



Cardiac Campaign

Feb.-April 2020

Cardiac Campaign Overview

- Strategy
 - Build awareness and preference for cardiac services, reinforcing expertise and continuum of care
 - Drive consumers to heart risk assessment to increase awareness of heart disease and funnel to needed services
 - “Always on” digital presence with targeted 70% impression share
 - Cardiac community education through social content, heart month events and community partnerships
- Campaign Timeline:
 - Feb-April
- Channels:
 - Print, Direct Mail, Billboards, Buses, SEM, Social, Community Events & Sponsorships, Physician Liaison Outreach

Community Events

- Goal
 - Provide engaging, non-traditional consumer events to encourage attendance and exposure to volume driving message
- Examples
 - “Laugh Your Heart Out”- Connected to laughter being the best medicine. Short physician presentation followed by Christian Comedian.
 - “Art of the Heart”- Connecting art to heart health. Included artwork demonstration and physician speaker.
- Results
 - Attendance: 454 (one event cancelled- COVID-19)

Outdoor

Cardiac Campaign Creative Concepts – Outdoor



Get to the **heart**
of good health

AdventHealth 



Get to the **heart**
of good health

AdventHealth 



Whole Heart Care

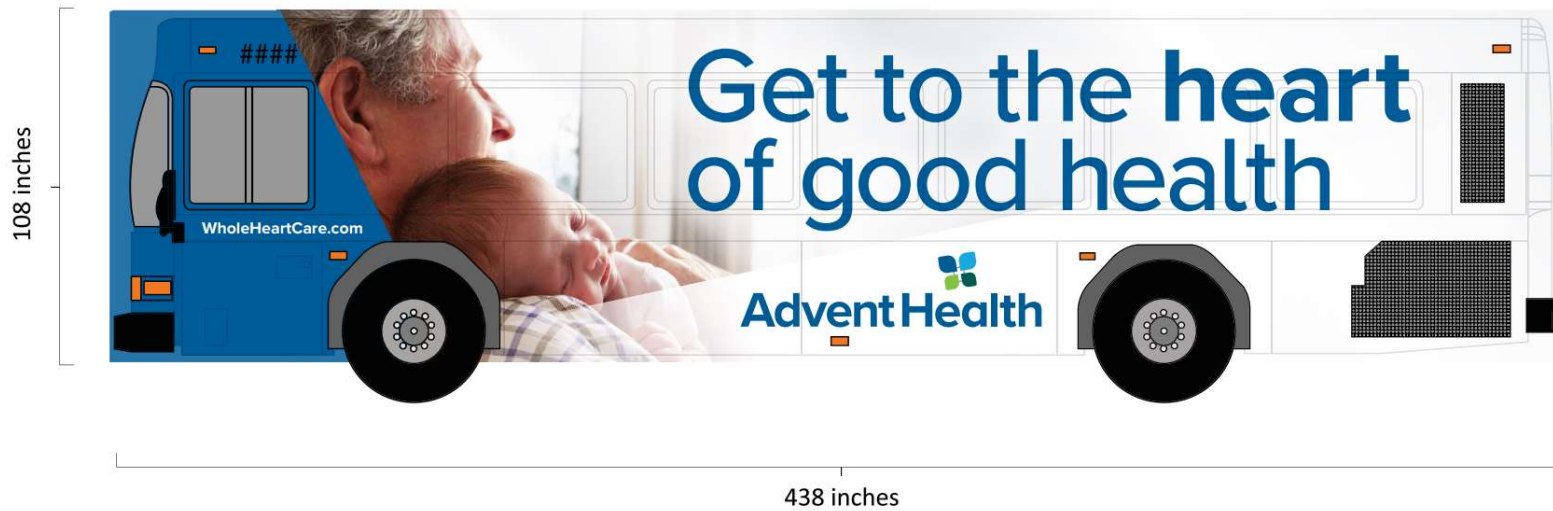
AdventHealth 



Get to the **heart**
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AdventHealth 

Cardiac Campaign Creative Concepts – Bus Wraps



Cardiac Campaign Creative Concepts – Bus Wraps



Print

Cardiac Campaign Creative Concepts – Print



Get to the **heart**
of good health

Comprehensive, Whole Heart Care

You put everything you can into living life to its fullest. That's why we do everything we can to help you live your best life. From screenings and advanced heart and vascular surgery to cardiac rehab and support groups, AdventHealth offers the services you need, close to home. So feel confident. Feel healthy. Feel whole.

