

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

Subject: Women's Cardiovascular Health Tools and Marketing Resources; Upcoming Webinars

Reply: womensheartadvantage@thestrategygroup.com



women'sheartadvantage®

APRIL 2007

In This Issue

What Women's HeartAdvantage Hospitals Are Doing

Your Advantage with Women's HeartAdvantage

The Strategy Group™ at the Podium

In the Know

Forward to a Colleague

Join Our Mailing List!



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.

What Women's HeartAdvantage Hospitals Are Doing

Women's HeartAdvantage clients are improving cardiovascular health care in their communities and here we show you how.

medcenterone.com

Medcenter One Health Systems

... dedicated to the lives we touch!

Since becoming a Women's HeartAdvantage partner in 2004, Medcenter One has seen a significant increase in consumer awareness and action. According to program directors Melanie Carvell and Marnie Walth, "More than 3,000 women have gone through our free screenings since our successful launch. The screenings have been a great tool. We utilize two physicians - an OB/GYN and family practitioner - which has been a great way to market to those physician partner audiences and educate those physicians on improving risk factors in women." Medcenter One has seen a dramatic 600% increase in ED visits since the

Quick Links

[The Strategy Group](#)

[Women's HeartAdvantage On-Line Tool Kit](#)

Heart to Heart: Women's HeartAdvantage Client Community News

New Partner



We extend a warm welcome to our newest Women's HeartAdvantage partner: [Altru Health System](#) in Grand Forks, North Dakota. We look forward to working with Altru to launch their Women's HeartAdvantage program. Stay tuned for news about their successes!

Building on Their Success



Congratulations to [Covenant HealthCare](#) in Saginaw, Michigan for building on its initial success and renewing its Women's HeartAdvantage partnership! We

program's launch. The system is encouraging women to take their heart disease risks and symptoms seriously by profiling the story of one Medcenter One patient, Janie Peters, who under Dr. Kamille Sherman, Family Practitioner at Medcenter One's Dickinson Clinic has successfully recovered from a heart attack and attacked the root causes for her heart disease. [Download a PDF of Janie Peters' success story and consider how you could similarly publicize one of your patient's success stories.](#)

Your Advantage with Women's HeartAdvantage

"Your Advantage" highlights Women's HeartAdvantage program features and provides you with related tools to maximize your program's potential to create superior patient value and service line differentiation.

Women's HeartAdvantage Virtual Seminars



Join our next Women's HeartAdvantage "Cardiac Update" webinar on **April 27 from 1-2 p.m. EDT** with Women's HeartAdvantage clinical director Dr. Noel Bairey-Merz. Dr. Bairey-Merz is a nationally-known cardiologist, speaker, clinician and teacher on women's cardiac issues.

Did you miss Robin Segbers' webinar on "Building Brand Preference in Today's Competitive Marketplace"? [Download her PowerPoint presentation](#) and/or [email her directly with your branding question.](#)

Women's Cardiovascular Health Tools and Marketing Resources

C. Noel Bairey Merz MD, clinical director for Women's HeartAdvantage and Director of the Cedars-Sinai Women's Heart Center has written an article entitled "**Women's Hearts Really Are Different**" which she has allowed us to adapt and provide to you for your clinical director's byline in your consumer newsletters and marketing materials. [Download a customizable Word document copy of the article to use in your next magazine or newsletter.](#)

Fast Facts on High Blood Pressure - Free Downloadable

look forward to sharing news of Covenant's creative cardiovascular service line growth ideas with the Women's Heart*Advantage* program.

What Would You Like to Hear More About?

[Email The Strategy Group Client Services Manager Jody Corrigan](#) with marketing topics that interest you for future eNews issues - branding? Segmentation? E-marketing? Let us know and we'll report back to help equip you to advance your Women's Heart*Advantage* initiative.

Patient Tip Sheet. The National Women's Health Resource Center provides a free "Fast Facts for Your Health: High Blood Pressure & Your Health" two-page publication to offer your patients. According to the most recent estimates, up to 65 million Americans have high blood pressure and nearly half are women. Provide this free resource to your patients and provide it to your Women's Heart*Advantage* partner physicians for use in their office so more women in your service area will learn facts, prevention and treatment tips on high blood pressure. [Download "Fast Facts: High Blood Pressure & Your Health" for your patients and physician partners today.](#)

Premiere Issue of American Heart Association's Patient-Oriented Magazine. AHA has issued the first edition of their "Heart Insight" magazine for patients, their families and caregivers. [Download a PDF version of the 12-page publication.](#)

Learn how HealthGrades.com is Rating Your Hospital



HealthGrades has just released their patient safety ratings and offers free monthly webinars on their hospital rating and patient safety studies. The next free webinar is April 18. [Register through their website](#) to learn how the company determines its hospital ratings and patient safety study and awards, as well as how your consumers are using the online resource as part of their decision-making process in choosing a hospital for their care.

The Strategy Group at the Podium

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

April

20 "Targeting and Segmentation: Keys to Marketing Success"

Robin Segbers, Senior Consultant for The Strategy Group
Illinois Society for Healthcare Marketing and Public Relations



20 "Growing Your Cardiovascular Service Line"

Betty Elmore, National Accounts Manager for The Strategy Group
and Catherine Heimbecher, RN, BSN, CCRN, Service Line Administrator for Heart and Vascular
Services at Tallahassee Memorial Hospital
Tennessee Society for Healthcare Marketing and Public Relations



22-24 "The Chief Marketing Officer's New Strategy Agenda."

Karen Corrigan, CEO of The Strategy Group
12th National Forum on Customer-Based Marketing Strategies



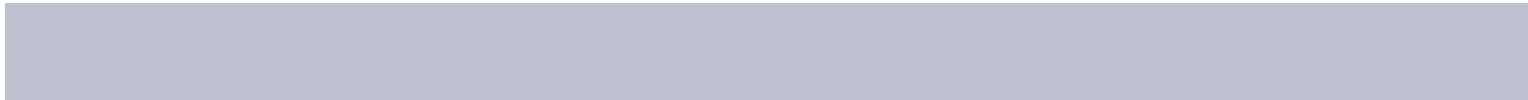
Invite a marketing strategist to speak at your upcoming event! [Contact Karen Price Grinnan](#), Vice President of Sales & Marketing (757.640.8515) to learn more about The Strategy Group's Speakers Bureau.

In the Know

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

Cardiac Care News and Tools

- [Lengthy Aspirin Use Linked to Reduced Heart Death in Women](#)
- [Eating Fish Helps Statins Protect the Heart](#)
- [Heart Patients Seek Guidance on Stents, Statins](#)
- [Insurers Likely to Cut Stent Payments](#)
- [Patients, Doctors Slow to Embrace Stents vs. Statins Findings](#)
- [MRI Technique Could Predict AMI Risk](#)
- [Stent Maker Commits \\$40 million to Post-Op Education Campaign on Blood Thinners](#)
- [Preloading Statins Before Angioplasty Reduces Complications](#)
- [Research Propels Advances in Clinical Cardiology](#)



[Forward email](#)

 SafeUnsubscribe®

This email was sent to jcorrigan@thestrategygroup.com, by womensheartadvantage@thestrategygroup.com

[Update Profile/Email Address](#) | Instant removal with [SafeUnsubscribe™](#) | [Privacy Policy](#).

Email Marketing by



The Strategy Group | 345 West Freemason Street | Suite 200 | Norfolk | VA | 23510