



stroke**sense**[®]

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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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Forward to a Colleague

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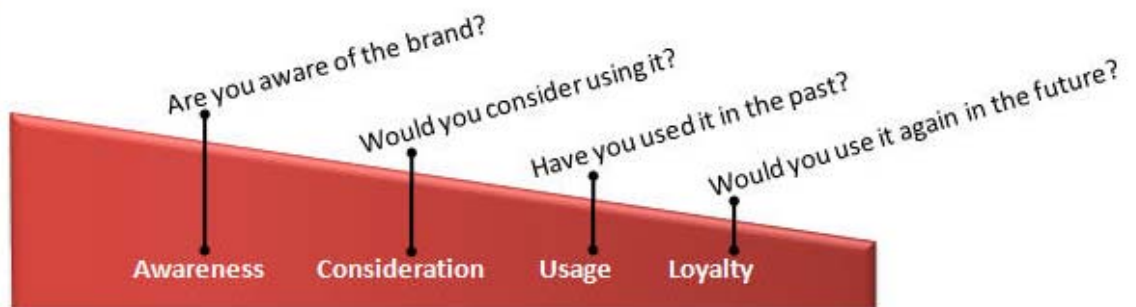


"At Your Service" with StrokeSense®

Value of New StrokeSense Research Survey

One of the most valuable components of StrokeSense is the customized consumer research we undertake in your market. In today's consumer-driven healthcare environment it is essential for the future growth of your organization to know how consumers perceive, use and remain loyal to your brand. As we continually innovate and improve StrokeSense we have added a new component to our customized research which is a "Funnel Analysis Baseline Competitive Assessment." The funnel analysis measures five elements surrounding consumer perception and use of your brand derived from data gathered from the questionnaires. The five elements analyzed are:

- Consumer awareness of/familiarity with your brand - to what degree are consumers aware and have some specific knowledge or familiarity with your brand
- Consumers' consideration of your brand - to what degree are consumers actually considering your services
- Consumers' purchase/use of your brand - to what degree are consumers actually choosing to use/purchase your services
- Consumer's loyalty to your brand - to what degree are "repeat customers" consistently choosing your brand for their healthcare needs and promoting your services to others



The funnel analysis also shows:

- The same consumer measures for your competitor(s)
- The percentage of consumers who are converted from one level to the next
- "Gaps" - areas where perhaps your conversion rates are lagging behind your competitors (in other words, areas where your competitors are more successfully converting consumers from being aware of their brand/services to loyal users.

The funnel analysis provides you with valuable competitive information. It is a quantitative tool to gauge the effectiveness of your brand building efforts. It can help you more precisely define the marketing challenges that need to be addressed in order to build your brand. For example, if you know through the funnel analysis that consumers in your market are already very aware of your services, why spend money on building a top-of-mind advertising campaign when you would more wisely invest resources in converting existing one-time purchasers to loyal users? With the funnel analysis you can pinpoint exactly where your organization needs to invest your valuable resources.

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.](#)

What Your StrokeSense Colleagues Are Doing

Community Health Partners (Lorain, Ohio)

Your StrokeSense colleagues at Community Health Partners have implemented an "M.D. Scorecard" to show doctors and their colleagues how well they are doing at stroke prevention and treatment efforts. The physicians are intensely curious as to how they are performing and how they compare to the other physicians. So far the CHP staff has found it to be a good tool for gaining medical staff compliance with recommended stroke protocols. You might want to consider implementing something similar to boost physician participation and compliance.



In the Know

- [Antioxidants Don't Reduce Risk of MI, Stroke or Cardiovascular Death in High-Risk Women](#)
- [Warfarin Trumps Aspirin in Preventing Stroke in Elderly](#)
- [Preconditioning Helps Protect Brain's Blood Vessels from Stroke](#)
- [Quitting Statins After Stroke Risky](#)
- [Continued Statin Use Post-Stroke Improves Outcomes](#)
- [Stroke Risk Linked to Some Migraines](#)



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What Would You Like to Hear More About?

Email The Strategy Group Client Services Manger [Jody Corrigan](#) with marketing topics that interest your 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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