To start your journey to whole heart health, take a brief, free risk assessment at WholeHeartCare.com

**AdventHealth**

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Cardiac Campaign Creative Concepts – Print



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Cardiac Campaign Creative – Waterman Only

Print Ad

Whole Heart Care

Rusty Robinson
Heart Attack Patient
NASCAR Racing
Experience Driver

Comprehensive Cardiovascular Care

You put everything you can into living life to its fullest. That's why AdventHealth Waterman offers the services you need, close to home. From screenings and advanced heart surgery to cardiac rehab, we do everything we can to get you back to doing the things you love. So feel confident. Feel healthy. Feel whole.

To start your journey to whole heart health, take a brief, free risk assessment at AdventHealthHeartWaterman.com

AdventHealth
Waterman

Billboard

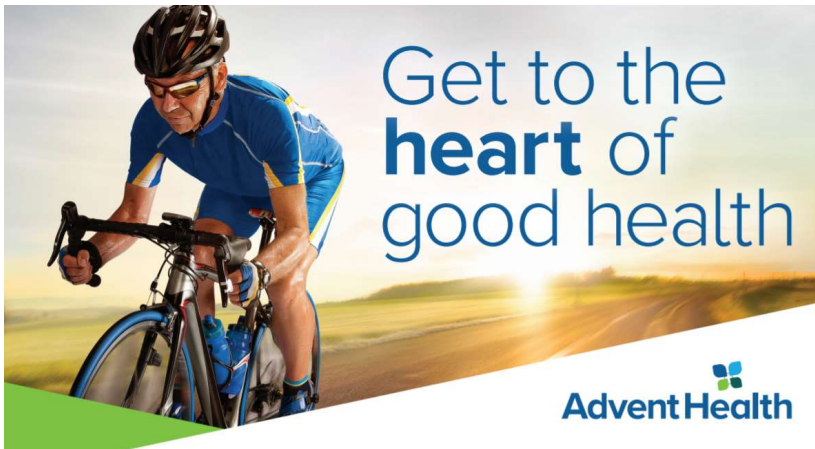
Whole Heart Care

AdventHealth

Direct Mail

Market-Specific Direct Mails

Front



Daytona Beach



The Art of the Heart

You put everything you can into living life to its fullest. That's why we do everything we can to help you live your best life. From screenings and advanced heart and vascular surgery to cardiac rehab and support groups, AdventHealth offers the services you need, close to home. So feel confident. Feel healthy. Feel whole.

Join us for our complimentary heart health screening event. We'll have a cardiologist on hand to help you understand your heart health. We'll also have a heart health coach to help you understand your heart health and how to live a healthier lifestyle. We'll have a heart health coach to help you understand your heart health and how to live a healthier lifestyle.

WEDNESDAY, FEBRUARY 25 | 1000 C

Register today!

Limited seating available. Reservation is required.

Whole Heart Care:
The Basics and Latest Treatments
for Your Heart

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TUESDAY, FEBRUARY 24 | 5 - 6 PM

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Healing HeARTS

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Limited seating available. Reservation is required.

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Laugh your Heart Out! FREE Comedy Show

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Join us and laugh your way to better health with Phil DiTommaso, a seasoned comedian who has been entertaining and encouraging audiences for over 20 years.

THURSDAY, FEBRUARY 27 | 6 - 7 PM

BRANNON CENTER | 105 S. Riverside Dr., New Smyrna Beach, FL 32168

Register today! Visit WholeHeartCare.com or call 386-231-2229.

Limited seating available. Reservation is required.

