

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

Subject: Upcoming Webinars, Innovation Award Deadline, What Women's HeartAdvantage Hospitals Are Doing

Reply: jcorrigan@thestrategygroup.com



AUGUST 2007

In This Issue

[Your Advantage with Women's HeartAdvantage](#)

[What Women's HeartAdvantage Hospitals Are Doing](#)

[In the Know](#)

Quick Links

[The Strategy Group](#)

-

[Women's HeartAdvantage Online Toolkit](#)

[Newsletter Archive](#)

-

Forward Email

[Forward to a Colleague](#)

Join Our List

[Join Our Mailing List!](#)

Your Advantage with Women's HeartAdvantage

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 Procter & 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...](#)

[Click here to register](#) for "Growing Business through Value Innovation".

[Innovation Award Deadline](#)

Download Adobe

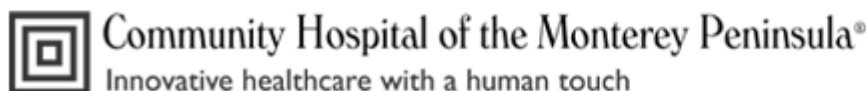


Reminder that the application deadline for the 2007 Peter F. Drucker Award for Nonprofit Innovation is August 13. The award is given to a nonprofit organization for its work in implementing an innovative program that has made a demonstrated difference in the lives of people it serves. [Download the application rules and form.](#)

Heart to Heart: Women's HeartAdvantage Client Community News

Extending Their Success

Congratulations to [Community Hospital of the Monterey Peninsula](#) (Monterey, CA) and [Northwest Community Hospital](#) (Arlington Heights, IL) 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.



Community Hospital of the Monterey Peninsula®
Innovative healthcare with a human touch



**Northwest Community
Hospital**

What Women's HeartAdvantage Hospitals Are Doing

Reaching Out to Family Reunions

Vonda Curtis, RN the Cath/EP Lab Manager at St. Bernard's Medical Center (Jonesboro, Arkansas) is a woman on a mission - to help African-American families get heart-healthy. Vonda is heading up an outreach effort by St. Bernard's to African-American families by speaking at family reunions. She began by teaching her and her husband's families at their annual get-togethers and is now accepting invitations from other families to speak on how to improve their heart health.



Vonda uses statistics and findings about the heart disease risk for African-Americans as the basis for her talk, but she emphasizes the role women have in their family's health. "I emphasize how women have the power to modify our entire family's lifestyle by incorporating small changes into our cooking, our view of physical activity, and issues we need to discuss with our physicians."

These 20-30 minute sessions end with an open Q&A. Vonda usually surveys the people attending about their risk factors to help them see how the topic of heart disease hits so close to home for African-American families. The average attendance is between 25 - 75 people and Vonda is working on how to create follow-up opportunities.

In the Know

- ◆ [American Heart Association Says Weight Training May Help Heart Patients](#)
- ◆ [Hispanic Women Reap Greater Benefit From Blood Pressure Control](#)

women'sheartadvantage®

- ◆ [Nonfasting Triglyceride Levels Linked to Increased Heart Disease Risk](#)
- ◆ [Some High-Carb Diets May Boost Women's Heart Disease Risk](#)
- ◆ [Molecule Signals Heart Disease In Early Stages](#)



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](#)

[✉ 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