

Heart Month 2021



Traditional Marketing

Traditional Marketing

CFD Local Print Publications

In partnership with Market Strategy, we identified 30 publications across CFD to utilize for cardiac care messaging for February

Your heart is the only muscle that never rests.

And neither do we.

In an average lifetime, your heart can beat three billion times without ever pausing to rest. AdventHealth's expert cardiologists are inspired by this incredible powerhouse to strive forward, steadily innovate and stay in rhythm with treatments and technologies to help you feel whole. Because when your heart has the right care, it can do incredible things.

Find the care your heart needs.
HeartsAreIncredible.com

AdventHealth
feel whole.

In matters of the heart, it's ladies first.

Learn how to stay in front of heart attacks.

A woman's heart beats faster than a man's by almost eight beats a minute. And that's not the only difference. Women are more likely to experience "atypical" symptoms when their hearts are in distress. Signs of heart attack in women could include:

- Nausea or vomiting
- Shortness of breath without chest discomfort
- Pain in arms, upper back, neck, jaw or stomach
- Fainting
- Cold sweats
- Dizziness
- Pressure in center of chest
- Insomnia
- Unusual fatigue

When you learn more about your health, you're learning how to take better care of your incredible self. Take the AdventHealth Heart Risk Assessment today to find out more about your heart and how to keep it healthy at every stage of life.

HeartsAreIncredible.com

AdventHealth
feel whole.

Your heart never rests.

Schedule an Appointment

AdventHealth

AdventHealth

Your heart never rests.

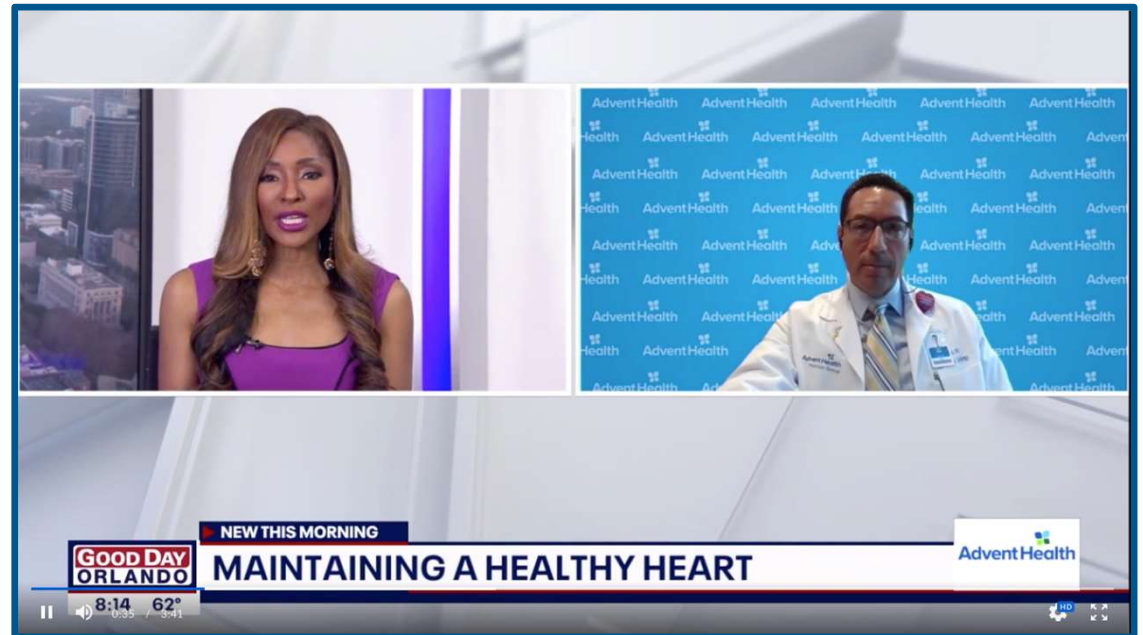
Schedule an Appointment

AdventHealth

Traditional Marketing

Radio and TV

- Fox House Calls | January 25 with Dr. Jara launching heart month
- iHeart Radio Endorsements | February promoting Random Acts of Heart
- Telemundo | Dr. Solano
- WNZF Endorsement
- Facebook Live Media Event | February 25