West Volusia

AdventHealth
DeLand

701 W. Plymouth Ave.
DeLand, FL 32720

Palm Coast

AdventHealth
Palm Coast

60 Memorial Medical Pkwy,
Palm Coast, FL 32164

New Smyrna Beach

AdventHealth
New Smyrna Beach

401 Palmetto St.
New Smyrna Beach, FL 32168

Digital and Social

Cardiac Campaign Creative Samples – Digital & Social



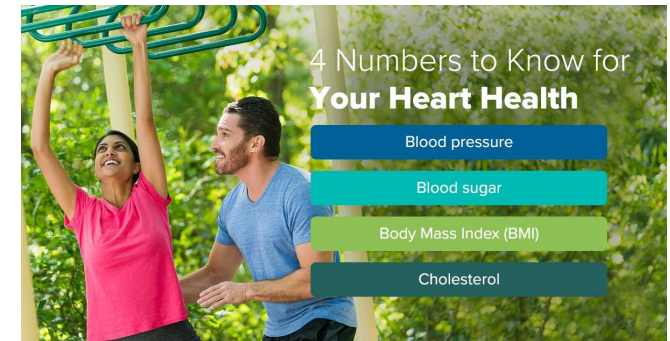
4 Numbers to Know for
Your Heart Health

- Blood pressure
- Blood sugar
- Body Mass Index (BMI)
- Cholesterol



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A Checklist for **Raising Good Cholesterol**


- Consume olive oil
- Eat healthy fats often
- Exercise regularly
- Quit smoking



A Racing Heartbeat Could Be **More Than Anxiety**

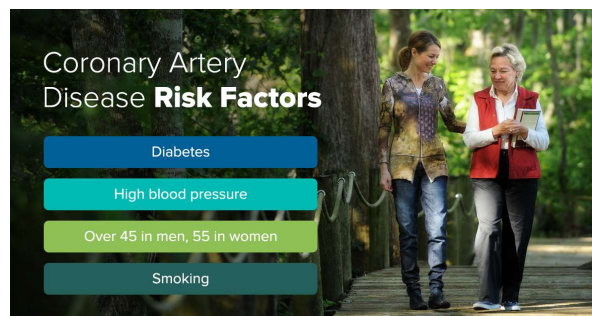


A Racing Heartbeat Could Be **More Than Anxiety**



Benefits of the **MitraClip®**

- Lowers heart failure risk
- Lowers surgical risks
- Minimally invasive procedure
- Treats mitral valve disease



Coronary Artery Disease **Risk Factors**

- Diabetes
- High blood pressure
- Over 45 in men, 55 in women
- Smoking

Cardiac Campaign Creative Samples – Digital & Social

Heart Myth vs. Fact

Myth: I'm too young to worry about heart disease.

Fact: How you live now affects your risk for heart diseases later in life. Even young and middle-aged people can develop heart problems.

Heart Myth vs. Fact

Myth: You'd have symptoms with high blood pressure.

Fact: High blood pressure is called the "silent killer" because you don't usually know you have it.

Heart Myth vs. Fact

Myth: Heart attacks always cause chest pain.

Fact: Symptoms also include shortness of breath, nausea, lightheadedness and pain or discomfort in arms, jaw, neck or back.

Heart Myth vs. Fact

Myth: You must avoid exercise after a heart attack.

Fact: Heart attack survivors who are regularly physically active and make heart-healthy changes live longer than those who don't.

Heart Myth vs. Fact

Myth: Family heart disease means I'll get it, too.

Fact: A family history puts you at higher risk, but you can take steps to dramatically reduce your chance of getting it.

Improve Heart Health With **Cardiac Rehab**

Heal with a support system

Healthy lifestyle education

Learn safe exercise techniques

Reduce stress through counseling



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Heal with a support system

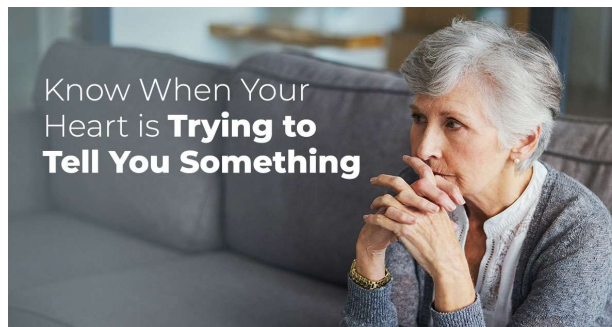
Healthy lifestyle education

Learn safe exercise techniques

Reduce stress through counseling




Know When Your Heart is **Trying to Tell You Something**



Cardiac Campaign Creative Samples – Digital & Social


Is It Anxiety or Atrial Fibrillation? **Know When to See Your Doctor**

Anxiety Attack	Atrial Fibrillation
Fast heart rate	Chest pain
Overwhelming fear or worry	Irregular heartbeat
Tension in the head or neck	Shortness of breath, often when lying down



