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Subject: Increasing Physician Participation, Plan for National Stroke Awareness Month, Stroke Tools You Can Use

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strokesense®

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Welcome to StrokeSense® eNews!

StrokeSense eNews is a convenient monthly package of helpful tips, tools and timely information to help grow your hospital's stroke program.

"At Your Service" with StrokeSense®

"At Your Service" highlights specific StrokeSense program features or news and ways to maximize your program's potential.

There is Still Time to Plan for National Stroke Awareness Month.

We have created a "31 Days of Stroke Prevention" calendar and idea kit to help your organization take advantage of the natural publicity and awareness-raising opportunities presented by the observance. The kit includes a suggested calendar of potential events and detailed descriptions of those events that your hospital or health system could easily implement to raise community and physician awareness. [Click here to download the 31 Days of Stroke Prevention Calendar and Idea Kit.](#)

Increasing Physician Participation in Your StrokeSense Program.

A national survey commissioned by The Strategy Group™ found that the

[The Strategy Group™](#)

[StrokeSense® On-Line Toolkit](#)

What Would You Like to Hear More About?

Email 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 equip you to advance your StrokeSense initiative.

In The Know

Stay on top of critical clinical and marketing news related to your hospital's StrokeSense program:

Important Stroke News

[Focus on Brain-Healthy Diet](#)

- [Thrombolysis After Stroke Benefits Men More Than Women](#)

- [Weekend Hospital Stroke Admission Raises Mortality Risk](#)

- [Strokes Stop Essential Brain "Cross-talk"](#)

- [Using Tandem Treatments Better to Bust Blood Clots](#)

- [Progress in Imaging Enables Precise Warning System for Stroke](#)

majority of all Americans will seek answers about their health issues from their physicians. Consumers in your community want to receive information on stroke risk, prevention, symptom awareness, and recommended specific actions from their physicians. By providing your partner physicians with messaging and branded materials that they need for patient education you will strengthen your partnership and encourage them to choose your facility for their stroke care. Kriss Barlow RN/MBA of Barlow/McCarthy, a firm specializing in hospital-physician solutions, shares critical insight and a "9 Tip Assessment Tool" to strengthen your hospitals' relationships with your key channel for stroke referrals. Read Kriss' article on "[Referrals from the Right Physicians](#)" and download her "[9 Step Physician Relations Assessment](#)."

Upcoming Web Conferences

Mark Your Calendar!

Our next webinar will be on April 18 from 1-2 p.m. EDT on the topic of "Journey to Stroke Center Certification." We will be joined by M.J. Hampel, MPH, MBA, Senior Associate Director for the Disease-Specific Care

Certification Program with The Joint Commission. Ms. Hampel works directly with organizations seeking JCAHO stroke center certification.

Then mark your calendar to join us for our May webinar on "Stroke Update" with StrokeSense clinical director Dr. Marilyn Rymer on May 16 from 1-2 p.m. EDT.



Stroke Tools You Can Use

Priority Publications is offering a free article entitled "**Beyond Stroke: Della Reese Shares Her Unique Story of Survival.**" [Register on their website](#) to receive this exclusive interview/article, press photo and accompanying sidebar "Watch for Stroke's Warning Signs," to help promote your stroke program and increase local stroke risk and symptom awareness.

["Stopping Stroke: Preventing and Screening for Vascular Problems"](#) is a high-quality consumer-oriented 5 minute online video produced by Ivanhoe Broadcast News that your hospital can use to educate patients and their families about stroke symptoms and risk. You can also encourage your physician partners to use the video for at-risk patients in their office to supplement their stroke education efforts.

April 14-15 the National Stroke Association will air "Brain Attack: A Stroke Survival Guide" on select NBC affiliates nationwide. [Check the NSA website](#) and your local NBC-TV station to see airtimes.

What Your StrokeSense® Colleagues Are Doing

Each month we will share what StrokeSense clients are doing to promote their neuro service line and stroke programs in order to provide you with timely, actionable ideas.



Medical Center Hospital (MCH) in Odessa, Texas is the only full-service hospital in Ector County, Texas and it also serves as a regional referral hospital for 17 surrounding counties. To raise consumer awareness of their StrokeSense program MCH staff recently did a presentation to their local Optimists group, which was very positively received. They are looking to do more of these types of presentations to raise local awareness of risks, signs and symptoms of stroke as well as the importance of getting to the ED quickly. They are also working with Texas Tech to raise community stroke awareness. The MCH Marketing Department has also begun producing a physician newsletter to educate doctors on their StrokeSense program and to reinforce for neurologists the importance of administering tPA within the critical 3-hour time window.

Come on, brag a little... What is your hospital or health system doing with StrokeSense? We want to know! Email StrokeSense strategists [Carla Galanides](#) or [Michele Bordelon](#) and share how you are customizing and implementing

StrokeSense so we can share your ideas and results with other StrokeSense program peers.

The Strategy Group™ at the Podium

Make plans to join The Strategy Group at the following upcoming industry events:

April

19-20 "Targeting and Segmentation: Keys to Marketing Success"

Robin Segbers, Senior Consultant for The Strategy Group
Illinois Society for Healthcare Marketing and Public Relations



20 "Growing Your Cardiovascular Service Line"

Betty Elmore, National Accounts Manager for The Strategy Group and Catherine Heimbecher, RN, BSN, CCRN, Service Line Administrator for Heart and Vascular Services at Tallahassee Memorial Hospital
Tennessee Society for Healthcare Marketing and Public Relations



22-24 The Chief Marketing Officer's New Strategy Agenda

Karen Corrigan, CEO, The Strategy Group
12th National Forum on Customer-Based Marketing Strategies



Invite a marketing strategist to speak at your upcoming event!

[Email Karen Price Grinnan](#), Vice President of Sales & Marketing, or call her at 757.640.8515 to learn more about The Strategy Group's Speakers Bureau.

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