Patient Testimonials

JEFRE – Heart Art: Stent



Former patient and world-renowned artist, JEFRE, shares his journey through heart disease and how it has influenced his work as an artist

Launched February 4

Savannah – Heart Transplant



Recent Heart Transplant recipient and COVID survivor, Savannah, will share her new outlook on life after receiving the gift of life

Premiering at AHA Go Red Luncheon February 19

Random Acts of Heart

Random Acts of Heart

Random Acts of Heart is all about paying it forward. We have surprised and rewarded people in our community for making heart healthy decisions during American Heart Month.

These "surprise and delight events" aren't promoted ahead of time and aim to reward those who are already planning to be at these locations.

3 categories related to heart health: **Diet, Exercise and Stress Relief**

In doing so, we hope to inspire others to do the same by sending love through RandomActsofHeart.com

February 1: 11 Planet Smoothies across CFD gave out 197 FREE smoothies to customers who chose the 'Heart Smart' smoothie

February 20 and 21: We will wave adoption fees in partnership with the Halifax Humane Society

February 27: 6 State Parks and Bok Tower Gardens will offer free admission
Wekiwa State Park | Blue Springs State Park | Lake Louise State Park | Tomoka State Park | Washington Oaks State Park

Corresponding collateral for each activation to provide a connection to heart health education and digital/social CTA

Congratulations!

Today's state park admission is on us.
In honor of American Heart Month, we're celebrating your heart-healthy decision to get active outdoors.

Did You Know?
Walking regularly can reduce your risk of a heart attack, lower your blood pressure, decrease your bad (LDL) cholesterol and raise your good (HDL) cholesterol.

Enjoy your visit!

Share with your friends how you are being heart healthy today.
#HeartsAreIncredible on social media and share the love at RandomActsofHeart.com.

Advent Health | **FLORIDA STATE PARKS**
...the Real Florida™

Random Acts of Heart

Planet Smoothie

AdventHealth | Planet Smoothie

Heart Smart Smoothie

During National Heart Month, AdventHealth encourages you to take control of your heart health. Show your heart some love #HeartsAreIncredible

Enjoy this exclusive smoothie for a limited time at Central Florida locations only.

Together for your whole health

Cocoa, almond butter, bananas, nonfat frozen yogurt, nonfat milk

\$ X.XX LIGHT 16oz \$ X.XX SMALL 22oz \$ X.XX MEDIUM 32oz \$ X.XX LARGE 44oz

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Congratulations!

Today's smoothie is on us.
In honor of American Heart Month, we are rewarding your heart healthy decision with a free smoothie.

Did You Know?
This smoothie includes ingredients high in protein and fiber, which are key elements in a heart healthy diet.

Enjoy your smoothie!

Share with your friends how you are being heart healthy today. Tag us on social media @lifeatadventhealth and learn more at RandomActsofHeart.com.

Random Acts of Heart

Sending Love in the Mail

- Random Acts of Heart campaign also offers our community the opportunity to share a special heart healthy gift with someone they love, compliments of AdventHealth.
- Visit RandomActsofHeart.com and fill out a short form to send a gift to a friend or loved one with a special personalized note.
- Promoted utilizing paid social, digital ads, radio endorsements, community partners and RAH events.
- The AdventHealth branded box will highlight four pillars of heart health:
 - **Reduce Stress:** Lavender essential oil
 - **Move More:** A resistor band
 - **Heart Healthy Alternatives:** Dark chocolate covered almonds
 - **Good Night's Sleep:** Sleep mask
 - Collateral explaining the benefit of each item on your heart's health
 - Individualized note from sender