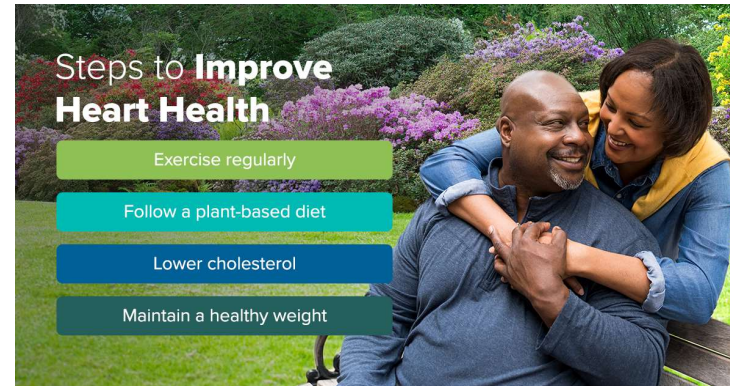
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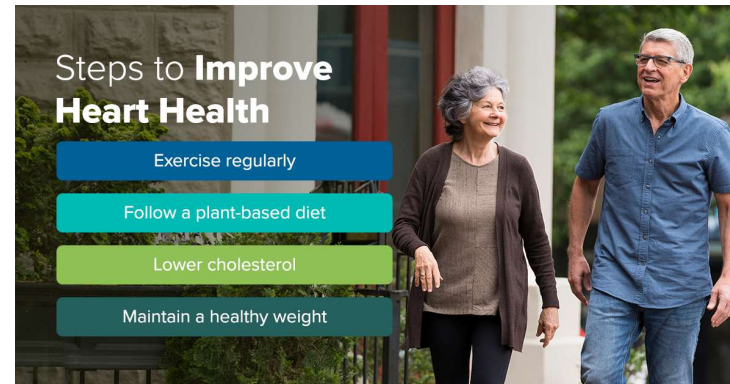
Steps to **Improve Heart Health**

- Exercise regularly
- Follow a plant-based diet
- Lower cholesterol
- Maintain a healthy weight



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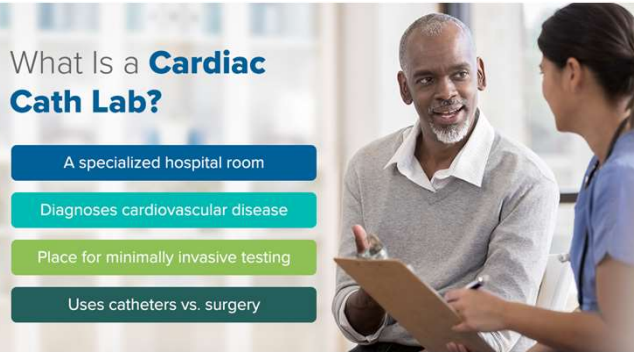
Tips to Prevent **Coronary Artery Disease**

- Be physically active
- Eat a diet low in saturated fat
- Maintain a healthy weight
- Take medication if necessary



Cardiac Campaign Creative Samples – Digital & Social

What Is a **Cardiac Cath Lab?**



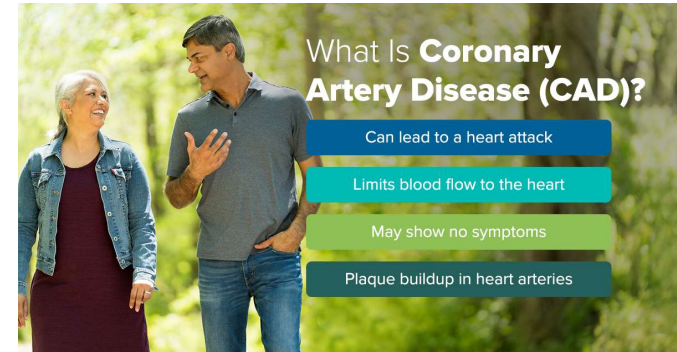
- A specialized hospital room
- Diagnoses cardiovascular disease
- Place for minimally invasive testing
- Uses catheters vs. surgery

