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

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women'sheartadvantage®

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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.

What Women's HeartAdvantage® 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.



Catherine Heimbecher, Service Line Administrator for Heart and Vascular Services at Tallahassee Memorial Hospital recently joined The Strategy Group's™ National Accounts

Manager Betty Elmore to present at the annual meeting of the Tennessee Society for Healthcare Marketing and Public Relations. The two spoke on the topic of "Growing Your Cardiovascular Service Line." As part of her presentation Catherine shared examples of the print external marketing ads TMH is running in their community to educate and engage local women about

Quick Links

- [The Strategy Group™](#)

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

their heart disease risk and symptoms. [Click here to see copies of TMH's external marketing ads.](#)

Your Advantage with Women's HeartAdvantage®

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

Women's HeartAdvantage® Virtual Seminars

- Join our next Women's HeartAdvantage® webinar: "Establishing Partnerships and Co-Marketing Opportunities" on **May 24 from 1-2 p.m. EDT** with William Gombeski, Director of Strategic Marketing for UK Healthcare in Lexington, Kentucky. Bill will provide a deep understanding of co-marketing and how it fits into a marketing program, help you internally sell the benefits of co-marketing and show you how to successfully execute a co-marketing effort. Bill will cover a wide variety of topics including:

1. Reasons to co-market
2. Co-marketing tactics
3. When co-marketing works best
4. What partners bring to the equation
5. Developing co-marketing criteria
6. How to get started

- **Webinar Opportunity: Build Brand Awareness with Service Line Marketing**

A strong brand strategy can drive the growth of your service lines and clinical offerings. Get strategies to help your brand stand out from the crowd through the HealthLeaders Media June 20 webinar "Build Brand Awareness with Service Line Marketing" featuring The Strategy Group's™ CEO, Karen Corrigan. The 90-minute webinar will explore the relationship between your hospital's overarching brand strategy and service line marketing. Karen and other noted branding experts will discuss how brand leadership is created through integrated marketing, operational and clinical strategies. Register online at www.healthleadersmedia.com or by calling 1-800-753-0131 and mentioning Source Code EZINEAD.

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, clinical director for Women's Heart**Advantage**® 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 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.
- May is National Stroke Awareness Month. This year's campaign by The National Stroke Association is "The Women in Your Life." Twice as many women die of stroke than breast cancer. Despite this statistic not enough women are aware of their own stroke risk. Because stroke and heart disease risk factors are so closely related consider using this month to raise awareness of stroke risk among your targeted female population through Women's Heart**Advantage**®. Visit the National Stroke Association website (www.stroke.org) to learn more about "The Women in Your Life" campaign.

Heart to Heart: Women's Heart**Advantage**® Client Community News

New Partner

We extend a warm welcome to our newest Women's Heart**Advantage**® partner:

Borgess Health in Kalamazoo, Michigan. Borgess is widely regarded as southwest Michigan's cardiac leader, achieving more cardiac "firsts" than any other hospital in its market - including launching the first open-heart surgery program and the first

freestanding cardiac rehabilitation center. Borgess will launch their program this summer and we look forward to sharing news of how it successfully utilizes Women's Heart**Advantage**® to further advance and differentiate their women's cardiac care as they continue to advance the science of cardiac medicine and shape the future of heart care.

The logo for Borgess Health, featuring the words "BORGESS HEALTH" in a bold, blue, sans-serif font. The text is set against a light blue, rectangular background that has a subtle gradient and a slight shadow effect.

Building on Their Success

Congratulations to Columbus Regional Hospital for building on its initial success and renewing its Women's Heart**Advantage**® partnership! We will share more information on Columbus Regional's comprehensive membership program in next month's eNews.



COLUMBUS REGIONAL HOSPITAL

The Strategy Group™ at the Podium

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

May

6-8

"Re-Imagining Women's Health: Innovation Strategies that Drive Growth."

Karen Corrigan, CEO of The Strategy Group™
The Snowmass Institute (Orlando, FL)



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"Growing Your Cardiovascular Market Share"

Betty Elmore - National Accounts Manager, The Strategy Group™
with Brett Moreland, Dowden Health Media
West Virginia Society of Healthcare Marketing and Public Relations



The Strategy Group™ marketing strategists are available 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 HeartAdvantage® program:

Cardiac Care News

[Migraines Risk Factor for Heart Attack](#)

Apply It: If a patient presents with migraine symptoms be sure to delve deeper for potential heart disease risk factors.

[Unhealthy Young Adults are Harming Their Hearts](#)

Apply It: Encourage clinicians to educate young adult inpatients or ED patients about their risk for developing heart disease without lifestyle changes.

[AHA Rolls Out "Face the Fats" Program](#)

Apply It: Encourage overweight patients to use the website's "My Fats Translator" to get their personal recommended level for daily fat intake and use that information to make healthy dietary changes.

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 HeartAdvantage® initiative.

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