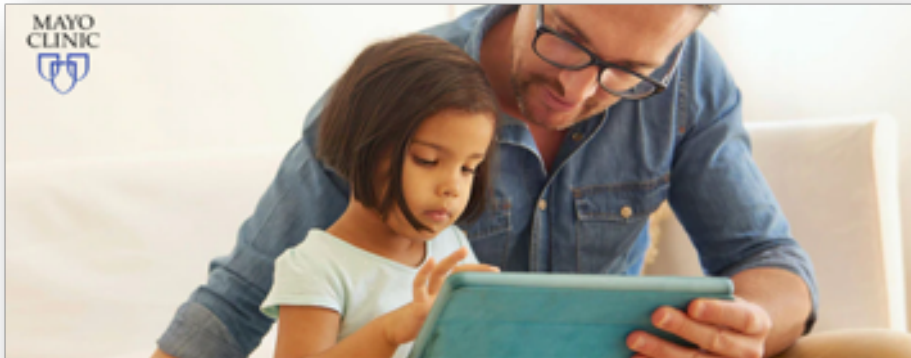




CASE STUDY: THE MAYO CLINIC



MAYO CLINIC

Mayo Clinic Connect

Ask questions. Get answers. Connect.

Mayo Clinic Connect is an online community where you can share your experiences and find support from people like you. You'll also receive trustworthy information from Mayo Clinic experts.

[Browse](#) [Join](#)

Current live site: [Mayo Clinic Connect](#)

OPPORTUNITY: Increase accessibility perceptions to drive appointments.

IDEA: Empower past patients to tell their Mayo story to those who don't realize Mayo is an option.

RESULTS: First year goals reached in 4 months.
2019 – Platform became business asset, helping patient outcomes.

