

Heart Health Screening Campaign

1. Landing Page

Headline

Love Your Heart

Intro Copy

You put your heart into everything you do. And your heart returns the favor – every day. But when it comes to staying healthy, we all need a little help now and then. Like reminders to get important health screenings to detect and prevent heart disease. Or taking action to minimize your risks. That's where we come in... helping you show your heart some love, so you don't miss a beat.

Are you at risk for heart disease?

While anyone can be at risk for heart disease or stroke, that risk increases based on your age and family history. High [blood pressure](#) or unhealthy cholesterol levels can also play a major role. The good news is, you can take control of certain lifestyle aspects of your health to better protect your heart – and your life.

Beacon has the [lifestyle programs](#) you need to stay on top of your health – from fitness classes and [diabetes education](#) to [Freedom from Smoking](#) and much more.

Heart health by the numbers.

Blood pressure, cholesterol levels, heart rate and family history – think of them as the combination to a safe – the one that unlocks the keys to your overall heart health. Together, these numbers help you understand your heart and cardiovascular disease risks, so you can take steps to improve your health. We can help you get started:

- Use the [heart disease risk calculator](#) to find out your risk for cardiovascular disease.
- Once you know the score, it's time to have a heart-to-heart talk with your doctor. Heart disease is easier to treat **when** it's detected early, so keep the lines of communication open. **Schedule your appointment today.** [[Link to PCP page?](#)]

Women, take heart!

Heart disease is often thought to be more of a problem for men. However, it's the most common cause of death for both women and men in the United States. Because some heart disease symptoms in women can differ from those in men, women often don't know what to look for. Understanding these unique heart disease symptoms can help you reduce your risk.

Learn More About:

- [Heart Care for Women](#)
- [Heart Risk & Prevention](#)
- [Education & Resources](#)

[Inspire stories]

Care with Heart

Hear from our incredible patients who inspire us every day.

Outstanding heart care, close to home. “Because of the Beacon Hospital in Bremen... 8 minutes away... I’m alive.”

[link to Brad’s video]

Looking ahead with laughter and joy. “This is breakthrough surgery. We’re extremely fortunate to have this available in our community.”

[link to Gerald’s video]

Heart disease doesn’t always have symptoms. “I had no warning signs that I recognized.” Learn how Phil got a new lease on life.

[link to Phil’s video]

Possible Sidebar:

You put your heart into everything you do. So do we. Your heart is in good hands with Beacon.

[heart/hands icon?]

CTA: Schedule an appointment [[link to PCP page?](#)]

[underserved]

We’re here to help you

If you have limited resources or treatment options in your area, [Beacon Medical Group E. Blair Warner Family Medicine](#) offers a full-spectrum family medicine practice. With an active patient population of more than 12,000, our patients are diverse in medical conditions, ages, gender and ethnicity. Our staff consists of RNs, LPNs, CMAs, family nurse practitioners, social workers, medication assistance coordinators, and financial advocates.

Quality, affordable care is also available through:

- [HealthLinc](#)
- [Heart City Health](#)

2. Paid Ad Copy

Static Ads:

Two versions of copy for someone's first time potentially seeing the campaign. Will link to the landing page.

Version 1

Primary Text

It's time for a heart-to-heart. Know your risk for heart disease, get regular screenings and learn how to keep your heart healthy.

Headline

Don't Miss a Beat

Description

Show your heart some love

CTA: Get Started

Version 2

Primary Text

Show your heart some love during American Heart Month. Understand your risk factors and learn how to keep your heart healthy.

Headline

It's American Heart Month

Description

Heart health by the numbers

CTA: Learn How

Video Ads:

For someone's first time potentially seeing the campaign. These will link either directly to the videos or to the landing page.

Version 1: Brad

Primary Text

You put your heart into everything you do. So do we. We're here to keep every heart beating strong – for you and for patients like Brad.

Headline

Eight Minutes Can Change a Life

Description

Hear Brad's story

CTA: Watch Now

Version 2: Gerald

Primary Text

Care with heart. It's what we do. Making sure you never miss a beat, keeping every heart healthy and strong – for you and for patients like Gerald.

Headline

Breakthrough Care, Close to Home

Description

Hear Gerald's story

CTA: Watch Now

Static Retargeting:

Another version of copy for someone who has already seen the ads.

Version 1:

Primary Text

Anyone can be at risk for heart disease. Know your numbers and talk to your doctor about keeping your heart healthy.

Headline

Show Your Heart Some Love

Description

Don't miss a beat

CTA: Get Started

Version 2:

Primary Text

Don't miss a beat – show your heart some love during American Heart Month!

Headline

Understand Your Risks

Description

Heart health by the numbers

CTA: Learn More

3. Organic Post Copy – Women's Heart Health Month

Women, take heart! The more you know about heart disease, the better chance you have of reducing your risk and **keeping yours beating strong**. Know the signs and symptoms unique to women, take the heart disease risk assessment and schedule a heart-to-heart with your doctor.

IMAGE COPY: It's American Heart Month. Don't miss a beat.

CTA: Get Started

4. 60-second radio spot

[opens with sound of a strong, steady heartbeat]

Hey there... got a few seconds for a heart-to-heart?

We've got big plans this year, you and me.
We've made it through a pandemic and so much more.
Now... it's time get ready,
To get back out into the world and tackle that wish list.

But first... we need to tick off a few items for me... **your heart.**
Let's understand our risk for heart disease,
Let's take some action and make some healthy changes...
Let's quit smoking, know our numbers, talk to our doctor about our family history

Let's get started right now
At Beacon dot health slash know your risk
So we don't miss a beat...

At Beacon... your heart is in good hands.
Visit Beacon dot health slash know your risk to learn more.