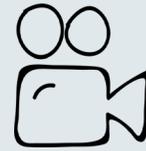




"What's the Fix? was a huge success for HealthSparq across social media (we trended nationally on Twitter!) and on our Brandlive page, where we had over 400 people attending and participating. The Brandlive team was an integral part of the event in making sure that everything went smoothly - one of the comments we heard the most was about how good the stream was - and they even helped some of our presenters prepare their presentations!"

BURT ROSEN  
CHIEF MARKETING OFFICER

HealthSparq successfully  
went live for eight hours for  
its very first Brandlive event.



## HealthSparq Goes Live for Health Care Reform

### What's the Fix?

For the health care solution organization's first event, HealthSparq used Brandlive to host a live conference called "What's the Fix?" as part of #WhatTheHealthCare, a campaign pushing for health care reform and giving a voice to those who have been affected by the current system. "What's the Fix?" provided patients, patient advocates and health care professionals with a platform from which they could share how they've made inroads to help themselves and others, despite a dysfunctional health care system.

**Using Brandlive allowed HealthSparq to reach a broad community** of those who had been touched by health care - patients, health care providers, medical professionals, etc. - all while maintaining a highly interactive, community-based, town hall atmosphere.

### The Results

The broadcast lasted a total of 8 hours, featuring 13 panelists and speakers throughout the day. Those participating via the Brandlive page were highly engaged, commenting over 2,000 times - and by simulcasting the event to Facebook and Twitter and implementing a hashtag listener, HealthSparq was able to increase this audience engagement even further, **reaching the Twitter feeds of over 10,000,000 users**. After the broadcast, each session was archived on a Brandlive library page for on-demand viewing and continued education around health care reform.