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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:

Heart Disease Claims More Women's Lives than Men. While the majority of Americans still think that breast cancer is the number one killer of women the truth is that heart disease claims more women's lives - six times more women die of heart disease than breast and lung cancers combined.

[Click here to read the full story.](#)

U.S. Minority Women Know Less About Heart Disease. Despite the fact that they are at greater risk for cardiovascular disease minority women in the U.S. know less about this serious issue than their white counterparts, according to an American Heart Association survey. [Click here to read the story.](#)

Going "Off-Pump" During Coronary Artery Bypass Surgery Nearly Eliminates Gender Disparity. Currently women undergoing a coronary artery bypass graft (CABG) have a worse morbidity and mortality rate than men. However a preliminary new study presented at the Society of Thoracic Surgeons meeting finds that going off-pump during surgery nearly

Heart to Heart: WHA Client Community News

Extending Their Success

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

[Clarian Health](#)

(Indianapolis, IN)



[St. Bernard's Healthcare](#)

(Jonesboro, AR)



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Staywell Communications provides a bridge between healthcare organizations and their customers, patients, employees and plan members. The firm provides educational programs and tools, customizable turnkey communications pieces and health information solutions. Learn more about their entire line of services at www.staywell.com.

eliminates the gender disparity. [Click here to read the article.](#)

Is Exercise Good for Heart Failure Patients? While doctors do not routinely suggest an exercise program for heart failure patients, cardiologists at Wake Forest University Baptist Medical Center are leading a study to determine its possible effectiveness. [Click here for the full story.](#)

Revascularization Outcomes Improve with CABG than PCI even when Drug-Eluting Stents are Used. A 4,300 patient Coronary Artery Revascularization (CARE) study found that stents resulted in an 8.5% higher rate of major cardiac adverse events after 18 month than bypass surgery and double the rate of repeat revascularizations. [Click here to read the study review.](#)

Your Advantage with Women's HeartAdvantage

"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.

February is American Heart Month. It's not too late to implement some of our "28 Days of Heart Health" ideas. [Click here to download the 28 Days of Heart Health idea kit](#) and don't forget to go to your online WHA intranet at www.cceprograms.webexone.com to download tools and templates to promote your hospital's WHA program.

Target African-American Women during Black History Month. According to a just-released American Heart Association survey, African-American women's awareness of their heart disease risk has not changed in the past decade despite the fact that they have the highest rate of CVD deaths. This month reach out to your African-American constituents with life saving information. We have created a [sample 30 second PSA](#) to send to local radio stations, a [sample template press release](#) to send to local media outlets, and a [sample guest newspaper column](#) that you can customize and send to minority daily and weekly publications in your area.

The Strategy Has Group Moved

The Strategy Group is pleased to announce that the firm moved to new premises on Friday, February 9, 2007. The new office is located in the historic Freemason district of Norfolk, Virginia.

Effective February 9th, our mailing address will be:

thestrategygroup™

345 West Freemason Street, Suite 200
Norfolk, VA 23510

Our telephone and fax numbers will remain the same. Telephone: 757.640.8515 and Fax: 757.604.8517. Note our website domain name extension has changed from .us to .com; and our URL has changed from www.thestrategygroup.us to www.thestrategygroup.com.

What Do You Think?

We'd love to hear your comments on the new Women's HeartAdvantage eNews. Email Client Services Manager [Jody Corrigan](mailto:jody.corrigan@thestrategygroup.com) with your thoughts and suggestions.

Upcoming Speaking Engagements for The Strategy Group

Make plans to join The Strategy Group at two upcoming industry conferences:

Karen Corrigan, CEO of The Strategy Group, will be a keynote speaker at the 12th National Forum on Customer-Based Marketing Strategies sponsored by the Forum for Healthcare Strategists.

Karen's presentation, "The Chief Marketing Officer's New Strategy Agenda", will outline why marketing executives need to take the lead in establishing the discipline of marketing as a strategy-critical business competency and how they can define the new role that marketing must play in today's competitive healthcare consumer market. While at the conference, you can also visit the TSG booth to learn more about how to leverage our turn-key products and consulting services to create competitive advantage for your organization. The Forum will be held April 22 - 24 at Omni Orlando Resort at ChampionsGate in Orlando, Florida. For more information on the conference visit their website at www.healthcarestrategy.com.



Betty Elmore, National Accounts Manager will be presenting at the Tennessee Society for Healthcare Marketing and Public Relations conference in Nashville, Tennessee Friday, April 20.



Do you serve on a local, state or regional health industry conference board, society or association? The Strategy Group can provide industry experts to speak for your upcoming events. Contact Karen Grinnan, Vice President of Sales & Marketing, at grinnan@thestrategygroup.com or 757.640.8515 to learn more about The Strategy Group's Speakers Bureau.

What WHA Hospitals Are Doing

Each month we will share information on what Women's HeartAdvantage clients are doing to improve cardiovascular health care in their communities in order to provide you with timely, actionable ideas for your hospital.

[Christian Hospital](#) (St. Louis, Missouri) - Christian Hospital was awarded a \$375,000 grant from the Missouri Foundation for Health to further the hospital's efforts to connect with, educate and treat women with or at-risk for heart disease. Christian launched WHA within a month of opening their area's only Chest Pain Center. The hospital plans to use the grant money to provide 108 educational and screening events over the next three years to reach approximately 200,000 women in their community. Congratulations to Christian Hospital and WHA Champion, Charmaine Ansari, MD on their fantastic launch!



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