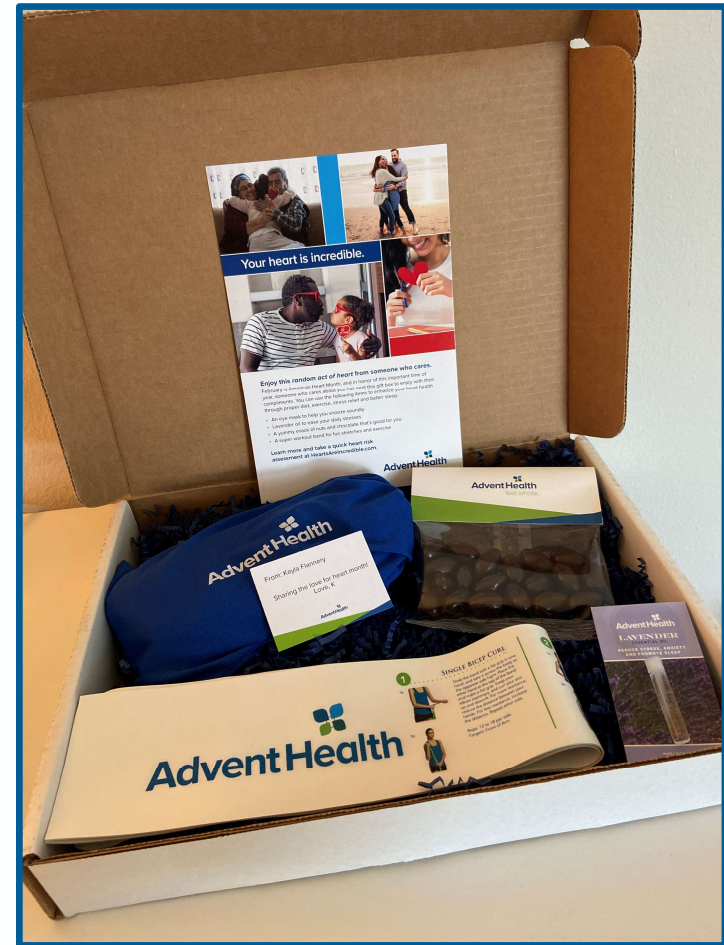


Random Acts of Heart

Sending Love in the Mail



- Worked with Match Up Promotions on fulfillment
- Nearly **150** boxes already sent



Community Partnerships and Events

Community Engagement

Partnerships and Events

Leverage local partnerships, events and content opportunities across the Central Florida division to support Heart Month messaging and highlight local expertise.

Examples include:

- Orange Appeal Women's Conference
- Orlando Museum of Art Family Day
- Edible Orlando
- Chamber lectures
- Walk with a Doc
- Podcasts
- Facebook Lives and Webinars
- Rotary speaking opportunities
- Newsletter and blog content for schools, chambers, HOAs, assisted living facilities, government and business partners, etc.

AdventHealth Heart of Florida was live.
February 11 at 4:01 PM · 🌐

February is American Heart Month! Join us as we chat with Shelly Moore, Polk Market Director of Imaging and Cardiology, to learn about warning signs, as well as how you can take control of your heart health.

Heart Health
Shelly Moore RN, MSN, CCRN-K, CCNS
Polk Market Director Cardiovascular | Diagnostic Imaging
863-419-1544

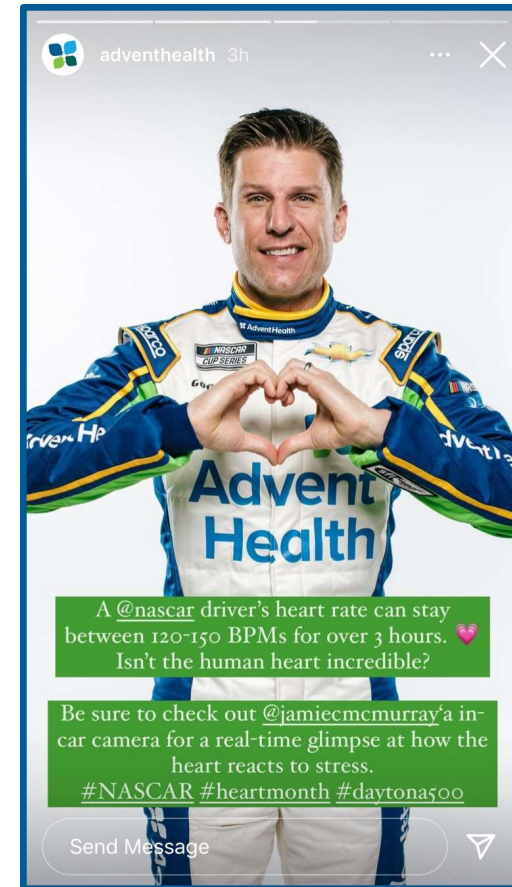
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Zoom

