



January 2008

eNews

---

## 29 Days of February - American Heart Health Month Tools

February is American Heart Health Month - an ideal time to promote your *Women's HeartAdvantage* program in your community. If you have not already received media interest and coverage in your program be sure to call local health reporters to let them know about your initiatives. We have also created three new customizable tools for you to promote your program, which you can download here:

- [Draft newsletter article](#)
- [Employee paycheck insert](#)
- [E-mail campaign message](#)

In addition, [download our newly-updated 29 Days of February master calendar of events](#) for your Heart Health Month event planning.

---

## Nationally-Renowned Dr. Paula Johnson Named *Women's HeartAdvantage* Co-Chair



Please join us in welcoming Dr. Paula Johnson, Director of the Center for Cardiovascular Disease in Women at Brigham and Women's Hospital in Boston, Massachusetts as the new co-chair for *Women's HeartAdvantage*. She joins Dr. C. Noel Bairey-Merz in this role. Dr. Johnson is a women's health specialist and a pioneer in treatment and prevention of cardiovascular disease. As a *Women's HeartAdvantage* client partner, you can look forward to benefitting from Dr. Johnson's strategic and clinical recommendations for the overall program and new modules currently being developed on topics including physician engagement, diabetes and ethnic marketing. [Read our press release announcing Dr. Johnson's appointment.](#)

## In Case You Missed It

Dr. Robert Kramer of Maine Health shared insight about his efforts to promote tight glycemic control on our December *Women's HeartAdvantage* webinar. [Download a PDF of Dr. Kramer's "Tight Glycemic Control" presentation](#) or contact *Women's HeartAdvantage* consultant Michele Bordelon.

---

## Congratulations!

- to Covenant Health System for renewing their participation in *Women's HeartAdvantage*. Learn more about their successful membership program by [downloading the Covenant Health Care case study](#).



## In The Know

- [Women with Heart Disease Get Poorer Treatment than Men](#)
- [What Time You Take Blood Pressure Pills Matters](#)
- [Brisk Daily Walk Improves Metabolic Profile](#)
- [Deaths from Heart Disease, Stroke Down](#)
- [Diagnosis of Heart Attack Can Be Wrong](#)
- [High Blood Pressure Key in Cardiovascular Disease](#)
- [Hospitals Slow to Defibrillate Heart Patients](#)

### [Forward email](#)

✉ [SafeUnsubscribe®](#)

This email was sent to [jcorrigan@thestrategygroup.com](mailto:jcorrigan@thestrategygroup.com), by [womensheartadvantage@thestrategygroup.com](mailto:womensheartadvantage@thestrategygroup.com)

[Update Profile/Email Address](#) | Instant removal with [SafeUnsubscribe™](#) | [Privacy Policy](#).

The Strategy Group | 345 West Freemason Street | Suite 200 | Norfolk | VA | 23510

Email Marketing by

