



SITUATION

Aspirus Riverview Hospital

This 99-bed, rural hospital was interested in building business at its new Medi-Spa using the numerous skincare services and products it offered.



SOLUTION

Aspirus Riverview Hospital's Spirit of Women program served as the perfect complement to its newly created Medi-Spa. They both cater to the same audience – women, the most powerful influencers in healthcare. The hospital's Spirit of Women program, utilizing customizable SHG Essentials and tools, hosted a "Keep Calm and Love Your Face" event at the local community theater and debuted its Riverview Spirit Medi-Spa to its community. Guests learned about facials, skin peels, fillers, brighteners, Botox, laser hair removal, skincare products, clinical makeup, and more. A 20-minute video provided a virtual tour featuring their medical esthetician and physicians from the comfort of their theater seats.



SUCCESS

The "Keep Calm and Love Your Face" event generated the buzz and business that Aspirus Riverview Hospital sought.

Specific results include:

200+
attendees at the signature event spending a total of \$5,000

100%
increase in product sales following the event

8%
increase in Spirit of Women membership



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| <p>Salmon Spread</p> <p>1 pound salmon 1 1/2 tablespoons Worcestershire sauce 1/2 cup mayonnaise 1/2 cup chives, finely chopped 1/2 cup dill, finely chopped 1/2 cup onion, finely chopped 1/2 cup celery, finely chopped 1/2 cup parsley, finely chopped 1/2 cup lemon juice 1/2 cup olive oil 1/2 cup salt 1/2 cup pepper</p> | <p>Squash Crisps with Raita</p> <p>4 medium butternut squash 1/2 cup olive oil 1/2 cup salt 1/2 cup pepper 1/2 cup raita 1/2 cup dill, finely chopped 1/2 cup chives, finely chopped 1/2 cup onion, finely chopped 1/2 cup celery, finely chopped 1/2 cup parsley, finely chopped 1/2 cup lemon juice 1/2 cup olive oil 1/2 cup salt 1/2 cup pepper</p> | <p>Pimiento-Stuffed Summer Squash</p> <p>4 medium butternut squash 1/2 cup olive oil 1/2 cup salt 1/2 cup pepper 1/2 cup pimiento 1/2 cup onion, finely chopped 1/2 cup celery, finely chopped 1/2 cup parsley, finely chopped 1/2 cup lemon juice 1/2 cup olive oil 1/2 cup salt 1/2 cup pepper</p> |
| <p>Sparkling Citrus Punch</p> <p>1/2 cup sparkling water 1/2 cup lemon juice 1/2 cup orange juice 1/2 cup lime juice 1/2 cup grapefruit juice 1/2 cup pineapple juice 1/2 cup cranberry juice 1/2 cup blueberry juice 1/2 cup raspberry juice 1/2 cup strawberry juice 1/2 cup peach juice 1/2 cup cherry juice 1/2 cup apple juice 1/2 cup pear juice 1/2 cup kiwi juice 1/2 cup mango juice 1/2 cup apricot juice 1/2 cup plum juice 1/2 cup nectarine juice 1/2 cup peach juice 1/2 cup cherry juice 1/2 cup apple juice 1/2 cup pear juice 1/2 cup kiwi juice 1/2 cup mango juice 1/2 cup apricot juice 1/2 cup plum juice 1/2 cup nectarine juice</p> | | |

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