



# Mayo Clinic Connect



CONTACT:  
[Terri@mojogang.com](mailto:Terri@mojogang.com)  
612.619.2837

## BRAND GRATITUDE OPPORTUNITY

SAYS TO ME	DOES FOR ME	DOES FOR OTHERS
	◆	

**CHALLENGE:** Mayo is the cutting edge of medicine, but their prestige and stature meant most people thought they were not an option. This presented a great opportunity to do something new for people unfamiliar with Mayo to prove they're an option and earn their gratitude.

**SOLUTION:** Invite former Mayo patients (97% Advocacy) to serve as online Mentors and share their knowledge person to person in a new online community: *Mayo Clinic Connect*.

**IMPACT:** MayoClinic.com/connect didn't just allow Mayo advocates to explain accessibility, it gave people who were facing health challenges new hope. We surpassed our full year membership goals within first quarter. Patient demand volumes were up double digits. And people had new reason to be grateful for what Mayo Clinic can do for them.