5
2 Comments 21 Shares

Sports Partnerships

Daytona 500 | February 14

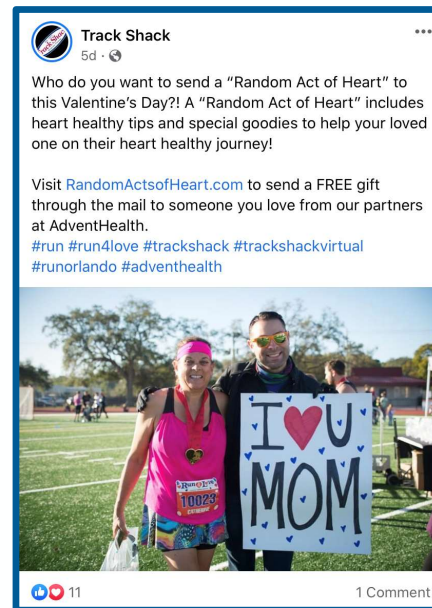
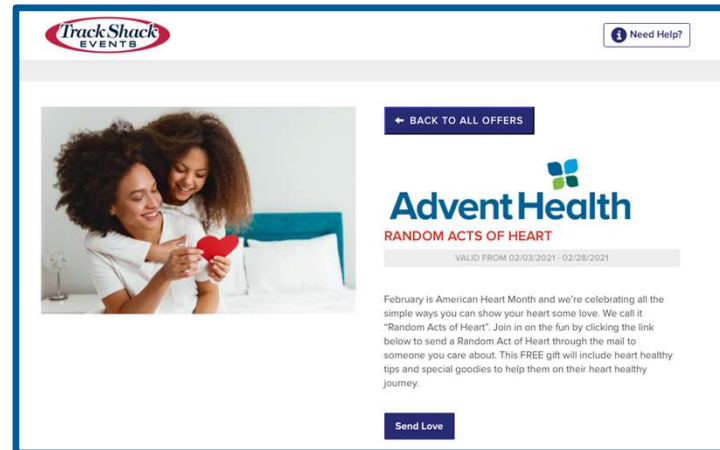
- Heart themed content captured on media day earlier this month before the big race
 - Additionally, captured commentary from Dr. Arab to be paired together in the coming weeks
- Jamie McMurray wore a heart monitor during the 500
 - Displayed how racing affects the driver's heart rate
 - National commentary from FOX, specifically during the crash that happened on lap 15
- Social specific to the race and heart month across AH and Chip Ganassi racing team
- Facebook Live with Dr. Arab and Jamie McMurray | February 17



Sports Partnerships

Track Shack Run4Love | February 13

- PA Announcements day of
- Heart ice pack giveaways in runner packets
- E-Race ad offer
 - Top 4 for clicks and views with only race instructions and course maps being more popular
- Welcome message from CVI leader, Kim Bell
- Facebook and Instagram posts promoting RAH
 - Utilized Instagram story 'swipe up' with 14 people visiting our URL
- On-site signage promoting RAH
 - Received 91 scans! With only 888 people starting the race in person, this is more than 10% engagement

