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Subject: Upcoming Webinars, Creative Ways to Connect with Your Targeted Consumer, National Award Opportunity

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What *Women's HeartAdvantage* Hospitals Are Doing

La Porte Regional Health System (La Porte, Indiana)



La Porte Regional Health System needed to re-energize their *Women's HeartAdvantage* steering committee. Working with Marsha Jennings, her consultant partner at The Strategy Group™, Laura Gould, strategic marketing representative for La Porte, drafted and sent out an email invitation.

The response was pleasantly surprising - Laura now has 25 committee members and has had to "gracefully decline additional members" and now her main problem is "finding a meeting room big enough for us to meet!" If your program's leadership or enthusiasm is lagging consider using the template in your Tool kit or customizing the [attached memo](#) that Laura created to re-energize your efforts.

Quick Links
<u>The Strategy Group</u>
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<u>Women's HeartAdvantage Online Toolkit</u>
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<u>Newsletter Archive</u>
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Heart to Heart: *Women's HeartAdvantage* Client Community News

Extending Their Success

Congratulations to MultiCare Health



Forward Email

Forward to a Colleague

System (Tacoma, Washington) for the successful outcomes they have already realized with *Women's HeartAdvantage* and for renewing their participation.

Join Our List

Join Our Mailing List!

Download Adobe



Your Advantage with *Women's HeartAdvantage*

Continued Gender Differences in LDL Cholesterol Levels

According to recent findings by the [National Committee for Quality Assurance \(NCOA\)](#) women are significantly less likely than men to have their LDL cholesterol controlled to recommended levels. Elevated LDL cholesterol is an important modifiable risk factor for heart disease. Consider using this opportunity to:

- send a letter to your physicians reminding them of the differences in women's heart disease symptoms and risk (using the material from the Stakeholder Memo to Physicians in Chapter 2 or the fact sheet about women and heart disease in chapter 4),
- informing your ED staff about the importance of advising patients with high LDL levels to talk with their physician about heart disease risk and prevention,
- customizing [the attached article](#) on the importance of knowing and lowering LDL levels for your community newsletter,
- talking with a local health or business reporter about what your hospital is doing to raise local awareness of, and beating, gender-based disparities in cardiovascular disease.

Upcoming Webinar - Growing Business through Value Innovation

Join us on August 14 from 1-2 p.m. EDT for a virtual seminar on "Value Innovation for Business Growth," with Amy Scherzinger, Director of Innovation and Insight for The Strategy Group. Amy will provide unique insight on the importance of innovating within your organization and how to develop an integrated approach to building new business opportunities. Learn from this former Proctor & Gamble manager as she answers questions like:



- What is value innovation?
- Why is value innovation important in today's healthcare marketplace?
- What are common characteristics of innovative companies?
- How do you get started on innovation?

Amy Scherzinger has 10 years experience in innovation strategy, new product development, strategic positioning and branding, and market research for consumer

packaged goods and healthcare organizations. [Learn more about Amy's background and expertise in innovation...](#)

Creative Ways to Connect with Your Targeted Consumer

In today's competitive healthcare environment marketers have to find creative ways to connect with their targeted consumer audience. Consider an innovative concept launched by The National Kidney Foundation of Michigan to meet and connect with their targeted consumer group (African-American women at risk for diabetes). The Foundation created the "Healthy Hair Starts with a Healthy Body" program to train hair stylists in the African American community as lay health educators. The program provides hair stylists with training and information about the effects of diabetes, hypertension, and chronic kidney disease, and detailed instruction and practice in conducting "health chats" with clients. Through the health chats, the centerpiece of the stylist-client intervention, hair stylists share the information they receive in training with their clients and encourage them to take steps to improve their health. Stylists help clients evaluate their risk factors using a pamphlet entitled, "Are You at Risk?" In addition, clients receive educational literature to reinforce healthy lifestyle messages. Stylists have ongoing health chats to assess their progress and clients complete program survey forms at each health chat to measure the program's effectiveness. [Read more about the Healthy Hair program.](#)

National Award Opportunity

Applications are now being accepted for the 2007 Peter F. Drucker Award for Nonprofit Innovation. The award is given to a nonprofit organization for its work in implementing an innovative program that has made a demonstrated difference in the lives of people it serves. Consider submitting your organization's *Women's HeartAdvantage* program to demonstrate how you have customized and implemented an innovative strategy to help combat cardiac disease in women. First place is \$35,000. [Download the application rules and form.](#) Deadline for submitting an application is August 13.

In the Know

- [U.S. Scores Hospitals on Heart Care](#)
- [Docs Warn that Heart Disease Often Goes Undetected](#)
- [Arterial Plaque Significantly Reduced in Women 50-59 Taking HRT](#)
- [Speeding Up Emergency Angioplasties](#)
- [Drugs in Comeback Against Artery Stents](#)
- [Echocardiography Helps Identify Heart Disease](#)
- [For Heart Health Tackle All the Bad Habits Together](#)



- [Fasting Glucose Linked to Heart Disease Risk](#)

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.

[Forward email](#)

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