

women'sheartadvantage®

Yale-New Haven Hospital

Case Study

“Women’s HeartAdvantage provided an effective strategy to reach the women’s market in a way we never imagined.”

William Gombeski, Administrative Director, Marketing

The Challenge



Physicians at **Yale-New Haven Hospital** were concerned about a national trend that showed a widening gap between men and women in the diagnosis, treatment and prognosis for heart disease. Research in the local market revealed that women were unaware that heart disease was the leading cause of death for females and lacked knowledge of the risk factors, symptoms and importance of acting promptly when symptoms present. The hospital also discovered that women and their doctors were not discussing heart disease, its risk factors and ways to reduce risk. This insight revealed a significant opportunity for Yale-New Haven Hospital to vastly improve heart care

for women and, in doing so, to position the organization as the hospital of choice for women at risk for or with heart disease

The Solution

The hospital and its physicians set aggressive goals to increase awareness of the risks of heart disease among women, impact the speed at which women with acute symptoms sought treatment, and build volumes and market share for cardiac services in the highly competitive New Haven market. They chose **Women’s HeartAdvantage** because it offered a comprehensive and effective way to involve physicians, nurses and other clinical staff in improving cardiac care for women and was designed to improve communications between women and their doctors.

“What made **Women’s HeartAdvantage** attractive to us was that it was not just a marketing campaign, but a long-term initiative to build and sustain cardiac business,” said Kyle Kramer, executive director of Cardiovascular Services. The hospital launched the program in 2001 and has sustained its momentum since that time.

The Results

The Yale-New Haven Hospital emergency department staff saw a dramatic change among the women admitted to the hospital with heart-related illnesses. Research found that more than half of the women who visited Yale-New Haven’s emergency department with heart-related symptoms said that **Women’s HeartAdvantage** was their source for heart-related information.

“**Women’s HeartAdvantage** has been very powerful for us, because it is changing behavior and saving lives,” said Bill Gombeski, Yale-New Haven’s administrative director for marketing. “The program and message provided a way to effectively reach the women’s market in a way we never imagined.

“We don’t have a facility or center designated for women, yet through **Women’s HeartAdvantage**, we were able to carve out a niche program that *connected* to women on an individual level.”

