

An AcrobatAnt Case Study

HEALTH EXTRA FOR WOMEN LOYALTY PROGRAM LAUNCH

THE OVERVIEW

Health Management Associates was having a great response to its two loyalty programs—CuddleBugs® maternity program and their Senior Extra program for older adults. But the hospital system had no way to engage women with their brand between the childbearing and golden years.

THE CHALLENGE

Health Management Associates wanted to develop an affinity program to provide educational opportunities to women of all ages in their respective communities and to build loyalty to the local Health Management hospital. Because they practically owned the word “Extra” based on their Senior Extra loyalty program and ER Extra® branded emergency rooms, Health Management wanted to use the name Health Extra for Women for the new program.

There were other wants. The client wanted a program “of national quality” to appeal to women from 20 – 60 years old. In addition, they wanted it to look and feel fresh, modern and clean. They wanted rich colors and a readable font. Lastly, they wanted it to be noticeably feminine but not stereotypically girly.

THE SOLUTION

First to launch the program was a six-hospital Tennessee health system. The program would eventually be available enterprise-wide to all Health Management hospitals. AcrobatAnt started with a logo, followed by a full rollout of the brand.

We created brand templates that had to be easily customizable so any hospital could target recipients by age. Also, the imagery had to be interchangeable, based on target age and topic.

THE RESULTS

- > The February 2013 kick-off event was designed to be a mini retreat for women, featuring local retailers for shopping, complimentary health screenings, gourmet treats and giveaways, and a keynote address by the city’s female mayor.
- > The event was publicized by promoting the program and event details.
- > More than 300 people attended.
- > Since the launch, Health Extra for Women has hosted bi-monthly events on a variety of topics from joint pain to information about minimally invasive surgery.
- > Turnout has been excellent. For the most recent event (August), 199 women registered. Typically, events draw 150 – 250 attendees.
- > Each event is promoted with a print ad and a direct mail piece sent to current members and a hospital-provided list of female prospects. The events’ success is attributed to a dedicated coordinator and what she calls “the contemporary look of the advertisement and post card.”

Elements of the tactical plan included:

- Program logo
- Website
- eNewsletter
- Membership card
- Table tent
- Elevator wraps
- Banner stand
- Flyer
- PowerPoint template for presentation consistency at events

Future tactics that can be executed:

- Health library on the website
- eNewsletters targeted by age
- Bi-monthly printed newsletter or magazine
- Annual event/awards ceremony
- Plug-n-play stories for media use
- Monthly health promotions such as Lunch & Learn sessions, active or health-related events, social events, such as craft fairs or cooking classes, and health press releases sponsored by Health Extra for Women

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HERE'S WHAT IT LOOKED LIKE.

ELEVATOR WRAPS



PRESENTATION TEMPLATE



MEMBERSHIP CARD

FLYER



DIRECT MAIL



WEBSITE



For information about how AcrobatAnt can help you launch or grow your affinity service line or practice, contact us at healthcare@acrobatant.com or call Angela Harless at 918-938-7912.