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Heart to Heart: WHA Client Community News

Welcome to Women's HeartAdvantage eNews!

Women's HeartAdvantage eNews is a monthly source for helpful tips, tools and timely information to support development and marketing of your women's heart program and cardiovascular service line. If you think this addition of Women's HeartAdvantage eNews contains information that would be interesting or helpful to a co-worker or associate [please click here to forward](#).

In the Know

Stay on top of critical clinical and marketing news related to your hospital's cardiovascular service line and Women's HeartAdvantage program:

News about Cardiac Care

Government to List Hospitals that Falter in Heart Attack Care. A recent USA Today article reported that in order to improve hospital performance, the government plans to post a consumer-friendly comparison of hospitals' heart attack and heart failure death rates on the Internet starting this June. [Click here to read the complete story](#). Does your hospital know how it will rate? Check out hospitalcompare.hhs.gov to see the site's rundown of hospitals' diligence in providing the best therapies for heart disease and other CV conditions. If you haven't already, begin collecting data to track your patients' 30-day mortality rate post-treatment and compare it to the national average to gauge how your hospital might be rated when the site goes live with comparative data in June.

Alert Urges Longer Antiplatelet Use for High-Risk Drug-Eluting Stent Patients. People with diabetes and others at high

Extending Their Success

Congratulations to the following WHA participating members for building on their initial success and renewing participation:

[Lake Hospital](#) (Painesville, OH)

[Northwest Community Hospital](#)
(Arlington Heights, IL)

[Premier Community Health](#) (Dayton, OH)

Featured Sponsor



[Market Strategies, Inc.](#) (MSI) is a full-service, custom and syndicated research and strategic consulting firm with extensive experience across select service areas. MSI provides the market research for The Strategy Group's Women's HeartAdvantage and StrokeSense products.

What do you Think?

risk for late thrombosis after the use of drug-eluting stents should be considered for extended dual antiplatelet therapy or dose escalation of Plavix. [Click here to read more.](#)

Women in your life. Twice as many women die from strokes each year than breast cancer yet women are still more worried about their breasts than stroke risk. The National Stroke Association has created a new "Women in Your Life" program to teach men and women about stroke prevention and stroke symptoms. To order a free Women in Your Life booklet call 1-800-STROKES or [click here to download a free PDF copy of the Women in Your Life brochure.](#)

Implantable Defibrillators Not for All Heart Patients. A simple test can now help identify who should get the costly implants and who shouldn't. [Learn more about the test, its results and the ongoing industry discussion](#) that could soon affect your hospital's decision to determine the cost-benefit of purchasing the testing equipment in light of the potential savings realized from a more targeted approach to defibrillator implantation.

Combining Carotid Endarterectomy and Coronary Artery Bypass Graft Significantly Increases Risk of Post-Op Stroke. The University of Kansas Medical Center reports that the combined procedures raises the risk of post-operative stroke and death by nearly 40%. [Click here to read the full story.](#)

News about Female Baby Boomer Women

Is 60 the New 50? 78 million baby boomers are reinventing retirement and aging. With a longer life expectancy than previous generations what is the outlook for their health? [Click here to read the full story...](#)

We'd love to hear your comments on the new Women's Heart*Advantage* eNews. Email Client Services Manager [Jody Corrigan](#) with your thoughts and suggestions.

Your Advantage with Women's Heart*Advantage*

"Your Advantage" highlights specific WHA program features or news and suggests ways to maximize the program's potential to create superior patient value and service line differentiation.

What are you doing next month? To help your hospital take advantage of the natural publicity opportunities presented by Heart Health awareness Month in February we have created a "28 Days of Heart Health" idea kit. The kit includes a calendar and detailed descriptions of events that your hospital can easily implement to raise community and physician awareness. [Click here to download the 28 Days of Heart Health idea kit now.](#)

American Heart Association Kicks off the "Start!" Program. The American Heart Association launched its new Start! program this month to increase consumer awareness about heart disease and to encourage Americans to begin a regular exercise program to prevent its onset. Leverage the attention the AHA has generated and consider implementing a lunch-time walking program for employees. Or consider identifying a local personal trainer that would provide a discounted weekend exercise program for high-risk patients in return for free publicity for his/her services.

Ideas to use from WHA Participating Hospitals

With each issue of the WHA eNews we will share information on what Women's Heart*Advantage* clients are doing to improve cardiovascular health care in their communities and provide you with timely, actionable ideas for your hospital.

Reaching a Minority Market: Northwest Community Hospital

Bonnie DeGrande, RN, MS and Director of Cardiovascular Services at [Northwest Community Hospital](#) in Illinois, spoke at The Strategy Group's annual Client Summit about their hospital's "Vigore su Corazon" outreach effort to raise awareness about heart disease within their local Hispanic community. [Click here to view Bonnie's PowerPoint presentation](#) to learn more about the outreach program and the results it generated within a highly segmented population for the hospital's WHA program.

Using the Web to Promote Patient Interest in WHA.

To increase local awareness about and stimulate interest in your WHA program, consider adding an email request feature to

your website inviting women to [request a free Heart Health information kit](#) using a format similar to Northwest Community Hospital.



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