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**Strategy Solutions Announces 2006 Best Practice Awards Recognizing Client Achievements in Delivering Excellent Healthcare Nationwide**

**ATLANTA** -- Strategy Solutions, a national leader in creating innovative strategies to connect hospitals to today's healthcare consumer, announced its 2006 Best Practice Award winners.

"Strategy Solutions is committed to providing health systems with innovative programming to target and serve consumers at risk for serious disease and support development of strategic services lines," said Karen Corrigan, CEO of The Strategy Group, the parent company of Strategy Solutions. "We are honored to spotlight the important contributions that our clients have made to our nation's healthcare system and to their community's health."

Awards were given for client achievements with Strategy Solutions' three signature evidence-based marketing programs: *HeartAdvantage*<sup>®</sup>, *StrokeSense*<sup>®</sup> and *TargetDiabetes*<sup>®</sup>.

- **HeartAdvantage**<sup>®</sup> is a comprehensive strategy to grow hospitals and health systems' cardiovascular service lines. This innovative program enables healthcare providers to address the unique needs of women who have, or are at risk for, heart disease; position themselves as the preferred healthcare provider for women in their local community and cultivate physician participation and referrals to cardiac specialists and services.
- **StrokeSense**<sup>®</sup> is an innovative program designed to differentiate a hospitals' neurosciences service line, increase preference amongst at-risk consumers for stroke and neurovascular care, and build clinical volumes and revenues. The JCAHO-certified

program also provides support for achieving and sustaining stroke center designations and certifications.

- **TargetDiabetes**<sup>®</sup> helps health care systems, hospitals and physicians deliver a higher level of clinical care to the rapidly rising number of American consumers who are affected by pre-diabetes and Type 2 diabetes. Extensively researched and tested, this comprehensive program includes information and tools to help health systems and physicians address the challenges of this growing epidemic.

**The company presented awards in five categories for each program:**

**High-Impact Marketing Award:** Rewarding best practices in consumer marketing, this award goes to the organization that has made effective use of marketing or communications to further the awareness and understanding of women's heart disease, stroke, or diabetes.

**Quality Improvement Award:** Recognizing participating organizations that have differentiated themselves from other health care organizations by raising the standards of the delivery of care in order to maintain, restore, and improve health outcomes.

**Program Innovation Award:** Furthering the cause of positive health outcomes through innovative products, services, programs, or strategies; sustaining a flexible development process capable of combining new and old ideas.

**Special Achievement Award:** Bestowed upon an individual who has made an outstanding contribution to the field of heart, stroke or diabetes.

**Gold Standard Award:** Presented to the organization with the highest achievement in strategic marketing, quality improvement, operational excellence and community impact.

## AWARD WINNERS

### **StrokeSense®**

**High-Impact Marketing Award:** Conway Regional Medical Center (Conway, Arkansas)

**Quality Improvement Award:** Riverside Medical Center (Kankakee, Illinois)

**Program Innovation Award:** United Regional Health Care System (Wichita Falls, Texas)

**Special Achievement Award:** Dr. Chere Chase and Lynn Stevens, Forsyth Medical Center (Winston-Salem, NC)

**Gold Standard Award:** Forsyth Medical Center (Winston-Salem, North Carolina)

### **Women's HeartAdvantage®**

**High-Impact Marketing Award:** Covenant Healthcare (Saginaw, Michigan)

**Quality Improvement Award:** Billings Clinic (Billings, Montana)

**Program Innovation Award:** Warren Hospital (Phillipsburg, New Jersey)

**Special Achievement Award:** Janet Parkosewich and Gail D'Onfrio, Yale-New Haven Hospital (New Haven, Connecticut)

**Gold Standard Award:** Covenant Healthcare (Saginaw, Michigan)

### **TargetDiabetes®**

**High-Impact Marketing Award:** MaineHealth System (Portland, Maine)

**Quality Improvement Award:** Saint Luke's Hospital (Kansas City, Missouri)

**Program Innovation Award:** Presbyterian Hospital – Novant Healthcare System (Charlotte, North Carolina)

**Special Achievement Award:** Schneck Medical Center (Seymour, Indiana)

**Gold Standard Award:** Wellstar Health System (Marietta, Georgia)

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***Strategy Solutions is part of The Strategy Group, a national management consultancy specializing in competitive advantage and value innovation in the healthcare industry. Its HeartAdvantage, StrokeSense and TargetDiabetes products provide a turn-key, evidence-based approach to targeting and serving consumers at risk for serious disease.***

***Note to Editors: Photos and media contact information are available for each award winner.***