to leverage the resources provided by Relevate and ultimately increase awareness in their region.

They deployed a response-based campaign, “**Home is Where...**” for each of the targeted services through:

- Digital marketing automation campaign
- Direct mail
- Publications -- Magazine & eNewsletter
- Social media
- Live events and screenings

By targeting key services lines with end-to-end strategic marketing, HCMC was able to thoughtfully engage with their current patients, raise awareness for key services lines, and increase new patient acquisitions.



SUCCESS

- HCMC saw strong results from their outreach efforts and campaigns.
 - Spirit of Women membership grew by 2,785
 - High patient utilization of 60% aligned with Spirit programming and HCMC’s strategic initiatives
 - New patient acquisition increased by 341% from 2016 to 2017
 - Household new patients grew by 217%
 - Commercial payor coverage increased from 58% to 73% in one year
 - A younger demographic was attracted (51-60 age group grew in comparison to 61-70 group)
 - Spirit of Women magazine distribution grew by 8%
 - Improved health statistics and access to care were documented with education, chronic disease management, pharmacy assistance, and care navigation programs

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