

**From:** Women's HeartAdvantage <womensheartadvantage@thestrategygroup.com>

**Subject:** 9 Tips for Engaging Physicians, Increasing Referrals; Upcoming Webinars

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# heart advantage®

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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.

## 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:**

### Cardiac Care News and Tools

- [AHA Issues New Guidelines for Women's Heart Health](#)
- [Age and Illness Cited for Women's Higher MI Rate](#)
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- [Safety of Drug-Coated Stents Uncertain](#)
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- [New Scans May Help Speed Chest Pain Diagnosis](#)
- [Treating Gum Disease May Benefit Patients' Hearts](#)
- [Caffeine Lowers CVD Risk for 65+ Age Patients](#)
- National Geographic Offers Interactive Heart Disease Tool. The

## Heart to Heart: WHA Client Community News

### Extending Their Success



Congratulations to Providence Alaska Medical Center for building on its initial success and renewing their WHA participation! We look forward to sharing news of Providence's creative cardiovascular service line growth ideas with the WHA program.

### What Did You Do For National Heart Health Month?

To promote your hospital or health system's Women's HeartAdvantage did you...

- Hold a consumer event?
- Work with local media to publicize your WHA efforts?
- Conduct an employee seminar or event?

### [Email The Strategy Group Client](#)

[Services Manager Jody Corrigan](#) with you National Heart Health Month stories and successes. We will profile your story in next month's edition of the WHA eNews.

### What Do You Think?

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

February issue of National Geographic magazine offers an extraordinary cover story entitled "A Change of Heart" that includes photographs of open heart surgery and an interactive heart tool that may be very helpful with patients. [Read the article and view the tools...](#)

### Increasing Physician Participation in Your WHA Program

A national survey commissioned by The Strategy Group found that nearly three-quarters (74%) of all American women prefer to receive their heart disease information from their physicians. It is critical to your Women's HeartAdvantage program success to engage local physicians and encourage them to refer their patients to your facility for their cardiac care. Kriss Barlow RN/MBA of Barlow/McCarthy, a firm specializing in hospital-physician solutions, shares critical insight and a "9 Tip Assessment Tool" to strengthen your hospitals' relationships with your key channel for WHA referrals. [Read Kriss' article on "Referrals from the Right Physicians."](#)

### 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.**

### Women's HeartAdvantage Virtual Seminars

Join our next virtual seminar on **"Moving Brand Awareness to Consumer Preference"** with The Strategy Group branding expert Robin Segbers. The web conference will be held on **March 28 from 1-2 p.m. EST**. Robin Segbers is a branding expert with more than 20 years' expertise in branding strategy and development for organizations within the healthcare and consumer packaged goods industry. [Email Robin](#) you branding questions.



**Save the Date!** We will also hold a **Cardiac Update web conference on April 27 from 1-2 p.m. EST** with



Women's Heart *Advantage* clinical director Dr. Noel Bairey-Merz. Dr. Bairey-Merz is a nationally-known cardiologist, speaker, clinician and teacher on women's cardiac issues.



### Increasing Physician Engagement and Referrals

[Download the "9 Steps to Successfully Developing a Sales-Based Physician Relations Program" worksheet.](#) Kriss Barlow has created this helpful tool to strengthen your relationships with, and increase referrals from, existing partner physicians.

## What WHA Hospitals Are Doing

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

**Tallahassee Memorial Heart & Vascular Center (Tallahassee, FL)** launched their Women's Heart program on January 3<sup>rd</sup> with a press conference and the unveiling of their new Women's Heart website ([www.tmh.org/womensheart](http://www.tmh.org/womensheart)). The hospital has also kicked off an internal campaign called "TMH Heart Challenge: Lose to Win Campaign." Five TMH staffers have agreed to have their heart disease risk factors profiled by their physicians, dieticians and exercise physiologists for their heart disease risk factors and will blog their progress weekly on the hospital's website. **According to Catherine Heimbecher, Service Line Administrator for Heart and Vascular Services,**



"...to be successful you must ***include a good cross-section of people*** from your organization that are committed to the program and have a high interest in the message you want to get out. That has been a key success factor in our own implementation. We had highly energized people from various departments in our health system that brought their own unique ideas and gifts to the table. With all of that we were able to create and do extra things... The ***follow-up on ideas is also crucial***. Ideas were just not voiced but acted upon as well."

We look forward to seeing TMH's cardiovascular service line growth with Women's Heart *Advantage* over the next few years!

## The Strategy Group at the Podium

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

**April  
20**

**Illinois Society for Healthcare Marketing and Public  
Relations**

Robin Segbers, Senior Consultant  
"Targeting and Segmentation: Keys to Marketing Success"



**20**

**Tennessee Society for Healthcare Marketing and Public  
Relations**

Betty Elmore, National Accounts Manager and  
Catherine Heimbecher, Service Line Administrator  
for Heart and Vascular Services at Tallahassee  
Memorial Hospital  
"Growing Your Cardiovascular Service Line"



**22-24**

**12th National Forum on Customer-Based Marketing  
Strategies**

Karen Corrigan, CEO  
Karen will be a keynote speaker and will present,  
"The Chief Marketing Officer's New Strategy Agenda."  
The Forum will be held at Omni Orlando Resort at  
ChampionsGate in Orlando, Florida. For more  
information on the conference visit the  
[www.healthcarestrategy.com](http://www.healthcarestrategy.com) website.



**Invite a Strategy Group marketing expert to speak at your upcoming event!** [Contact Karen Price Grinnan](#), Vice President of Sales & Marketing (757.640.8515) to learn more about The Strategy Group's Speakers Bureau.



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