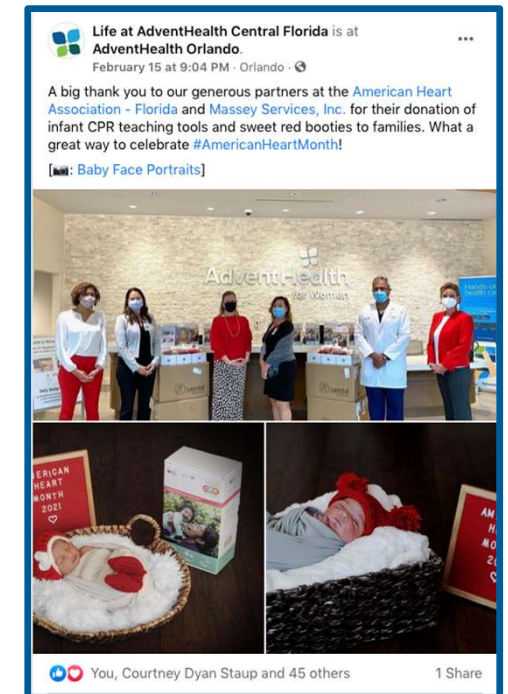
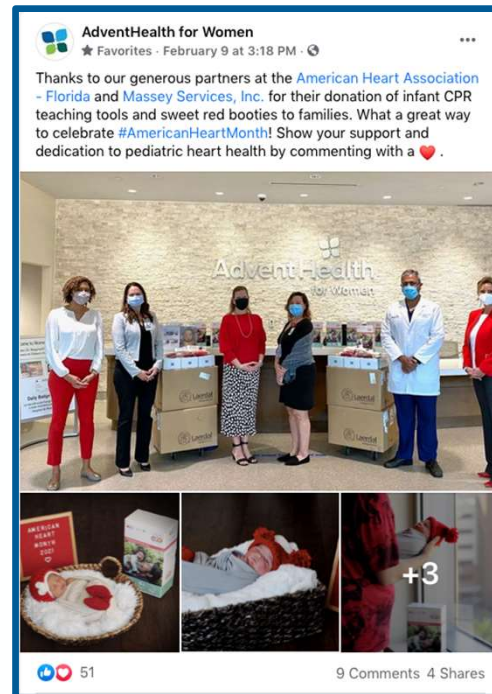


American Heart Association

Greater Orlando Area

Infant CPR Kits

- February 9th at AdventHealth for Women Orlando
- Donated by Massey Services in partnership with the American Heart Association for new parents
- Photo opportunity with Andrea Massey, AHA team, Kim Bell, Dr. Wadhawan and Jennifer Wandersleben
- Social posts across AdventHealth, American Heart Association and Massey Services
- Will be highlighted at tomorrow's Go Red event
- Baby Face captured additional photos of new parents and babies

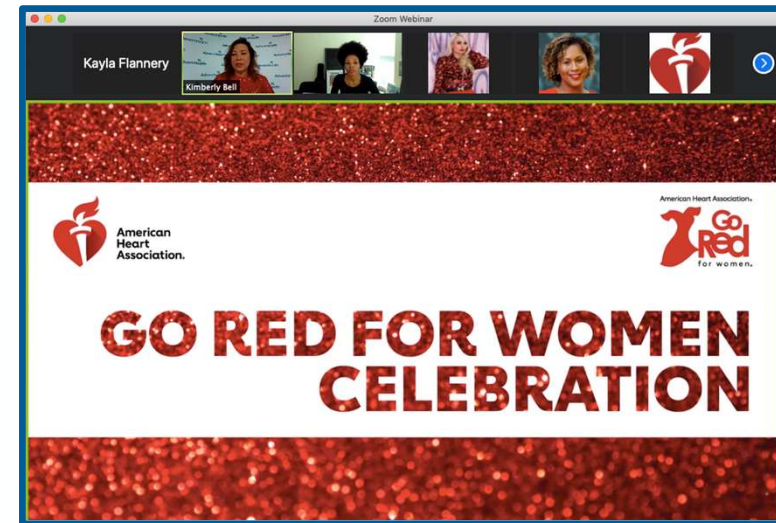
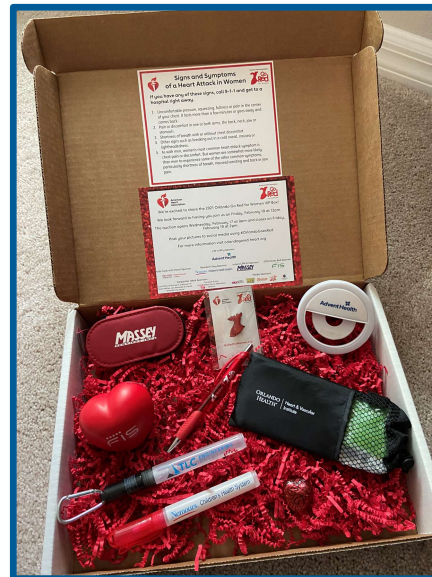


