

From: Stroke Sense <strokesense@thestrategygroup.com>

Subject: StrokeSense eNews

Reply: strokesense@thestrategygroup.com



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**StrokeSense Client
Community News**

Welcome to StrokeSense eNews!

StrokeSense eNews is a monthly source for helpful tips, tools and timely information to support the growth of your hospital's stroke program.

In The Know

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

News Issues that Impact Stroke Programs

Traditional Scans Often Miss Strokes. A U.S Government study finds that CT X-rays, the most common method of diagnosing a stroke in ERs, catch only one of every four cases, far less than an MRI scan. [Click here for the complete article.](#)

New Test Improves Predictor of Stroke Risk. A new simple scoring system for use by physicians predicts early risk of stroke following a TIA. [Click here for the full story.](#)

Stroke Treatment Helped Brain Function. A treatment designed to clear blocked carotid arteries and prevent stroke showed signs of improving brain function. [Click here for the complete story.](#)

Thrombolytic Drug Confirmed Safe in Stroke Care. Regulators okay Activase after it appears as safe in real world use for acute stroke as it was in the clinical trials. [Click here for full story.](#)

News about Baby Boomers

Extending Their Success.

Congratulations to [Novant Health System](#) in Winston Salem, North Carolina for building on its initial success and extending their StrokeSense program.

Featured Sponsor

Staywell Communications provides a bridge between healthcare organizations and their customers, patients, employees and plan members. The firm provides educational programs and tools, customizable turnkey communications pieces and health information solutions. Learn more about their entire line of services at www.staywell.com.

Baby Boomers Using Complementary and Alternative Medicines but Not Talking About It with Their Physicians.

A 2006 study by AARP and the National Center for Complementary and Alternative Medicine (NCCAM) at the National Institutes of Health found that nearly two-thirds of Americans between the ages of 50 and 59 use complementary and alternative medicine (CAM) but only one-third of CAM users have discussed it with their physicians. CAM includes diverse medical and health care systems, practices, and products not considered part of conventional medicine including herbal supplements, meditation, chiropractic and acupuncture. While 63 percent of the 1,559 age 50+ individuals surveyed have used one or more CAM therapies, 69 percent of those who reported using CAM had not discussed it with a physician because the physician never asked (42%), they did not know they should (30%), or there was not enough time during the office visit (19%). Additional barriers include patient perceptions that physicians are unwilling to discuss CAM therapies or will react negatively to disclosure of CAM use. Are your physicians and clinical staff specifically asking patients about possible CAM use? Do they know about possible medication or treatment interactions for some of the most common CAM practices? [Click here to read the full AARP report](#) and remind your clinical staff that a significant number of their stroke patients are probably using some type of CAM so they should be sure to directly ask about CAM usage during evaluation.

"At Your Service" with StrokeSense

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

One of the Keys to Your Hospitals' Stroke Program Success is Rapid, Appropriate ED Treatment.

Has your hospital developed and implemented its ED pathway for suspected stroke patients? The StrokeSense program includes an ED Neurology Clinical Path that you can modify and implement to ensure best practice ED treatment for stroke patients. [Click here to download the pathway](#) and remember to call your StrokeSense coach for more tips and ways on how to use the tools in your [StrokeSense online toolkit](#).

TSG Has Moved!

The Strategy Group is pleased to announce that the firm moved to new premises on Friday, February 9. The new office is located in the historic Freemason district of Norfolk, Virginia.

Effective February 9th, our mailing address is now:

thestrategygroup[™]

345 West Freemason Street, Suite 200
Norfolk, VA 23510

Our telephone and fax numbers will remain the same. Telephone: 757.640.8515 and Fax: 757.640.8517. Note our website domain name extension has changed from .us to .com; and our URL has changed from www.thestrategygroup.us to www.thestrategygroup.com.

Upcoming Speaking Engagements for The Strategy Group

Make plans to join The Strategy Group at two upcoming industry conferences:



Karen Corrigan, CEO of The Strategy Group, will be a keynote speaker at the 12th National Forum on Customer-Based Marketing Strategies sponsored by the Forum for Healthcare Strategists. Karen's presentation will be "The Chief Marketing Officer's New Strategy Agenda." Come hear Karen as she outlines why marketing executives need to take the lead in establishing the discipline of marketing as a strategy-critical business competency and how they can define the new role that marketing must play in today's competitive healthcare consumer market. Then stop by and visit our booth to learn more about how to leverage our turnkey products and consulting services to create competitive advantage for your organization. The Forum will be held April 22 - 24 at Omni Orlando Resort at ChampionsGate in Orlando, Florida. For more information on the conference visit their website at www.healthcarestrategy.com.



Betty Elmore, National Accounts Manager will be presenting at the Tennessee Society for Healthcare Marketing and Public Relations conference in Nashville, Tennessee on April 20th.

Do you serve on a local, state or regional health industry conference board, society or association? The Strategy Group can provide industry experts to speak for your upcoming events. Contact Karen Grinnan, Vice President of Sales & Marketing, at grinnan@thestrategygroup.com or 757.640.8515 to learn more about The Strategy Group's Speaker's Bureau.

Client Success Stories

Each month we will feature case studies on what Stroke**Sense** clients are doing to improve neurological health care in their hospitals and communities to provide you with timely, actionable ideas for your hospital.



Medical Center Hospital (Odessa, Texas) launched their Stroke**Sense** program in July and had an almost instant program success story. A gentleman was brought to their ER presenting with stroke symptoms. tPA was delivered within the critical timeframe and patient has fully recovered. He now "glows" about MCH's treatment program to friends, family and

neighbors. MCH is currently first in their market for stroke treatment but is committed to guarding against complacency. To do so the hospital is:

- running a TV commercial educating viewers about how strokes and stroke disability affects everyone from all walks of life;
- holding educational sessions, screenings and seminars, and
- tracking response from their HeartWalk which attracted 2,000 people

What is your hospital or health system doing with StrokeSense? We want to know! Email Stroke**Sense** Coaches [Carla Galanides](#) or [Michele Bordelon](#) and share how you are customizing and implementing Stroke**Sense** so we can share your ideas and results with your Stroke**Sense** program peers.

What Do You Think?

We'd love to hear your comments on the new Stroke**Sense** eNews. Email Client Services Manager [Jody Corrigan](#) with your thoughts and suggestions.

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