



Women's Health Campaign

Cancer/Imaging/Cardiac

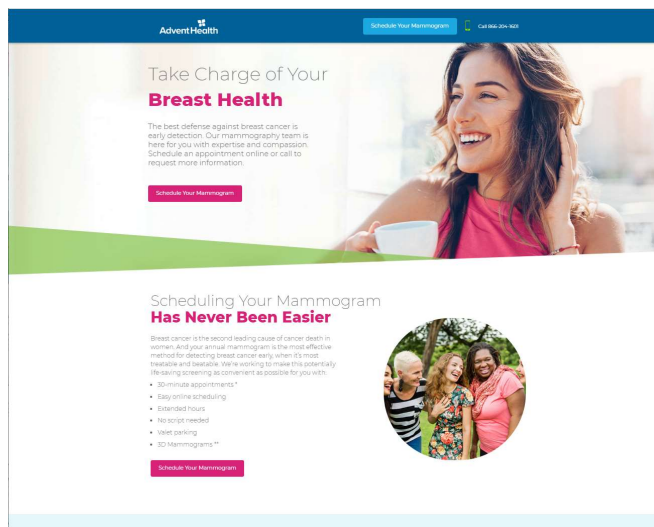
Sept.- Oct. 2019

Women's Health Campaign Overview

- Strategy
 - Leverage awareness month to highlight all facets of women's health, in addition to cancer/mammography.
 - Build immersive “Women's Health and Beauty” expo style events to encourage engagement and provide outlet to promote service lines.
 - “PINKOUT” campuses to connect to awareness month and campaign
- Campaign Timeline:
 - Sept.- Oct. 2019
- Channels:
 - Print, Direct Mail, OOH, Digital Display, Social, SEM, Events

3D Mammo

- Messaging
 - 3D Mammo for \$30 (all campuses with 3D technology)



3D
mammos
for only \$30

LEARN MORE

AdventHealth

Campaign Flight: 09/16/19 – 10/31/19

- Print
- Digital Boards
- Internal Comm.
- Digital Strategy
 - Search – New landing page
 - Email invitation
 - Digital Ads
 - Social
 - Display

Q4 Cancer Campaign – Women’s Events and Pink Out



Save the Date
Women’s Health & Beauty Events

Feel strong. Feel healthy. Feel whole.

Join Advent-Health as we kick-off breast cancer awareness month with a community celebration featuring health education, goodies, food, music and much more!

Five Great Locations to Celebrate:

- WOMEN’S HEALTH & FITNESS EXPO** | Wednesday, September 25 | 11 am – 12:30 pm | Palm Coast Community Center
- WOMEN’S HEALTH & BEAUTY EXPO** | Wednesday, September 25 | 11 am – 2 pm | Victoria Gardens, DeLand
- WOMEN’S HEALTH & BEAUTY EXPO** | Wednesday, September 25 | 5:30 – 8:30 pm | AdventHealth Daytona Beach
- WOMEN ON THE WATER** | Tuesday, October 1 | 5:30 – 7:30 pm | Brannon Center, New Smyrna Beach
- WOMEN’S HEALTH & BEAUTY EXPO** | Thursday, October 3 | 4:30 – 7:30 pm | DeBary Country Club

Bring a new bra for donation to benefit a local women’s charity.

[More Details](#) | AHImagingEastFL.com or call 866-328-6417



Direct Mail Magazine (cont'd)



Saving hearts close to home

Celebrating 100 PCI Procedures!

Donna was the 100th patient to undergo a PCI procedure at AdventHealth Fish Memorial. As Donna learned firsthand, she was grateful that advanced, minimally invasive cardiac procedures are offered close to her home. "I got the best care I could have had right here," she said relating to the perception of some people that assume they need to travel to a larger hospital to get top-tier care.

Advanced Heart Care

When 99% of one of your heart vessels is blocked, it can be a scary thing. Meet Donna — an experienced nurse, mom and grandmother, with a story to tell. With 24 years of nursing experience as an OB and Medical/Surgical nurse, she thought she knew how to take care of herself. Her high blood pressure was controlled and she had no signs of an unhealthy heart. She felt good, strong, determined and she was enjoying life in her community of Deltona. So, when she started having some mild chest and back pain with a little shortness of breath, she didn't give it much attention. One day at work the back pain, palpitations and shortness of breath escalated so she decided to go to the ER. She was almost certain the pain was due to gallbladder or other digestive issues. She was released and followed up with her primary care physician.

