



## SITUATION

### St. Luke's Hospital

St. Luke's Hospital is a 493-bed hospital located in Chesterfield, MO, in the greater St. Louis region. In this competitive urban environment, St. Luke's needed a way to stand out with a broader audience. Their goal was to create a new event that would connect women in the community through a fun, interactive, social evening unique to the region while providing engaging and meaningful health education and resources.



## SOLUTION

The St. Luke's team developed a pre-holidays event that would cast a wider net to engage women, beyond their usual event attendees. After listening in to one of Relevate's monthly webinars, they learned of another hospital's success with the theme, "All Decked Out", and decided this was a creative way to engage with a new audience. This event gave consumers a one-stop shop for holidays, allowing them to take care of their gift shopping, by bringing in vendors and providing in-house discounts for purchases. The evening gave the attendees a much-appreciated break from the busy holiday season by providing massages, makeovers, drinks and desserts. St. Luke's created the opportunity for the attendees to meet their physicians by offering health screenings, conversations at their "desserts with a doctor" tables, and tips to stay healthy throughout the holiday season. With a focus on providing a fun evening, but also driving business to the hospital, St. Luke's included a tracking component with a CRM vendor, so they could analyze the business impact of the event.



## SUCCESS

### "All Decked Out" by the numbers:

- High attendance and satisfaction
  - 375 attendees
  - 93% satisfaction rate
  - 91% likely to attend next year
- Physician engagement
  - 81 physicians and staff participated
  - 19 'Dessert with the Doctors' table topics
- Met population health goals
  - 140 health screenings provided
  - 86% learned new health information
- Patient conversion
  - 20.7% conversion to patients
- Revenue
  - 838 massage gift certificates purchased
  - \$29,300 in sales



4270 Ivy Pointe Boulevard, Suite 220  
Cincinnati, OH 45245  
513.864.8900  
connect@relevategroup.com  
relevatehealthgroup.com