



stroke**sense**[®]

August 2007

In This Issue

["At Your Service" with StrokeSense](#)

[What Your StrokeSense Colleagues Are Doing](#)

[In the Know](#)

Quick Links

[The Strategy Group™](#)

[StrokeSense Online Toolkit](#)

[eNewsletter Archive](#)

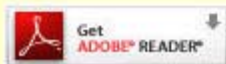
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"At Your Service" with StrokeSense®

Upcoming Webinar

Physician Engagement Relations Today: A Model for Growth



Join us on September 19 from 1-2 p.m. EDT for a virtual seminar on "Physician Engagement Relations Today," with Kriss Barlow, RN, MBA, Principal with Barlow/McCarthy. Kriss, a leading expert on physician-hospital relations, will discuss methods for identifying and targeting physicians for engagement; crafting messages to engage physicians and processes and approaches to create interest. Kriss will also provide insight about how to maintain relationships with existing physicians and ways to acknowledge physician engagement.

[Click here to register for this webinar.](#)

Connecting with Consumers through Faith-Based Organizations

Most faith-based organizations begin planning their yearly calendar in August. If you don't already have connections with a local church, temple or mosque consider identifying several potential target partners and [customizing the attached letter](#) to begin a dialogue with church leaders to raise stroke awareness and drive preference for your StrokeSense program.

"On Hold" to Promote Stroke Awareness

Consider taking the lead from your StrokeSense partners at Novant Health - Thomasville and creating a brief "signs and symptoms of stroke" message to play for callers while they are on hold. Perhaps your clinical champion, or even a stroke survivor that received care at your organization, could take part in recording the piece.

What Your StrokeSense Colleagues Are Doing

["Stroke of Luck - Lessons Learned" Symposium](#)

Your colleagues at Novant Health System - Forsyth recently held their third annual Spring Symposium. The purpose of the event was to offer CMEs for MDs and provide a consumer and clinical educational opportunity for members of the general public and clinicians. The two-day event consisted of a day for nurses and a CME day featuring nationally-known speakers and a stroke survivor presentation by Richard Harris of NPR News. Lynn Stevens, Forsyth's StrokeSense Clinical Champion works with her team throughout the year to plan the event which averages approximately \$30,000 to put on. Past year's topics have included: discharge planning, intervention, post-stroke communication and delirium, and new hypertension treatment drugs.



In the Know

- ◆ [Hospital Personnel Give Incorrect Advice on Stroke](#)
- ◆ [Mild Cognitive Impairment May Increase Stroke Risk](#)
- ◆ [Oral Anticoagulants Top Antiplatelet Drugs for Stroke Prevention in A-Fib](#)



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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 StrokeSense initiative.

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