Donna's chest tests came back negative, so she was referred to Ratan Ahuja, MD, a heart specialist, for further evaluation. That's when her life completely changed. She was admitted to AdventHealth Fish Memorial for further testing, since Dr. Ahuja suspected something more serious could be going on with her heart.

It was only the next morning, that doctors realized how close to a heart attack she'd come.

Donna was taken to the catheterization laboratory and underwent a "percutaneous coronary intervention," or PCI. The team inserted a thin, flexible tube into her wrist, maneuvering it through her blood vessels until they reached the nearly blocked area. Attached to the tube is a device called a "stent," which expands like a balloon. It flattens the plaque and fat that's blocking the artery, allowing blood to flow through.

At recovery, she started feeling dizzy and disoriented until she passed out. She woke up to chest compressions, meaning her heart needed help pumping blood. She was very scared, and the team reacted very quickly. She received blood thinners and bed rest for 24 hours.

Donna praised the coordination of the nurses, doctors, cardiovascular specialists, radiology technologists and respiratory therapists who treated her and cared for her before, during and after her procedure.

"They work so well together, and they really, really impressed me," Donna said. Ten days later, Donna was back at work.

Donna inspired her daughter to take care of herself and she has lost over 50 pounds since Donna had her procedure. Donna is now an advocate to not only taking care of yourself and "knowing your numbers," but also knowing the symptoms of heart attacks that women go through that might be different from the common knowledge. "I should have paid more attention to the signs my body were giving me and taken action quicker."

Donna is happy and working on her exercise, eating habits and educating the community.

AdventHealth

To learn more Call 386-202-6890 or visit FeelingWholeForWomen.com



AdventHealth
770 W. Granada Blvd. Ste. 102
Ormond Beach, FL 32174

October is National Breast Cancer Awareness Month

Women's Health & Beauty Events

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ZUMBA® EVENT
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11 am – 12:30 pm
Palm Coast Community Center

WOMEN'S HEALTH & BEAUTY EXPO
Wednesday, September 25
11 am – 2 pm
Victoria Gardens, DeLand

WOMEN'S HEALTH & BEAUTY EXPO
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PINKOUTEastFL.com



PINKOUT



Daytona Beach

PINKOUT



Waterman



PINKOUT



New Smyrna Beach

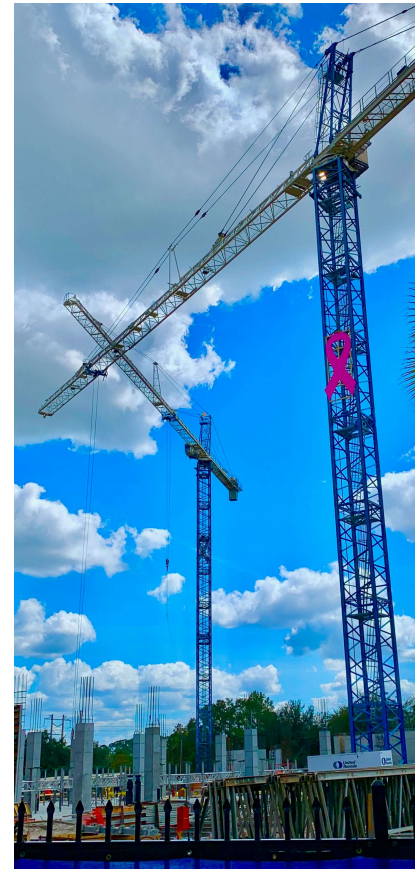


PINKOUT



Palm Coast

PINKOUT



Fish Memorial

PINKOUT



Deland

Women's Event Summary

	RSVPs	Attendance	
Daytona Beach	166	386	
New Smyrna Beach	163	600	
Deland	87	189	
Fish	109	101	
Palm Coast	66	90	
Waterman		500	
Total	591	1866	Previous year 300

Event Boosts

77,649 people reached
 \$8,000 spend
 2,821 Link Clicks
 929 Reactions
 74 Comments
 202 Shares

Event Ads

68,826 people reached
 \$5,600 spend
 2,863 Link Clicks
 260 Reactions
 16 Comments
 48 Shares