American Heart Association

Greater Orlando Area

Go Red for Women Virtual Luncheon

- February 19 with Kim Bell as 2021 Event Chair and featured speaker
- Co-branded gift box will be delivered to 200 VIPs across Central Florida before February 19
 - AdventHealth provided branded selfie lights in each box
- Digital ad
- Featured guest: Savannah, recent Heart Transplant Recipient at the AdventHealth Transplant Institute and COVID survivor
 - Patient testimonial will play and then she is invited to address attendees
 - Video will then launch across AH and AHA social pages after the event



Branded gift for inside the VIP box

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- Insomnia
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When you learn more about your health, you're learning how to take better care of your incredible heart. And when your heart has the right care, there's no stopping you.

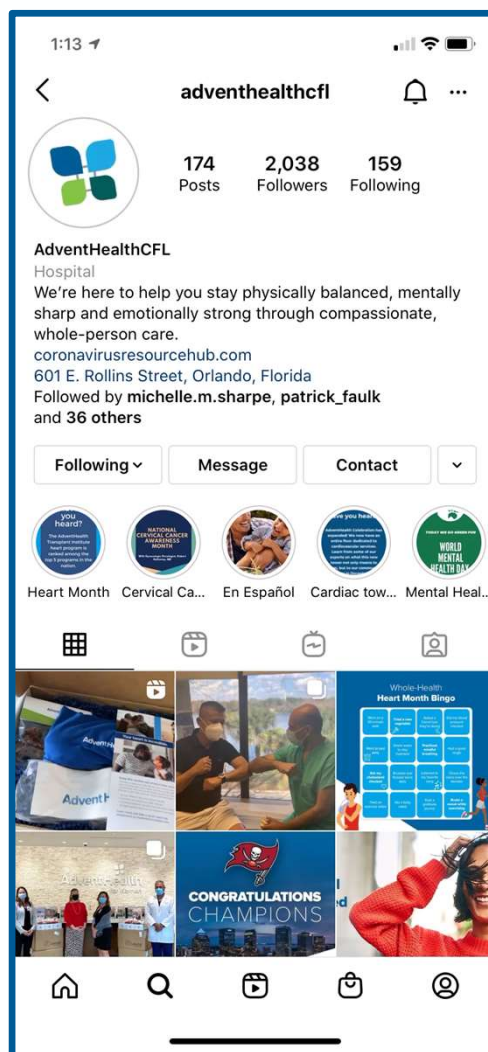
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feel whole.

Social Media

Content Calendar

Utilize Facebook, Instagram and LinkedIn across CFD's multiple pages to highlight education, patient stories and Random Acts of Heart campaign during the month of February. Content includes:

