

CHALLENGE: St. Luke's Medical Center, Milwaukee is Wisconsin's largest private hospital and an internationally renowned heart care center. Facing growing competition for cardiac patients from existing hospitals and new market arrivals, St. Luke's needed a marketing initiative to maintain loyalty from past patients and reinforce its brand as "the" hospital for cardiac care.

Heart Healthy Clubs

EXECUTION: The Lynne Broydrick Group created the St. Luke's Heart Healthy Clubs, a program for heart patients that educates and promotes a heart healthy lifestyle and ways to reduce the risk of recurring heart problems. The Heart Healthy Clubs, which met monthly were opened to all St. Luke's heart patients and offered guest speakers, demonstrations and activities. Participants are even invited to bring friends, neighbors and relatives.

RESULT: Membership in the Heart Healthy Clubs continued to grow as the number of clubs grew to 14, with an average attendance of 100 per meeting.

Participants say that the Heart Healthy Clubs have made a difference in their lives and they looked forward to their next meeting each month. The clubs were also an important socialization opportunity for their largely senior clientele.