



SITUATION

UPMC Susquehanna

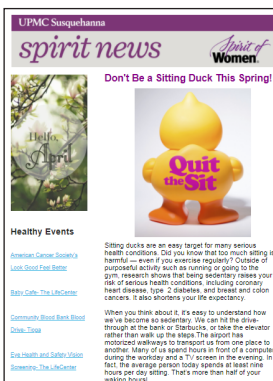
UPMC Susquehanna is a 360-bed, six-hospital integrated health system, located in Williamsport, Pennsylvania. With a service area of 12 counties, UPMC Susquehanna has partnered with Relevate Health Group Inc. to gain alignment with their entire hospital positioning, and to be the choice provider for women in their community. In support of marketing, community outreach, and service line growth, UPMC Susquehanna has utilized Relevate's consumer engagement strategy, content platform, and strategic support since 2011.



SOLUTION

UPMC Susquehanna hit the ground running at the start of 2017 in an effort to actively engage, educate, and nurture consumers through monthly communications, a cohesive digital strategy, community outreach, and events. By utilizing Relevate's customizable materials, UPMC Susquehanna created a comprehensive program without the typical workload associated with developing and executing a program on their own. They amplified their presence in their expanding market as a next step towards replicating proven success in building a strong, loyal following.

The program was pushed out via a multi-channel strategy that included monthly e-newsletters, print materials, and social media posts that directed the community to their Relevate consumer engagement microsite – SusquehannaWomen.org.



SUCCESS

Through a strategically planned and women-centric program, UPMC Susquehanna partnered with local businesses to engage women and build relationships, while positioning themselves to be the choice provider for those in their community. By embodying a single UPMC Susquehanna brand and vision, revenue was optimized by tactically focusing on patient experience in conjunction with physician engagement. This in turn led directly to consumer database growth and an incessant strengthening of the loyalty program through continual activation of women in the community.

Proven results include:

- Net Revenue Generated by Spirit Patients: \$12,547,600
- 10,225 Hospital visits from 1,632 Spirit Households resulting in a Spirit Household Net Revenue of \$10,069,954
- Program ROI: 7:1
- 139 New Spirit of Women Patients for \$484,760 NPR + 425 New Household Patients for \$1,378,219 in New Household NPR
- 140 Participating Business Rewards Partners
- 24 Guest Speakers/Featured Providers
- 15 events resulting in 1,370 attendees
- 3,809 Users Resulting in 14,446 Pageviews to SusquehannaWomen.org from January 1, 2017 – December 31, 2017.

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