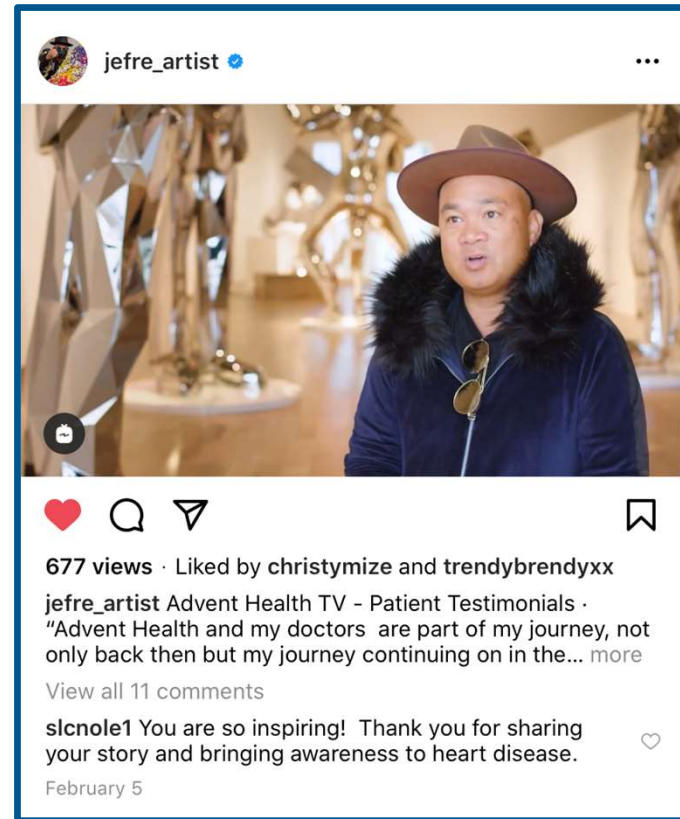
- Myth vs. Fact Graphics
- Random Acts of Heart Promotion
- Fact or Fiction Graphics
- Know Your Numbers
- This or That Interactive Stories
- Heart Month Bingo
- Blogs
- Wear Red Day
- Heart Healthy Recipes
- Patient Testimonial Videos
- Event and Partnership Posts
- #5 Heart Transplant Program in the Nation



Content Calendar Big Win

While JEFRE's testimonial launched across our platforms, JEFRE also shared the video on his account. With over 10,000 followers, we saw his followers re-sharing his video, significantly increasing our reach.

In less than a day, our @adventhealthcfi Instagram account gained 10 followers directly from having his account share our content.



EMS

EMS Blitz

Launching February 16 and 17

- Providing heart-themed cookies across CFD to EMS partners
- North Region: Cookies will be placed in EDs for leadership to pass out to incoming crews.
- South Region and Polk: EMS liaisons will complete station visits to over 70 stations.



Team Member Communication

Team Member Communication

- Hypertension Direct Mail Targeting CFD Team Members who are:
 - Ages 45-70
 - Have AdventHealth Insurance
 - Estimated 16,000 Employees
- East Orlando Celebration
 - 3rd cath lab and 100 STEMI's
- AHTV Feature
- Morning Briefing - Dr. Accola
- Direct Connect
- Connection Central

Know your numbers.



To schedule an appointment or to learn more about services offered, visit AdventHealthMedicalGroup.com.





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Your blood vessels carry a million barrels of blood in a lifetime.






Controlling your blood pressure keeps them safe.



What is hypertension?

The term hypertension (also known as high blood pressure) is often brought up in doctors' offices, articles and conversations about your overall health, but many people don't know exactly what the numbers mean. Understanding why you should pay attention to important medical indicators like this is the first step to enjoying whole health.

Do you know what your blood pressure numbers mean?

- **Systolic blood pressure** (the top number) indicates how much pressure your blood is exerting against your artery walls when the heart beats.
- **Diastolic blood pressure** (the bottom number) indicates how much pressure your blood is exerting against your artery walls while the heart is resting between beats.

How to better manage blood pressure with whole health

Exercise regularly.

- Daily exercise — even something as simple as walking around the block or taking the stairs instead of the elevator — can go a long way to boosting your heart health.

Make relaxation a priority.

- Pursue activities that bring you joy. Your heart will thank you.

Eat a heart-healthy diet.

- Consuming the right foods is great medicine. Create a grocery list that will make your heart happy.

Good food is great medicine.
Put these on your shopping list.

	Apples reduce risk of stroke		Chia seeds lower triglycerides
	Avocados reduce cholesterol		Tomatoes increase "good" cholesterol
	Walnuts lower cholesterol and blood pressure		Bananas reduce hypertension
	Almonds reduce plaque buildup		Garlic helps prevent blood clot formation

Make your heart health a priority.

Let heart health be the first stop on your journey to whole health. Talk with your physician today about how to care for your heart. If you or a family member have hypertension, we have a new clinic for you.

At AdventHealth Medical Group Cardiology, we are experts in the evaluation and management of complex hypertension, offering our patients leading-edge advances in hypertension treatments.

To schedule an appointment or to learn more about services offered, visit AdventHealthMedicalGroup.com.



Extending the Healing Ministry of Christ