

## A Case Study Increased Revenues and a Stronger Community Reputation.



*“We are excited about the future because the HeartAware program has helped brand Trinity Regional Health System as the prevention leader in our community.”*

—Cheri Bustos, Sr. Director, Corporate Communications,  
Trinity Regional Health System



Trinity Regional Health System faced the same challenge every hospital faces today—attracting more patients and increasing revenues, while building a strong community reputation. To achieve this goal they set out to be the market leader in heart disease prevention.

Trinity considered various options and felt strongly that HealthAware's HeartAware program would provide them with the services and systems that would fully leverage their cardiovascular expertise. They implemented the program in 2006, and the program was a major success. So much so that Trinity was able to change their focus from cardiovascular treatment to cardiovascular prevention, which meant saving lives.

The results to Trinity's bottom line were equally impressive. In addition to a positive impact on the health and wellness of their community, the HeartAware program created \$1,600,000 in new downstream revenue. With the addition of new HealthAware cardiovascular programs, Trinity anticipates increasing patient revenues even further.

Prepared by HealthAware  
1777. S. Harrison Street  
Suite 1110  
Denver, Colorado 80210

[www.healthawareservices.com](http://www.healthawareservices.com)

Acquire Patients. Save Lives.  
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#### THE CHALLENGE

Attracting at-risk patients to their facility is a competitive challenge every hospital faces today. Savvy consumers no longer simply follow the first recommendation given to them by their doctor. Instead, they use the Internet to “shop” for healthcare services.

Like many hospitals throughout the nation, Trinity Regional Health System is in an extremely competitive market. Trinity’s chief competitor had a 25-year head start on them in cardiac services and they were perceived in the community as the “place to go.” Trinity answered this challenge by choosing to increase their visibility in cardiovascular care.

“Today’s world is all about prevention, and Trinity wanted to be the market leader in heart disease prevention,” said Dan Saskowski, Trinity’s Manager of Cardiac Rehabilitation. Trinity’s next hurdle became choosing a strategy to employ in 2006 that would achieve this objective.



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#### THE CLIENT

Trinity Regional Health System is a three-campus healthcare provider located on the western border of Illinois, and the eastern border of Iowa, right along the Mississippi River. With campuses in Moline and Rock Island Illinois, and Bettendorf, Iowa, they have 534 licensed beds and employ a staff of nearly 3,000 medical professionals. Trinity Regional Health System also includes an extensive network of services including rural clinics and mental health facilities.

Paying meticulous attention to optimum patient outcomes, the Trinity heart surgery team provides the Quad-City region with university-level cardiac care in a community hospital setting. In fact according to the Society of Thoracic Surgeons, Trinity’s heart surgical outcomes are twice as high as national rates. Trinity’s outcomes are in the top 5 percent in the nation, with no hospital in Iowa having better outcomes, and only one hospital in Illinois bettering that rate.

## THE DISCOVERY

Trinity's road to becoming a market leader in heart disease prevention began by examining the Dare to C.A.R.E. program. However, they quickly found it to be too cumbersome and arduous in that it involved many steps.

Dr. Bryan Foy, lead cardiac surgeon, suggested Trinity take a close look at HealthAware's HeartAware program. He felt it was the right program to help them demonstrate to the community that Trinity was dedicated to heart disease prevention and meeting patient needs. Dr. Foy also believed HeartAware would capture more business for Trinity and generate new downstream revenues.

Aware that the Quad-City area has a high incidence of heart disease, Trinity's Director of Cardiology, Michael Dessert, became an advocate of HeartAware because he believed the program could effectively identify and motivate at-risk patients to take action before they had a first heart attack.

## IMPLEMENTATION

To launch the HeartAware online platform, HealthAware account representatives worked closely with Trinity's IT department, and with Melissa Swift, RN, Trinity's internal HeartAware Coordinator.

When Trinity first implemented the HeartAware program in February 2006, the media response was great. Ms. Swift was initially caught off guard by the positive response, but quickly learned that to assure the program would succeed, it was important to create a personal relationship with patients and find out exactly what they needed.

Trinity found that launching HeartAware was like starting their own business, which meant guiding the program through some early peaks and valleys. For example, when they first implemented HeartAware, their budget had already been set for that year, so they had to rely on the media for making the public aware of the program.



## THE SOLUTION

After reviewing all the materials provided to them about HeartAware, Trinity knew it was the right program for their organization.

Trinity felt strongly that HeartAware could provide them with services and systems that would fully leverage their cardiovascular expertise. Nearly 79 million Americans have heart disease and don't even know it. In Trinity's estimation, HeartAware was the key to pinpointing and inspiring people in the Quad-Cities to schedule consultations at their facilities.

By putting their time and resources behind HeartAware, Trinity was confident they would see a considerable increase in patient traffic, and a stronger financial performance. However, equally as important was the prospect of improving the health and wellness of their community—and saving lives.

Michael Dessert sees the HeartAware Coordinator and Trinity's Corporate Communications Department as playing a vital role in achieving optimum results through HeartAware. "Without these two elements, which the hospital has to implement, the program would not work. You definitely need an aggressive public relations push and a strong inside clinical person to spearhead things."

Dr. Bryan Foy further realized the importance of marketing when he set a goal of screening everyone within a 50-mile radius over age 50 for heart disease. "Marketing has meant everything in this ambitious effort. Unless you get the message out, the program won't be used."

With a strong marketing push in place, Dr. Foy realized the positive influence HeartAware had on how he approached his work. "With the success of our HeartAware program, my focus changed from cardiovascular treatment to cardiovascular prevention. Today, doing our job right means treating people before they need heart surgery. The consumer education component of HeartAware has played a pivotal role in achieving this."

## **THE RESULTS**

Within one year of successfully implementing the HeartAware diagnostic module, Cheri Bustos, Trinity's Senior Director of Corporate Communications, saw the program achieve significant results. "We are excited about the future because the HeartAware program has helped brand Trinity Regional Health System as the prevention leader in our community."

Ms. Bustos added, "Because of the success we've experienced with HeartAware, we are excited about implementing other modules in HealthAware's cardiovascular program, specifically StrokeAware and LungAware."

In addition to a positive impact on the health of their community, HeartAware had a notable impact on Trinity's bottom line. In just over a year, the program created \$1,600,000 in downstream revenue. With the addition of their new HealthAware cardiovascular programs, Trinity anticipates increasing patient revenues even further, while providing citizens of the Quad-Cities with an excellent opportunity to improve the quality of their lives.

The results Trinity Regional Health System has achieved with HealthAware's cardiovascular program is consistent with what other HealthAware clients have experienced throughout the nation.

HealthAware's unique, proven systems actively identify and motivate at-risk patients to schedule consultations and surgeries at your hospital. They also allow you to enhance the health and fitness of your community, which further helps establish your organization as a respected market leader who cares.

**Call us today to learn how HealthAware  
can help you achieve your goals!  
303.758.8400**

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