What is an **Angioplasty?**



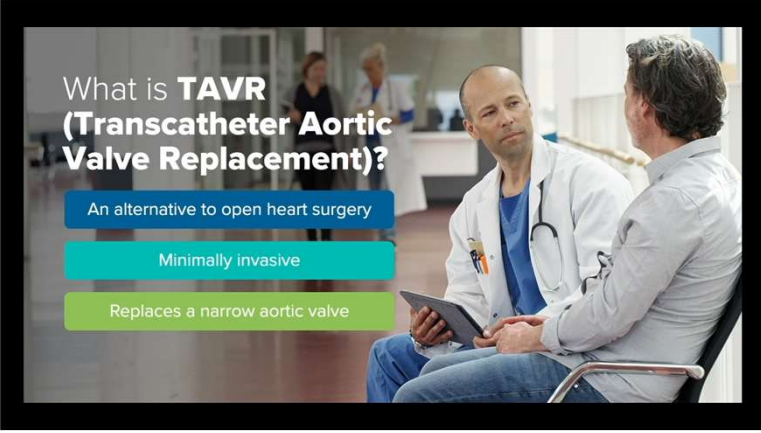
- Clears arteries blocked by plaque
- Heart disease treatment
- Restores blood flow

What Is **Coronary Artery Disease (CAD)?**



- Can lead to a heart attack
- Limits blood flow to the heart
- May show no symptoms
- Plaque buildup in heart arteries

What is **TAVR (Transcatheter Aortic Valve Replacement)?**



- An alternative to open heart surgery
- Minimally invasive
- Replaces a narrow aortic valve

When is **Aortic Valve Replacement Needed?**



- Blood flows backward through the aortic valve
- The aortic valve is narrowed/blocked
- A leaky or deteriorating valve is discovered
- In cases of congenital heart disease

Why High LDL Cholesterol Is Bad **for Whole-Person Health**



- Can cause chest pain
- Heightens risk of stroke
- Decreases blood flow
- Increases risk of heart attack
- Negatively effects cell and organ function

Cardiovascular Blog Samples

MENU **AdventHealth** Search

Find Doctors Get Care

Article Type: Blog

Ways to Boost Your Heart Health with More Exercise

01/25/2019 | AdventHealth

Tags: [Cardiac Care](#), [Health and Wellness](#)

Experts agree that regular physical activity is key to a healthy heart. But, it's not always easy to find ways to move more, know

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Only about one in five adults is not getting the recommended 150 minutes of exercise each week, a

Many of us can do better, and you can make a positive impact of regular exercise on your health.

Regular physical activity has been shown to reduce the risk of heart disease, stroke, and other chronic conditions.

MENU **AdventHealth** Search

Find Doctors Get Care

Article Type: Blog

Women and Heart Health: Know Your Risk

02/25/2019 | AdventHealth

Tags: [Cardiac Care](#), [Women's Health](#)

Worldwide, 8.6 million women die each year from heart disease, accounting for one-third of all deaths in women, according to the World Health Organization.

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Often, heart disease in women is not recognized until it's too late. Many women often focus on the men in their lives when it comes to heart health, but it is important for women to know their own unique signs and symptoms of heart disease.

Heart disease is the biggest health problem in the United States, with approximately 267,000 women dying from heart disease each year. These facts about women and heart health are important to know.

MENU **AdventHealth** Search

Find Doctors Get Care

Article Type: Blog

How Giving to Love Improves Heart Health

01/25/2019 | AdventHealth

Tags: [Cardiac Care](#), [Health and Wellness](#)

Hearts are the universal sign of love. Strong, healthy hearts are a sign of a healthy life. How connected we feel to our loved ones can impact our physical health. Read on to learn how you can make your heart healthy and strong.

Tags: [Cardiac Care](#), [Health and Wellness](#)

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Loved Ones Can Help

Think about the last time you were with someone you love. How did you feel? Did you feel more relaxed, more happy, more at ease? It's not just your emotions that are affected when you're with someone you love. Your heart health can also be impacted.

MENU **AdventHealth** Search

Find Doctors Get Care Now Schedule Appointment Find Location

Article Type: Blog

Four Numbers to Know for Your Heart Health

12/28/2018 | AdventHealth

Tags: [Cardiac Care](#), [Health and Wellness](#), [Laboratory Services](#), [Primary Care](#), [Women's Health](#)

Your heart: It's the engine that helps your body function and allows you to enjoy all life has to offer — from favorite activities to relationships with friends and family members. This February, celebrate this amazing organ during National Heart Month.

Heart disease affects approximately 84 million Americans and is the number one cause of death for men and women every year. Take control of your heart health by learning about four key numbers — and what you can do to keep them where they belong.