



Sebastian
Medical Group



HEALTHCARE

Case Study #16:

PATIENT OUTREACH

IDEAS FOR: Healthcare Providers & Payors, Patient Outreach, Wellness, Fitness

Every February, the American Heart Association produces a campaign that puts the spotlight on cardiovascular health. The signature color red is incorporated throughout a series of nationwide events, including Wear Red Day that takes place the first Friday in February. To remind patients about heart health awareness, Sebastian Medical Group provided every patient that came through their Cardiovascular Center with a complimentary red pen.



The same pen was provided to the staff for added exposure and branding.



A double-sided imprint was used to promote heart health awareness and a mobile health app.



A click-action stylus pen was chosen to encourage patients and staff to access online resources on their touchscreen devices.

Item: #MHX - Bowie Softy w/Stylus



Be good to your 

Sebastian.org/HeartHealthApp

Bowie Softy w/Stylus (#MHX) Imprint Area: 2" x 0.295"

Promotional products are the most highly regarded form of advertising.¹

1. ASI Global Advertising Impressions Survey, 2019.

