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Subject: Upcoming Webinars, Market Your Results With Patient Testimonials, New Implementation Guide and Toolkit Coming Soon

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What *Women's* HeartAdvantage Hospitals Are Doing

**Yale-New Haven Hospital
(New Haven, Connecticut)**



The Steering Committee at [Yale-New Haven Hospital](#) wanted to expand its community presence and accept more speaking engagement requests related to its cardiac care and *Women's* HeartAdvantage program. It created a

"Listen & Learn" series to train nurses as *Women's* HeartAdvantage community educators so they could accept day and evening event speaking requests. The full-day training program was led by the Yale-New Haven Hospital *Women's* HeartAdvantage co-director Janet Parkosewich/CNS. The program equipped nurses to talk in-depth about women and heart disease - the risks, symptoms, best practice treatments and prevention tips. In addition a member of the hospital's marketing team provided a marketing tutorial on how speakers should talk about the *Women's* HeartAdvantage program and the hospital's cardiac care efforts for women. Participants received educational credits and a small stipend for accepting speaking engagements. Consider how your hospital could create a similar half-day or full-day program to train nurses or appropriate non-clinical staff to utilize the *Women's* HeartAdvantage Toolkit "Consumer Presentation" PowerPoint and educate patients in your area.

Heart to Heart: *Women's* HeartAdvantage Client

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Community News

Extending Their Success

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Congratulations to [HealthEast Care System](#) (St. Paul, Minnesota) and [Meridian Health](#) (Central New Jersey) for their initial successes with the *Women's HeartAdvantage* product and for renewing their participation. We look forward to seeing how both systems continue to build on their program and generate positive bottom line results.



Your Advantage with *Women's HeartAdvantage*

Women's HeartAdvantage Webinars

Join us **today** for our *Women's HeartAdvantage* webinar: "**Establishing Partnerships and Co-Marketing Opportunities**" from **1-2 p.m. EDT** with William Gombeski, Jr., Director of Strategic Marketing for UK Healthcare in Lexington, Kentucky. Bill will provide a deep understanding of co-marketing and show you how to successfully execute a co-marketing effort. Bill will cover a wide variety of topics including:

- Reasons to co-market
- Co-marketing tactics
- When co-marketing works best
- What partners bring to the equation
- Developing co-marketing criteria
- How to get started

To join our "Establishing Partnerships and Co-Marketing Opportunities" webinar [click here](#) and follow the instructions on your screen.

For more information on Strategy Solutions webinars, contact Client Support Services manager [Jody Corrigan](#).

Market Your Results with Patient Testimonials

Your patients represent one of your best marketing tools... are you using their positive experiences to promote your *Women's HeartAdvantage* program? Ask cardiac and ED clinicians to keep you apprised of positive patient satisfaction surveys and possible testimonials. When considering potential testimonials take into account:

- **Patients that reflect your target audience.** Prospective patients need to "see themselves" in a testimonial to help convince them that you are the right service provider.
- **Asking patients to describe specifically how your hospital helped them,** not simply that they like your organization. More detailed information from former patients about their unique experience and what services,

information and tools your hospital provided will help educate and positively influence potential patients.

- **Matching testimonials to marketing messages.** You have worked hard to craft specific marketing messages, so take the time to choose patient testimonials that reinforce your strategy.
- **Giving them prominence.** You've worked hard to find and develop appropriate patient testimonials, now be sure to get the most "bang for your buck" by repurposing them in as many places as possible. Suggestions include posting them on your website, featuring them in your hospital newsletter or magazine, sending them to a local health news reporter as a possible human interest story, including them in event sponsorship advertising, etc.
- **Keeping in touch.** Ultimately your goal is to have satisfied patients become "evangelists" for your organization - people who go beyond simply using your organization's services to become someone who is loyally committed to your brand and who regularly, actively encourages others to also choose your organization for their healthcare needs. By periodically following-up with your patients you can tap into what that patient, and their friends think about your services but you can also continue to encourage and motivate her to sell your brand to others.

Updated *Women's HeartAdvantage* Guide and Toolkit Rollout Begins This Month

This month we will begin shipping the updated Implementation Guide and Toolkit, which contain new information and creative along with CDs containing customizable Word documents and Adobe PDFs of all tools. One kit will be mailed to each program champion. Beginning this fall, we will begin delivery of newly-created modules on ethnic marketing, physician engagement, membership marketing, signature events, and diabetes.

Talk with your *Women's HeartAdvantage* consultant or check your monthly eNews to learn more about the new tools and modules we will be rolling out to enhance your hospital's cardiac care differentiation strategy.

In the Know

- [Heart Congestion Options are Overwhelming for Patients](#)
- [American Heart Association Rolling Out Program to Speed up STEMI Treatment](#)
- [Soy: The Way to a Women's Heart is Through the Stomach](#)
- [Many Don't Push Hard Enough in CPR](#)

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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